

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 2



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**WOR-TV**

# n the New York market.



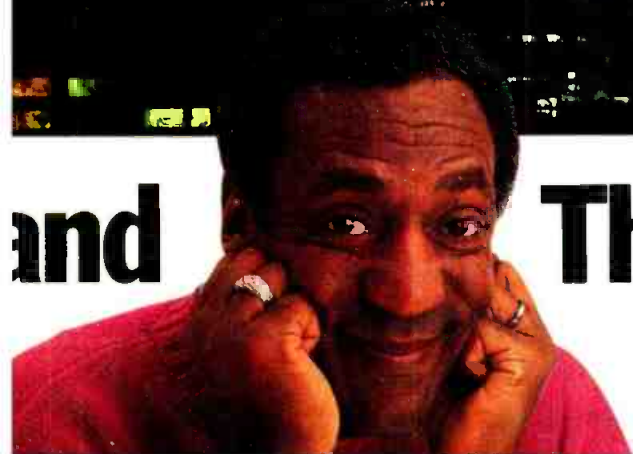
"We bought Cosby because it will not only take its time period but it will significantly assist in positioning WOR-TV as the leading independent in the country's number one market."

Pat A. Servodidio, *President, RKO Television, New York*



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# The Cosby Show





# What are radio station owners saying about **AMERICOM**?

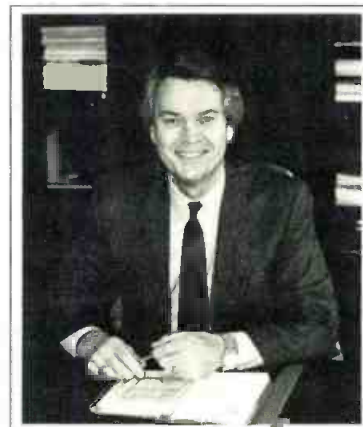


"I had a direct offer from someone that wanted to negotiate my price so I called Americom and told them I wanted a serious buyer that wouldn't kick tires. I chose their Confidential Marketing to protect myself and two weeks later they brought me a buyer that paid my price in cash."

*Stan McKenzie*  
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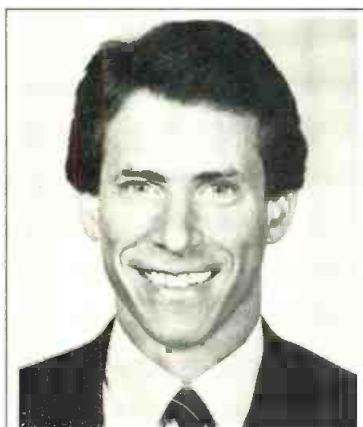
"I talked with several friends in the industry and heard some very good things about Americom. Now having worked with them, I consider them the most professional firm in the business. Their Confidential Marketing strategy targeted the best buyer for our two station group. They only had to clear one prospect with us who came in and paid us the price we wanted . . . \$13,500,000 cash."

*Jerry Atchley*  
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*Alan Beck*  
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*Art Kern*  
Chairman  
American Media Inc.



Radio Station Brokerage & Financing

# Broadcasting **Mar 2**

## Cable wins pole attachment case Baseball rights payments near \$350 million Fairness doctrine comments pour into FCC

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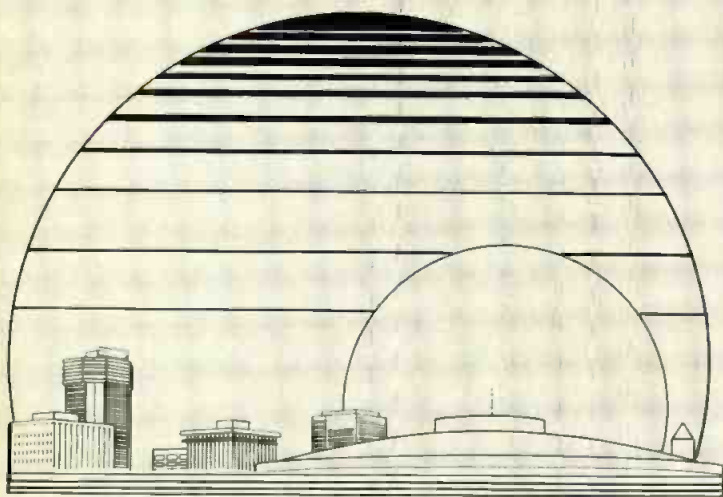
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## NAB politics

Contest for chairmanship of National Association of Broadcasters joint board of directors is shaping up. Two weeks ago, Wallace Jorgenson of Jefferson-Pilot Communications, Charlotte, N.C., NAB's television board vice chairman, announced candidacy. Now, Peter Kizer of Broadcast Communications of America (WTTV(TV) Indianapolis), association's television board chairman, says he's running for post. In race for vice chairmanship of radio board, so far four candidates have stated interest: Bob Fox KVEN(AM)-KHAY(FM) Ventura, Calif.; George Hyde WQBA-AM-FM Miami; Bill Sanders, KICD-AM-FM Spencer, Iowa, and Ray Lockhart, KOGA-AM-FM Ogallala, Neb. Jeffrey Smulyan of Emmis Broadcasting, Indianapolis, is another who's thinking about it.

## Waiting

Among those reportedly interested in Commissioner Mimi Dawson's seat at agency, should she decide to move on, is Robert Pettit, partner with law firm of Wiley, Rein & Fielding. Pettit, 34, is former senior legal adviser to Dawson. Commissioner has reportedly still not decided whether to remain at agency or seek opportunities elsewhere.

## Breath of life

Plan of Kohlberg Kravis Roberts & Co. to spin off WTVG(TV) Toledo, Ohio, to Storer's chief executive officer Terry Lee ("Closed Circuit," Oct. 27, 1986) had been put on hold following collapse of KKR's plan to sell its six other Storer stations. It is now reliably said that WTVG deal is back on track and will be announced soon. No clue has been given as to whether price will change from roughly \$50 million first indicated, or whether this signals change in plans for other six stations.

## Early warnings

Preparation for coverage of 1988 political conventions is starting. Group W TV station and Newsfeed news executives, for instance, held early planning session in Washington last Friday with representatives of Republican and Democratic National Committees and Radio-TV Correspondents' Gallery. Among concerns raised at day-long discussion were possible logistical nightmares if large

number of broadcasters roll in new Ku-band satellite vans for live coverage.

Two factors may work to industry's advantage in planning for Democrats' convention in Atlanta. One is presence of DNC communications director Bob Ferrante, formerly of CBS News and deputy director of network's 1984 convention coverage. Second is Democratic plan to offer audio-video feed of podium, similar to Republican-supplied coverage in 1984. Party may hire independent contractor to do job and so avoid hint of editorial manipulation, although Atlanta-based Turner Broadcasting is apparently offering its services for feed, and use of C-SPAN and network pool coverage also is option.

## Up in air

NBC Radio President Randy Bongarten has advised all radio division heads that NBC will not decide fate of its radio properties until spring at earliest. General Electric, new owner of NBC, is said to be seriously considering dumping radio, which may include deal with Westinghouse ("In Brief," Feb. 9.) Bongarten said NBC is studying different "scenarios," including retaining radio division.

## Inners and outers

NBC News President Lawrence Grossman has asked for advice from NBC senior news management on ways to improve efficiency of NBC News operations. Grossman is said to be looking for internal perspective to augment that of McKinsey & Co., management consultant, which has been surveying NBC News operations. Tom Ross, NBC News senior VP, said joint report of news division and McKinsey is expected to go to NBC President Bob Wright in April or May.

## Assist

U.S.'s Dean Burch got lucky break three weeks ago, as his campaign for Intelsat director general was getting under way. George F. Maltby, managing director of Australia's Overseas Telecommunications Commission, withdrew from consideration for director general's post. That paved way for U.S. to make its opening gambit: to seek support of United Kingdom.

Between them, U.S., with 25% of weighted vote on Board of Governors and UK, with 14%, would be able at minimum to block election of any other candidate. Two-thirds vote of board is required for election. UK had decided to support Maltby, one of top businessmen in Australia who is highly regarded in Intelsat circles. With his withdrawal—he apparently had not been keen for contest and pulled out about same time Burch was getting in—members of UK delegation to Board of Governors meeting two weeks ago said their position on director general issue was unsettled.

## In suspense

White House, in turmoil after Tower Commission report, has moved to back burner selection of new commissioner to succeed Mark Fowler—it's believed at least for two or three weeks. In meantime, candidacy of Peter Pitsch, chief of FCC Office of Plans and Policy, appears to have sunk below surface, principally because of opposition of broadcast industry, which considers him radical. At same time, chances of Jerry Fritz, Fowler aide, appear to have advanced still further. Despite reluctant support from FCC precincts, he is considered sure third vote for Chairman-designate Dennis Patrick, qualification that may carry day.

## Networks next?

Although no decisions have been made, there is evidence that ABC, CBS and NBC are serious about home shopping genre, which several services have pitched for use on TV networks in early morning hours at end of regular schedules. All three are said still to be considering home shopping for play during fallow time period. NBC spokesman said that network is considering program form for use in daytime as well. ABC spokesman said that network regards concept as worth exploring.

At CBS, palatability of home shopping was reviewed by standards and practices department and top Broadcast Group brass before station division cleared MCA TV's *Home Shopping Game* last week. Whether that show's passing station muster signals more home shopping on CBS remains to be seen. Fox Broadcasting spokesman said last week that FBC will not offer its affiliates program form since stations can acquire such programing on their own.

## Square one

The 20-year saga on the cabling of the city of New York continued last week. The city said it intended to issue a new request for proposal (RFP) for franchises, awarded in 1984, for those areas where construction has not yet begun. Those areas include Cablevision's Bronx and Brooklyn franchises and Queens Inner Unity's franchise in Queens.

In addition, the city will issue a new RFP for the two franchises in Manhattan, operated by ATC's Manhattan Cable and by Group W Cable New York (which a co-venture of ATC and Houston Industries is planning to buy). The two Manhattan franchises come up for renewal in 1990 and the city's intention to issue a new RFP there is motivated in part by persistent complaints of poor service, still unconstructed parts of the borough (approximately 800 blocks) and foot-dragging on the part of the franchise holders in upgrading the systems.

According to Morris Tarshis, the city's director of the Bureau of Franchises, the issuance of the new RFP's will not necessarily expel any of the current franchise holders from the process, although privately some sources said there is little hope that Queens Inner Unity will muster the resources to start building. Rather, said Tarshis, it will open the possibility of competing cable service within those franchises in the Bronx, Queens and Manhattan.

Last week Tarshis said that the Manhattan cable operators "have not done as good a job as we had hoped. . . . We are testing the waters to see who will come in, despite the federal legislation, and agree not to charge above [a certain amount] for service, to improve service and to upgrade the systems." As to the outer boroughs, the Board of Estimate approved last summer a plan proposed

by Cablevision to let the company raise the money to build its franchises step by step instead of raising all the money (an estimated \$400 million for both franchises) upfront. But Mayor Koch has opted not to sign off on the plan until an investigation looking at how the franchises were awarded is complete. The city has extended until the end of the year the company's basic franchise agreement. In the meantime, the city intends to issue the RFP to see if other companies are interested in launching systems in those Cablevision areas as well as the Queens Inner Unity franchise. "Maybe we'll have two companies providing service in [each] of those areas," Tarshis said. "In an unregulated monopoly environment that may be the only way to insure competition."

Unaffected by the moves last week were Warner Cable, which has started construction in its Queens and Brooklyn franchises, and ATC's Queens franchise where construction has also begun. In Staten Island, there had been reports of a dispute between the cable company there, Vision Cable, owned by Peter Gilbert, and Cox Cable, and the city over construction the city wants done underground. But last week Tarshis said he was still exploring whether the company was in compliance.

## HBO: no basic now

HBO denied reports last week that the company was exploring the possibility of offering a basic cable channel. According to HBO vice president of corporate affairs, David Pritchard, remarks made by Michael Fuchs, HBO chairman and chief executive officer, during a Goldman Sachs & Co. seminar Feb. 19 were an indication of the HBO's

chairman's "wish list" and not a signal of plans in the works.

According to Pritchard, Fuchs was asked during the seminar what new ventures the cable service was looking at, and Fuchs said that "what we do best at HBO is create and develop new networks, new services," such as Cinemax and Festival (the latter is now being tested on 15 to 20 systems), and that after the success of Festival is determined, HBO will "think about doing something else." When asked during the seminar if that would be a pay or basic channel, Pritchard said the HBO chairman responded, "one of each. . . . If I go back to what I think we do best, it's creating new channels, and, depending on what the circumstances are, we would look at a basic channel." According to Pritchard, however, "We have nothing on the boards. . . . It's kind of what every company has as a wishlist, and that's really what [Fuchs] was saying."

## Disney underwriting

The Disney Channel said last week that it has begun a program under which corporations will underwrite programming on the cable service in exchange for on-screen recognition. Eastman Kodak Co. will be the first company to participate, partially funding the cablecasts of *A Prairie Home Companion*, which will air on The Disney Channel on Saturdays at 9 p.m. beginning March 7.

In return for funding, corporations will receive on-air recognition before and after each presentation or have their names become "part of a series umbrella title, such as 'The XYZ Co. Family Theater,'" Disney said, adding that the channel will remain commercial-free. Only one company in each industry will participate in the underwriting program, Disney said.

**Supreme Court asked to reject Utah obscenity appeal.** Cable television subscribers in Utah and a group of cable television systems asked the Supreme Court last week to reject, without oral argument, the state of Utah's appeal of a lower court opinion declaring the state's law banning indecency on cable television to violate the First Amendment.

The state, in its appeal, argued that the lower court's fundamental error was in holding that the state has no constitutional authority to regulate indecent material that is not obscene (BROADCASTING, Jan. 12). But the brief filed by the cable interests, who have been joined by Home Box Office Inc., says the statute at issue does not even require or justify consideration of the question.

The brief notes that the statute marks the fourth time the state or one of its subdivisions has attempted to enact a law banning indecency on cable television. All attempts have been declared unconstitutional. The latest effort was passed by the legislature over the governor's veto. It was then thrown out by a U.S. district court in a decision later affirmed by the U.S. Court of Appeals for the 10th Circuit. In their brief, submitted to the Supreme Court, the cable interests offered the opinions issued by lower courts that have rejected the legislation.

Utah had leaned heavily on the high court's 1978 decision in *FCC v. Pacifica Foundation*, which upheld the FCC's authority to sanction broadcast stations that air indecent material during periods of the day when children could be expected to be in the audience. But

the cable interests say that decision cannot be considered precedent for action against cable systems. They note that cable systems are not subject to FCC licensing, are subscribed to by viewers seeking a greater variety of programming than is available "from governmentally licensed broadcasters" and whose defining characteristic is virtually unlimited choice.

"It thus defies both logic and precedent to conclude that the medium of cable television should be relegated to the lesser level of protection afforded to broadcasters in *Pacifica*," the brief says, "when broadcasters are afforded that limited protection only because of the special characteristics of broadcasting."

But regardless of that issue, the brief says the statute should be overturned simply because of the constitutionally fatal flaw of vagueness. "It offers no guidance as to applicable standards in an area where precision of regulation is required," the brief says. Nor is that the statute's only fatal flaw, according to the brief. The lower courts that considered the case, the brief says, correctly found that Congress, in passing the Cable Communications Policy Act of 1984, had preempted Utah's ability to control the content of cable programming. "As the district court correctly found," the brief says, "the Act makes clear that the federal government is to exercise 'exclusive' regulatory power over program content in all but a few limited areas."

In sum, the brief says, "the questions necessary to the disposition of this case are so insubstantial as not to need further argument."



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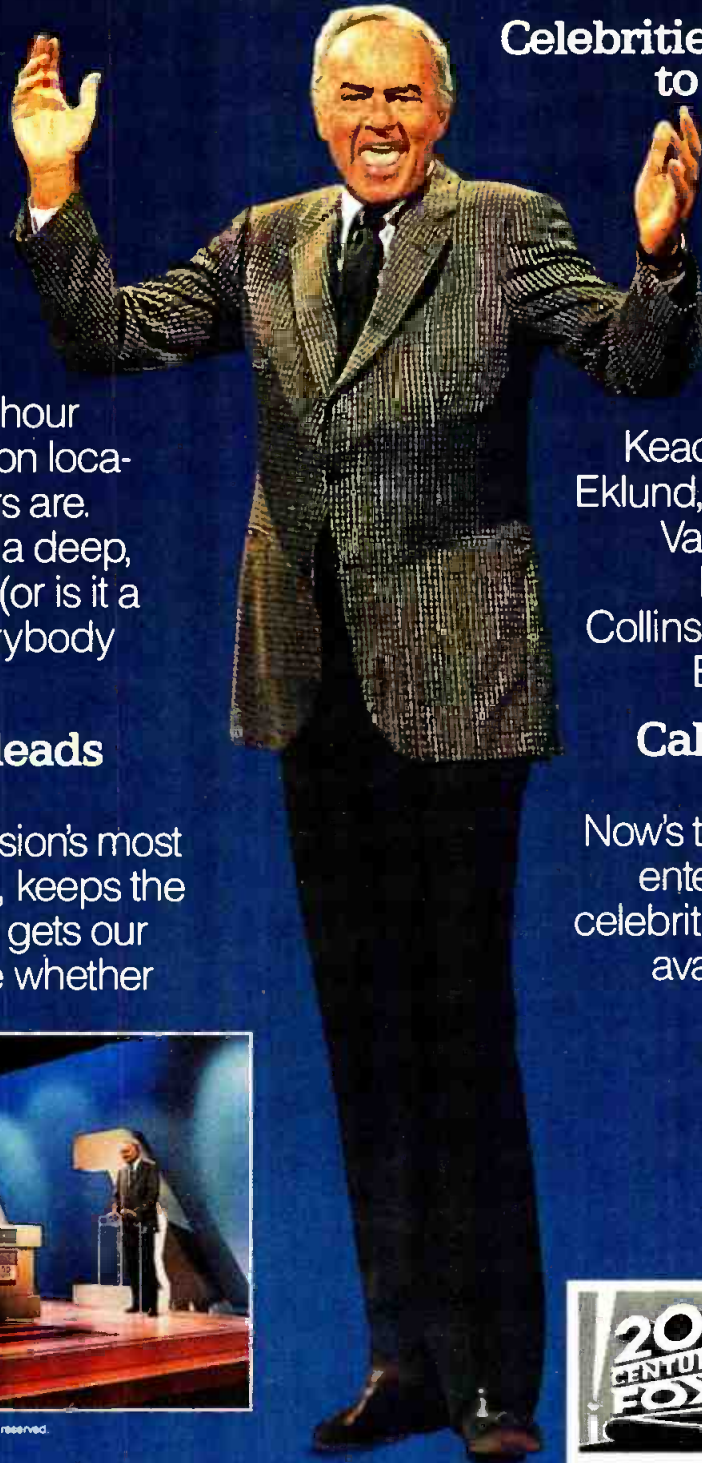
the celebrities are telling the truth — or just spreading rumors. (And, wow — do our contestants have their own secrets to reveal!)

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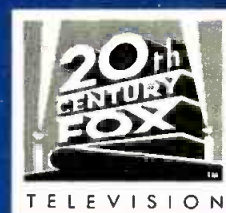
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## Bio show

Arts & Entertainment Network has signed actor Peter Graves, who starred in *Mission Impossible*, to host *Biography*, A&E's new series on the lives of prominent world figures. Debuting April 6 at 10 p.m. NYT, the program will discuss the lives of Josephine Baker, Tennessee Williams, Franklin D. Roosevelt, Liv Ullmann and F. Scott Fitzgerald. After the series' week-long preview, the show will air weekly on Wednesdays, with features scheduled on Nancy Reagan, John F. Kennedy, Queen Elizabeth II and Lee Iacocca.

## Chinese feed

Cable News Network will be aired in the People's Republic of China, following completion of an agreement between CNN and

China Central Television (CCTV), the country's state broadcast service.

CCTV will use excerpts from CNN on daily newscasts appearing on its two channels. The agreement also gives CNN the right to sell advertising spots on the channel.

The network will establish a news bureau in Beijing later this year and has begun plans for installing satellite downlink facilities in the capital city to receive CNN's signal from the Intelsat Pacific Ocean V-F8 satellite.

A Chinese delegation visited the network's Atlanta headquarters and other CCTV technical and editorial personnel will visit for further orientation.

The two CCTV channels reach an estimated audience of 300 million, according to CNN, with a future potential audience of over one billion as the number of TV sets in use increases.



At the signing: Sidney Pike, Turner Program Services senior vice president; Ted Turner, TBS chairman, and Yang Weiguang, CCTV vice president.

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# McQUEEN

HE'S COOL

...like Newman.

HE'S TOUGH

...like Eastwood.

HE WORKS ALONE

...like Bronson.

**WANTED  
DEAD OR ALIVE**

THE  
LEGEND LIVES  
ON IN COLOR

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

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

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

McQueen—a superstar with timeless appeal!



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# THE HEARST CENTENNIAL.

## 100 YEARS OF MAKING COMMUNICATIONS HISTORY.

This year The Hearst Corporation is celebrating its 100th anniversary in American journalism.

As a salute to the many thousands of employees who helped us reach this milestone, we have gathered together just a few from the past and the present who, in some special way, represent the achievements of all their co-workers over the past century. Reporters, columnists, editors, publishers, writers, broadcasters and business executives: they have made Hearst one of the largest and, we think, one of the best communications companies in the world.

And to our readers, our viewers, our listeners and our advertising clients for their support over the years...thank you!

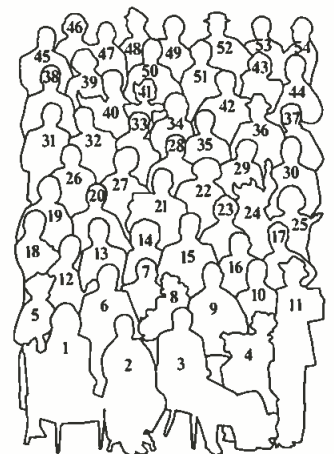


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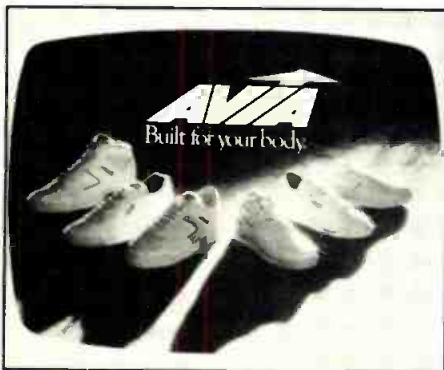




# Business Briefly

## TELEVISION

**Avia Athletic Footwear** □ In its first use of television, advertiser is kicking off campaign this week in 10 markets throughout country. Commercial features dancers from Joffrey Ballet and, for



contrast, members of Los Angeles Raiders professional football team. Spots will run in early and late fringe times. Target: adults, 21-44. Agency: Ketchum Communications, San Francisco.

**Take 3  
and See!**

**A \$3 P.I.  
IS YOURS**

for every inquiry produced on your station by our hard-hitting, 120 second and/or 60 second direct response TV commercials.

It offers a service vital to most homeowners—a totally effective treatment for septic problems.

If you're interested in making money even while you sleep, put your round-the-clock unsold time spots to work.

Contact:

**Ed Fuller  
Kleen-Aid Corp.**

**1-914-356-0723**

**Aaron Sells** □ Retail seller of new and previously rented furniture begins second-quarter campaign in 28 markets, including Dallas, Houston, Nashville and Seattle. Daytime and fringe slots will be sought. Target: adults, 18-34. Agency: Paces East Advertising, Atlanta.

**Commonwealth of Massachusetts** □ Spring promotion in support of tourism will break in mid-April in seven markets including New York, Philadelphia and Providence, R.I. Commercials will appear in all dayparts. Target: adults, 25-

54. Agency: Ingalls, Quinn & Johnson, Boston.

## RADIO

**Osterman's Jewelry** □ Three-week flight is set to begin this week in about 26 markets in Midwest, including Milwaukee; Indianapolis; Dayton, Ohio, and Flint, Mich. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Stone, August & Co., Birmingham, Mich.

**Hallmark Cards** □ Test campaign will

## AdVantage

**Super deal.** Singer Michael Jackson, who helped launch Pepsi-Cola's "Choice of a New Generation" advertising campaign, will be back on television for Pepsi this year. Jackson will appear in two new Pepsi spots that will be released following the debut of singer's new album this spring. Specially edited 45-second "sneak preview" of one of commercials was carried last Tuesday on CBS-TV during Grammy Awards program. In 1984, Jackson and members of his family reportedly received \$5 million for appearing in commercials for Pepsi and making personal appearances in U.S. for one year. This year's pact is with Michael Jackson only and is three-year agreement calling for commercials and appearances on international basis. One source close to Pepsi and Jackson estimates his remuneration should reach about \$10 million.

**Condom contretemps.** Della Femina, Travisano & Partners, New York, resigned Ansell-America's Lifestyles condom account on Feb. 20 after dispute with John H. Silverman, president of Ansell. Jerry Della Femina, chairman of agency, said account was resigned because Silverman was quoted in *Time* saying "AIDS is a condom marketer's dream." Silverman later said *Time* quotation was printed out of context. Della Femina's advertising for Lifestyles is credited with having spurred television stations and magazines to accept condom advertisements. Last week Ansell named Margeotes/Fertitta & Weiss, New York, as its new agency.

**In high gear.** New study compiled by J. Walter Thompson/New York says television coverage of auto racing is expanding. JWT reported that in particular, three major networks have increased number of events they will carry in 1987 to 26, about 55% increase over 1986. JWT's 64-page booklet lists 1987 schedule of three television networks, cable networks and syndicators. Copies of study, called "Network Sports—1987 Auto Racing," are available from Thompson to anyone making donation of \$25 to charity drive for The Help for Retarded Children. Checks may be forwarded to Thompson's media department, 466 Lexington Avenue, New York, N.Y. 10017.

**Spot talk.** Six television and three radio public service announcements will be part of five-year commemoration of U.S. Constitution being organized by The Commission on the Bicentennial of the United States Constitution. Nonprofit, New York-based Advertising Council and volunteer advertising agency, Scali, McCabe, Sloves Inc., New York, are working together on broadcast and print campaign designed to increase public awareness of Constitution's significance. Production expense has run to \$600,000. Television PSAs cover six subjects—Presidents' oath, military recruit oath, freedom of religion, right of 18-year-olds to vote, freedom of press and freedom of speech—and will be released over two years, beginning with Presidents' oath spot. Of six PSAs, four are 30-second and two are 20-second. They will be distributed to more than 900 TV stations and about 400 cable systems, including satellite feed that will be available to about 100 stations. Estimated value of broadcast time and print space that will be donated to campaign is \$20 million. TV PSAs were presented last Monday (Feb. 23) in Washington by former Chief Justice Warren Burger, commission's chairman; Lynne Cheney, chairman of commission's Media Advisory Committee and chairman of National Endowment for the Humanities; Robert Keim, president of The Advertising Council, and Marvin Sloves, chairman and chief executive officer of Scali, McCabe, Sloves. Radio PSAs are still in production. Ad Council will begin distributing TV PSAs in middle of March.



# If You're Looking For A Fast Starter...

In its first week on the air, Knight Rider put KICU-TV in the San Jose/San Francisco market into high gear:

- **Increases lead-in rating by 100%...lead-in share by 33%**
- **Doubles the time period rating and share**
- **Steadily increases its share by 67% from Monday to Friday.**

Knight Rider is delivering sensational ratings in other markets, too.

Get the full story today—and then put Knight Rider's fast-starting action to work on your station!



**AVAILABLE AS HOURS  
OR HALF HOURS.**

**KNIGHT RIDER**  
MCA TV

Source: Nielsen Metered Market Overnights 2/21/87-2/6/87 and previous 4 week average. ©1987 MCA TV. All rights reserved.



I N T R O D U

# NEW WORLD ONE

It's the only one you need.

The ultimate collection of feature films from the hottest new name in television.

And it's got everything you need for programming success. The hottest stars. Non-stop action. Unbelievable adventures. Bone-chilling suspense.

Mysteries. Dramas. And much more.

Eighteen theatrical winners with proven audience appeal. Promotable. And powerful.

New World One. It's a whole new dimension in television entertainment. And it's just the beginning.



**NEW WORLD TELEVISION**

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New York, NY 10023  
212-603-7713



# C I N G





be conducted for three weeks in April in six markets. Commercials will run in all dayparts. Target: women, 25-54. Agency: Valentine-Radford, Kansas City, Mo.

**Wild Pair Shoes** □ Retail chain will launch one-week flight in early April in more than 20 markets, including Atlanta, New York, San Francisco and Dallas. Commercials will be placed in all time periods. Target: adults, 18-34. Agency: Media Marketing, Western Springs, Ill.

**Sherwin Williams Paints** □ Sixty-market thrust will begin in late April and early May with flights varying from six to

12 weeks, depending on market. Commercials will be presented in drive times on weekdays and in midday positions on Saturday in markets including Atlanta, Dallas, Denver, Kansas City and Richmond, Va. Target: adults, 25-54. Agency: Wyse Advertising, Cleveland.

**Our Own Hardware** □ Retail chain will kick off 60-market campaign in late April in about 25 markets, including Denver, Des Moines, Iowa, and Milwaukee. Commercials will be placed in morning and afternoon drive on weekdays and in Saturday-afternoon segments. Target: adults and men, 25-54. Agency: Fischbein Advertising, Minneapolis.

**Ringer Corp.** □ Company's lawn fertilizer products will be spotlighted in three-week flight breaking in late March in markets covering East and Midwest. Commercials will run in prime, early and late fringe and in sports programming. Target: men, 25-54. Agency: Hoffman York & Compton, Milwaukee.

#### RADIO & TV

**Grossman Hardware** □ Second-quarter campaign is planned for April on radio stations in about 50 markets and on TV stations in about seven markets. All dayparts will be used in flight set for Northeast. Target: men, 25-54. Agency: Emerson Lane Fortuna, Boston.

#### TELEVISION & CABLE

**Visa** □ Credit card company, which has been taking competitive shots at rival American Express Co., will launch campaign this week on network TV in all



dayparts and on ESPN and Arts & Entertainment, focusing on Visa's sponsorship of 1988 Olympic games. Commercials will advise viewers that Visa is sole credit card to be accepted at Olympic village. Spots will be carried periodically through 1988. Theme line in spot called "Calgary" is "Visa. It's everywhere you want to be." Agency is BBDO, New York.

### Rep Report

WNWO-TV Toledo, Ohio; WRDW-TV Augusta, Ga., and WEYI-TV Flint-Saginaw, Mich.: To Petry National Television from Katz Continental.

□  
WIOV(FM) Ephrata, Pa.; WAGO(AM) Reading, Pa.: To Hillier, Newmark, Wechsler & Howard from Republic Radio.

□  
WAGG(AM)-WENN(FM) Birmingham, Ala.: To Hillier, Newmark, Wechsler & Howard from Select Radio.

□  
WxKE(FM) Fort Wayne, Ind.: To Hillier, Newmark, Wechsler & Howard from Selcom Radio.

□  
KXOK(AM)-KLTH(FM) St. Louis: To Hillier, Newmark, Wechsler & Howard from Katz Radio.

## U N I O N B A N K

This announcement appears as a matter of record only.

# \$15,000,000

Acquisition Credit Facility

### H R Broadcasting Corp., Inc.

for the acquisition of television stations

**WCGV—Milwaukee, Wisconsin**

**WTTO—Birmingham, Alabama**

Financing arranged by

**Union Bank**  
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*The Business Bank*

A member of Standard Chartered Group

THIS IS THE ONE!



Photo Credit: Bob Leafe

# THE FIFTH ANNUAL AMERICAN VIDEO AWARDS

★ **Year after year** AVA is one of the highest-rated syndicated specials in prime time, continually improving the time period and reaching top shares of your most elusive demos.

★ **Year after year** AVA is completely sold out. Try this prescription: Take two runs. Cume the ratings. Stand back. Watch national and local spot dollars pour in. Stations do it **year after year**.



A TWO-HOUR PRIME-TIME STAR-STUDED  
SPECIAL **IN STEREO**

Hosted by Casey Kasem

AVAILABLE FOR SPRING 1987

ADVERTISER SUPPORTED



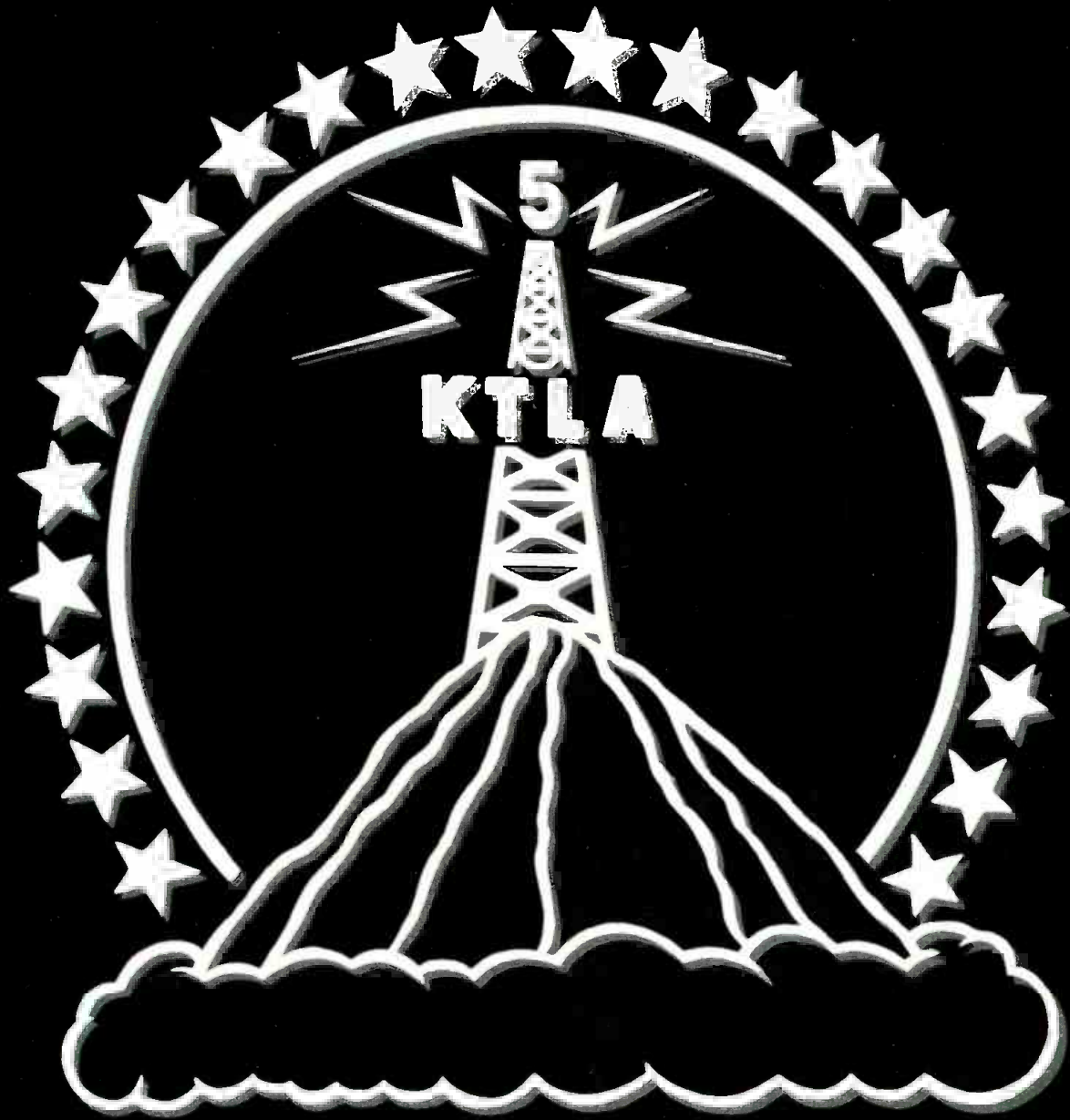
**ALL AMERICAN  
TELEVISION**

(212) 818-1200

(213) 937-1250



# *First in 1947*



On January 22, 1947, KTLA made history when it signed on the air as the first television station west of the Mississippi.

*First in 1987*



Today, we're still making history as L.A.'s  
leading independent. KTLA...First in 1947.  
First in 1987. First for forty years.



A broadcast bankruptcy commentary from Joel Rothstein Wolfson, attorney, Washington

## The up and down sides to filing for Chapter 11

Bankruptcy by broadcasters has been in the news lately. Some stations appear in desperate shape, in default on loans and contracts, with little cash on hand. Bankruptcy is used to wind up business, sell assets and divide proceeds among creditors. Bankruptcy is seen as an act to benefit creditors.

To the contrary, Chapter 11 should be used primarily for the rehabilitation of an entity, not for liquidation. If a business waits too long, little can be done except to sell its assets and wind up its affairs. Financially troubled entities should view bankruptcy as an affirmative, if high-risk, weapon.

Three types of bankruptcy are available to most telecommunications entities—Chapter 7 (liquidation: selling assets and paying creditors with proceeds), Chapter 11 (reorganization) and Chapter 13 (mini-reorganization for individuals). This article deals only with Chapter 11.

Bankruptcy may be filed for any legitimate business purpose. The petitioner need not be insolvent. Normally, there is no limit to the frequency of Chapter 11 filings. Reorganization begins with the filing of a petition for bankruptcy in a local federal court. The debtor usually remains in possession and control of the company during bankruptcy. The filing produces two crucial effects: Most legal proceedings against the company are stayed (halted temporarily), and the obligation to pay pre-petition unsecured debts is suspended. Bankruptcy permits the debtor to deal with all claims against it in one forum. At least one committee of unsecured creditors is appointed to aid in administration. A plan of reorganization is normally proposed by the debtor. Then the plan is reviewed by the court for confirmation.

A company, while reorganizing, can use bankruptcy to accomplish a number of legitimate business objectives:

- **Preventing repossession of assets or property:** A filing for bankruptcy automatically stays most evictions, repossessions, and sales.

- **Suspension of debt service:** The suspension of payment to pre-petition unsecured creditors allows that money to be used to pay for services, payrolls, and secured lenders during administration.

- **Preventing cancellation of a contract:** The debtor can choose which contracts and leases to continue during bankruptcy, as long as any defaults are cured and compensated for and adequate assurance of performance is provided. Suspension of payment to pre-petition unsecured creditors should leave money to provide adequate assurance. Clauses permitting termination upon insolvency or bankruptcy are of no effect.

- **Rejection or renegotiation of certain**



Joel Rothstein Wolfson is a telecommunications, bankruptcy and high technology attorney in Washington. His firm represents a variety of broadcast, common carrier, cable, computer consulting and manufacturing clients.

contracts: Even when the debtor continues a contract during administration, most contracts and leases can be rejected with court approval (including labor contracts and pension plans).

- **Freezing out stockholders:** A plan must maintain "absolute priority." Secured creditors must receive payment up to the value of their collateral before unsecured creditors receive anything. Unsecured creditors must receive full repayment before stockholders receive anything.

- **Conversion of debt to equity:** A plan can propose that creditors receive stock in lieu of some or all repayment.

- **Buying payment time:** Suspension of pre-petition unsecured debt payment means that short-term cash flow problems can be weathered. (Of course, if short-term cash flow becomes long term—which can be precipitated by the act of bankruptcy—the cure may be worse than the disease.)

- **Management of litigation:** Bankruptcy stays most litigation. It permits the debtor to transfer ongoing cases to the bankruptcy court and cuts off most rights to a jury trial.

- **Accounting action:** For partnerships or closely held corporations, bankruptcy offers a means of accounting between factions, forcing a buyout and giving stockholders control over or replacement of management.

- **Recovery of preferences and fraudulent transfers:** The bankruptcy code permits the recovery of certain kinds of payments or transfers made to creditors up to one year before filing; mismanagement can be corrected and creditor lines annulled.

- **Assignment of unassignable leases and contracts:** Many contracts or leases may be assigned to a third party despite language prohibiting assignment.

- **Leverage to create a work-out:** Creditors may be more willing to settle disputed claims, or agree to repayment at a reduced rate. A work-out may even permit voluntary dismissal of the bankruptcy.

On the other hand, bankruptcy may involve trade-offs that must be carefully weighed against the benefits:

- **Scrutiny of business:** Prior court approval is necessary for transactions out of the ordinary course of business. Proposals to expand, sell major assets or take new financing may require notice to creditors and a hearing.

- **Creditors' power:** Creditors' committees have the power to hire their own experts, conduct their own investigation into the debtor and recommend how to vote on the plan. They are sometimes able to propose their own plan.

- **Trustee appointment:** The court, for cause, can appoint a trustee to take possession and/or control of the debtor's business or property or appoint an examiner to investigate the debtor.

- **Cash flow problems:** The filing initially disrupts financial arrangements. In addition, suppliers may cancel orders or payment arrangement; the company's own debtors may not pay debts in a timely fashion, and consent of secured lenders may be required before assets can be pledged to new financing.

- **Accelerated damages:** Rejecting a contract causes an unsecured claim for all resulting damages. A company can be faced with tremendous additional "accelerated" or resulting debt coming out of bankruptcy.

- **Collection against guarantors or co-debtors:** After the debtor files bankruptcy or rejects a contract or lease, creditors may collect from a nonbankrupt party, such as a guarantor, affiliate or parent. This party may be liable for the entire loan amount, as accelerated; damage for breach, or tort liability. This can lead to new financial problems and bankruptcies.

- **Costs of bankruptcy:** In addition to attorneys fees, mailings to all creditors and preparation of court papers and periodic reports, the costs of any creditors' committee, trustee or examiner are borne by the debtor.

- **Psychological costs:** After filing, it may be hard to keep key employees, maintain the price of the stock and prevent splits within management.

- **Revelation of financial data:** Nonpublic companies are forced to reveal transactions and financial data.

- **Recovery of preferences:** Bankruptcy permits recovery of certain preferences and transfers. If recovery is from an essential creditor or key member of management, animosity may submarine reorganization.

- **Conversion to Chapter 7:** Chapter 11 can be converted to forced liquidation, a trustee named, and the business wound up.

A company going into bankruptcy to accomplish an objective other than liquidation should make key financial arrangements before filing, accomplish the objectives quickly, and get out. A company that gets bogged down in Chapter 11 may never emerge. ■

# Datebook

## This week

**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**—Opening reception for *Museum of Broadcasting's* fourth annual television festival in Los Angeles, presented by Los Angeles County Museum of Art and Academy of Television Arts and Sciences. Festival runs March 4-21. Ahmanson Gallery, Los Angeles County Museum of Art. Information: (818) 777-2190.

**March 3-4**—*Ohio Association of Broadcasters* 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**—*National Academy of Television Arts & Sciences, 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 5-7**—"Television's Global Challenge: Terrorism, War, Propaganda & Technology," national conference sponsored by *University of Chicago's William Benton Fellowships in Broadcast Journalism*. Participants include ABC's Betsy Aaron, Robert Zeinick and Bernard Kalb; CBS's Richard Roth; PBS's Hodding Carter; BBC's Martin Bell, and Jesse Jackson. Swift Hall, University of Chicago.

**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**—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University, New Brunswick, N.J.

**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**—*Radio-Television News Directors Association* regional three meeting with Society of Professional Journalists, Sigma Delta Chi. Provo, Utah. Information: Hal Kennedy, (303) 634-2844.

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

**March 7**—"Deregulation 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.

## Also in March

**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, "The Future of Televised Sports." Panelists: Neal Pilson, CBS Sports and Broadcast Operations; Seth Abraham, HBO; Roger Werner, ESPN; Bryan Burns, Major League Baseball; Jerry Solomon, Busch Media Group, and Barry Frank, Trans World International. 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**—"Public Relations and AIDS," seminar sponsored by *Center for Communication*. Harper & Row Publishers, New York. Information: (212) 930-4878.

**March 10-13**—*Audio Engineering Society* convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

**March 11**—*American Women in Radio and Television, Washington chapter*, meeting, "Where Will the Jobs Be in 1997?" National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

**March 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 Corporon, 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**—"The New Technologies: Describing the Alphabet Soup (DBS, SMATV, MDS, MSO)," seminar sponsored by *Center for Communication*. New York. Information: (212) 930-4878.

**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 Representative John Dingell (D-Mich.). Willard hotel, Washington. Information: (202) 898-0089.

**March 12-15**—*National Association of Black Owned Broadcasters* 11th annual spring broadcast management conference. Intercontinental hotel, New Orleans. Information: (202) 463-8970.

**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., Wash-

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**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**—National 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. featuring panel on "AIDS and the Mass Media." Panelists: George Dessart, CBS/Broadcast Group; Betty Hudson, NBC; Dr. Ruth Westheimer, host of *Dr. Ruth Show* on Lifetime Cable Network; Francis Martin, Chronicle Broadcasting Co., and Dr. Art Ulene, Lifetime and NBC. Waldorf-Astoria, New York.

**March 20-21**—Radio-Television News Directors Association region 12 meeting with Syracuse University, Syracuse, N.Y. Information: Brian Whittemore, (518) 381-4848.

**March 20-21**—Fourth annual Broadcasting-Taishoff seminar, sponsored by Sigma Delta Chi Foundation. Maison du Puy, New Orleans. Information: (312) 922-7424.

**March 20-22**—Intercollegiate Broadcasting System national convention. New York Penta hotel, New York.

Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

**March 22-26**—Gannett Center for Media Studies technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**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 luncheon. Waldorf-Astoria, New York.

**March 24**—Federal Communications Bar Association luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

**March 24**—Television Bureau of Advertising regional sales training conference. Meriden, 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. Loews 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 27-28**—National Federation of Local Cable Programers, Southeast regional conference, "Community Access: Playing for Keeps." North Carolina Association of Educators, Raleigh, N.C. Information: (919) 755-6278.

**March 28**—"A Conversation with Susan Stamberg (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. Speakers include Trygve Myhren, ATC; Robert Clasen, Comcast Cable; Ted Turner, Turner Broadcasting System; Fred Vierra, United Cable Television Corp.; Ed Bleier, Warner Bros. Television; Kay Koplovitz, USA Network; Jerry Maglio, Daniels & Associates, and Lon Bencini, General Mills. 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. In-

**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**—23rd annual MIP-TV, Marchés 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.

## Major Meetings

**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.

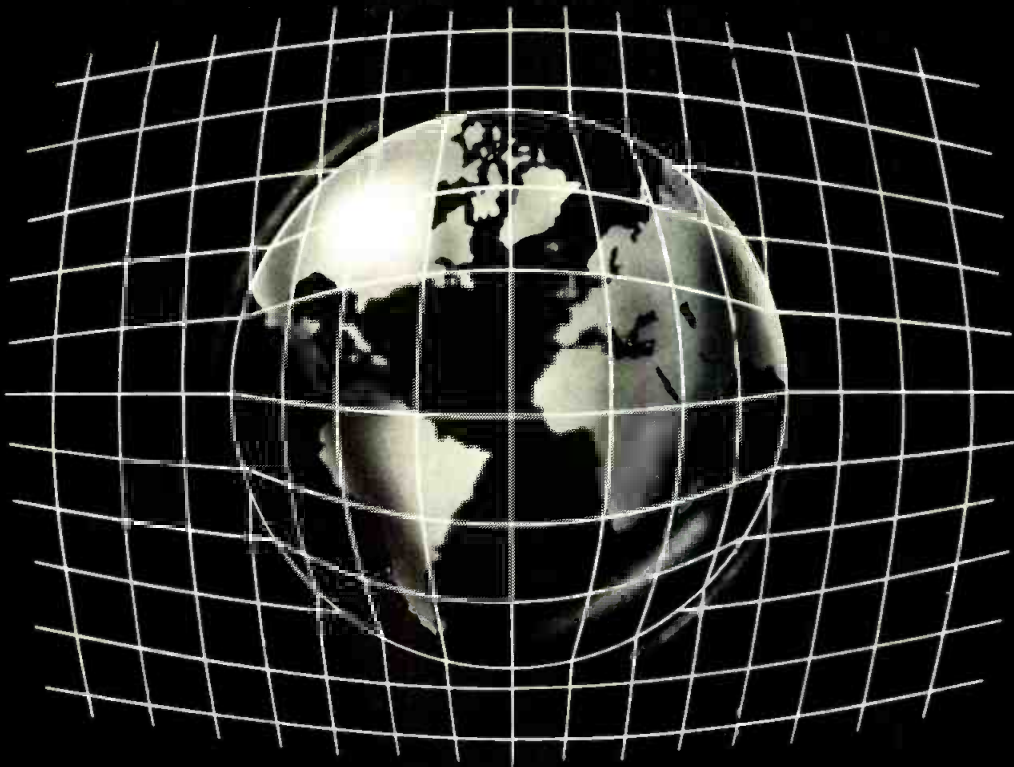
**Jan. 23-26, 1988**—Radio Advertising Bureau's Managing Sales Conference. Hyatt Regency, Atlanta.

**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.

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formation: (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 programing. Information: (914) 238-4481.

■ **March 31**—Deadline for entries in CEBA (Communications Excellence to Black Audiences) Awards, sponsored by *World Institute of Black Communications*. Information: (212) 586-1771.

## April

**April 1**—*National 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.

**April 1**—Luncheon honoring newly elected members of Advertising Hall of Fame, Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

**April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

**April 2**—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

**April 3-4**—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

■ **April 5-11**—10th annual International Public Television Screening Conference (INPUT), hosted by *Spanish Radio and TV Corp. (R.T.V.E.)*. Manuel de Falla Centre, Granada, Spain. Information: Enrique Nicanor, (341) 218-22-76.

■ **April 6-7**—*National Association of State Radio Networks* meeting. Ponchatrairie hotel, Detroit. Information: (501) 225-6017.

**April 7**—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

**April 7**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 7**—*Women in Cable, New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

**April 8**—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

**April 8**—Satellite teleconference on role of media in current U.S./USSR relations, hosted by ABC anchor Peter Jennings on U.S. side, held in conjunction with *American Society of Newspaper Editors and Gosteleradio*. Fairmont hotel, San Francisco. Information: (212) 877-4070.

**April 9**—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

**April 9-10**—Fourth annual minority career workshop, sponsored by *International Radio and Television Society*. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 10-11**—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting, Central Michigan University, Michigan Association of Broadcasters and Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

**April 10-12**—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

**April 13**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**April 14**—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

**April 15**—Deadline for entries in National Psychology Awards for Excellence in the Media, "to recognize and encourage outstanding, accurate coverage which increases public understanding of psychology," sponsored by *American Psychological Association and American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036.

**April 16**—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

**April 16**—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

**April 16**—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

**April 17**—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFSS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

**April 17-18**—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*, Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 21**—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

**April 21**—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

**April 21**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

**April 22**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations, Copacabana, New York. Information: (212) 765-2450.

**April 22**—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.

**April 22-24**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

**April 23**—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

**April 23**—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

**April 23-24**—*Indiana Broadcasters Association* spring meeting. Embassy Suites North, Indianapolis.

**April 24-26**—*Federal Communications Bar Association* annual seminar. Keynote speaker: FCC Commissioner James Quello. Wintergreen resort, Wintergreen, Va.

**April 25**—"A Conversation with David McCullough

(host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

■ **April 22-25**—Fifth annual National Hispanic Media Conference. Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

**April 26-28**—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*. NPR headquarters, Washington.

**April 26-29**—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

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

**April 26-29**—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

**April 28**—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

**April 28**—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 29**—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 29-30**—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

**April 29-May 2**—*National Translator Association* annual convention. Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441.

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

## May

**May 5-6**—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

**May 6**—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

**May 6**—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

**May 8-10**—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

**May 9-16**—27th Golden Rose of Montreux, television festival for light entertainment programing. Montreux, Switzerland. Information: (212) 223-0044.

**May 12**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**May 12**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**May 12-14**—*Florida Association of Broadcasters* legislative day. Radisson hotel, Tallahassee, Fla.

**May 13**—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

**May 14-15**—*Kentucky Broadcasters Association* spring convention. Louisville, Ky.

**May 16-23**—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Film-makers Union, Committee for Television and Radio, Bulgarian Cinematography Corp. and House of Humor and Satire-Gabrovo*. Gabrovo, Bulgaria.

**May 17-20**—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

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

**May 17-21**—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

**May 21**—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Infor-

## Errata

In sale of KDOL(AM) Mojave and KTRH(FM) Tehachapi, both California, reported in "Changing Hands," Feb. 23, KDOL is on full time, not daytimer, and KTRH is on 103.1 mhz, not 97.7 mhz.

□

In station trading special report, BROADCASTING, Feb. 9, sale price of Mid-America's Indianapolis cable system was \$151,250,000, not the \$80 million to \$90 million originally estimated.

□

National Cable Television Association President Jim Mooney criticized position of FCC General Counsel Diane Killory on FCC's proposed syndicated exclusivity rules, not FCC Commissioner Patricia Dennis as reported in Feb. 23 "Cable-castings." NCTA and Dennis agree that rules may be prohibited by Cable Communications Policy Act of 1984.

mation: Patricia Reilly, (202) 429-7285

**May 21**—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

**May 21**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**May 25-28** Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

**May 26-27**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977

**May 26-30**—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*, UM campus, Columbia, Mo. Information: (314) 882-7771.

**May 27-29**—*Prix Jenness Munich*, children's television seminar, Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58

**May 27-30**—*International Television Association* 19th annual international conference. Keynote speaker: Linda Ellerbee, co-host, ABC's *Our World*, Washington Hilton, Washington. Information: (214) 869-1112

**May 28-31**—*NATPE Educational Foundation* management seminar for program executives, University of Colorado at Boulder, Boulder, Colo. Information: (212) 949-8890.

**May 30-June 1**—Fourth annual ShowBiz Expo, exposition and conference for film and video professionals, Los Angeles Convention Center. Information: (213) 668-1811.

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

## June

**June 4-7**—*Missouri Broadcasters Association* spring meeting, Rock Lane Lodge, Branson, Mo.

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

**June 10-14**—31st annual Television Programming Conference Disney World, Orlando, Fla. Information: (904) 432-8396.

**June 7-13**—Eighth *Banff Television Festival*, Banff, Alberta, Canada. Information: (403) 762-3060.

**June 8-10**—*NBC-TV* annual promotion executives conference, Peachtree Plaza, Atlanta.

**June 9**—*International Radio and Television Society* "Second Tuesday" seminar, Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

**June 10-14**—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* seminar, Peachtree Plaza, Atlanta. Information: (212) 757-7232.

**June 9-11**—*International Radio Festival of New York*, including presentation (June 11) of award winners in its worldwide competition for radio advertising and programming, Sheraton Center hotel, New York. Information: (212) 238-4481.

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

**June 15-17**—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*, Sheraton Center hotel, New York. Information: (703) 522-0883.

**June 15-30**—*American Film Institute* second TV writers' summer workshop, AFI campus, Los Angeles. Information: (213) 856-7743.

**June 16**—*Electronic Media Marketing Association* meeting, Yale Club, New York. Information: (203) 625-0101.

**June 17**—*International Radio and Television Society* annual meeting and "Broadcaster of the Year" luncheon, honoring late William B. Williams, long-time

New York radio personality, Waldorf-Astoria, New York.

**June 17**—*American Women in Radio and Television, Washington chapter*, meeting, "Women as Managers," National Association of Broadcasters, Washington.

**June 17-19**—*Audio Engineering Society* second regional convention, Tokyo. Information: (212) 661-8528.

**June 18**—*Federal Communications Bar Association* luncheon, Speaker: FCC Chairman Mark Fowler, Wash-

ington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

**June 18-20**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention, Sheraton Fontainebleau, Ocean City, Md.

**June 18-21**—Third annual *NATPE Production Conference* Opryland hotel, Nashville. Information: (212) 757-7232.

# Open Mike

## Flashback

**EDITOR:** The television and radio networks in the United States have absolutely no obligation whatever to carry condom commercials, contrary to the expressed opinion of some. The reason is simple.

Networks have no audience. They are service organizations providing product to their many affiliated stations which in turn deliver the listeners and viewers, who collectively are called the "network audience." Certain of these affiliated stations have expressed reluctance to carry condom commercials, and they should not be asked to do so by their networks, but rather be guaranteed the freedom to choose their program contents as guaranteed in their license. The condom manufacturer, of course, has full opportunity to advertise locally on stations willing to accept his ads.

During the 1960's, as a director of the National Association of Broadcasters and a member of its code of good practices, I campaigned as a broadcaster to eliminate the ban on Preparation H from the code on the position that a legal product had the right to advertise where acceptable to the media. After some time, this ban was lifted, and the following morning the New York papers and *Advertising Age* called me to ask when ABC Radio was going to start running Preparation H commercials. I said, "We're not." My totally unexpected answer met with a stunned silence of disbelief. It was simply that Preparation H had a right to advertise just as stations had a right not to accept it, and, as a national network, I could not support one right by destroying the other. By refusing to send Preparation H commercials down the line in network programs,

both rights were protected and, as far as I knew, we maintained a good relationship with American Home Products, the manufacturer of Preparation H.—*Robert R. Pauley, former president, ABC Radio Network, now with the University of South Carolina at Spartanburg.*

## A voice for the 'Voice'

**EDITOR:** A natural enhancement for the radio industry in the U.S. is to promote listenership of our Voice of America broadcasts. By making the American public aware of the news and information available via shortwave over the VOA and its many interesting programs, Americans would inevitably spend more time radio listening. The American public is not aware of this excellent program source on shortwave. The signals are already in place on many shortwave frequencies; all that's needed is increased awareness. According to the United States Information Agency, over 130 million adults listen to the VOA weekly worldwide.

There is a catch. The VOA's charter prohibits the distribution of program schedules and promotion inside the U.S. This is archaic. The American public has the right to be informed of and hear the U.S. government's point of view. After all, we taxpayers foot the bill of almost \$1 billion yearly.

Now is the time for Congress to stop jamming the VOA, one of our great national treasures. This addition would strengthen domestic radio greatly. Write your congressman today and urge a review of the VOA's charter to include the American people. Let's free the VOA in America.—*H. Dickson Norman, chairman, NDXE Global Radio Corp., Opelika, Ala.*

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# Broadcasting Mar 2

Vol. 112 No. 9

## Discretion is better part of cable's valor on First Amendment

Six years ago, the National Cable Television Association issued a First Amendment manifesto, in which it concluded: "Cable operators are entitled to the freedom of speech granted newspapers, without conditions and without requirements of access or balance."

Times have changed. Fearing that pressing for the full First Amendment rights enjoyed by newspapers will have the incidental effect of opening cities to multiple cable systems, NCTA is backing away from the concept that cable is the same as publishing under the First Amendment.

The latest evidence of the retreat from the cable-is-publishing argument came last Monday at the NCTA board meeting in Scottsdale, Ariz., where NCTA's position on First Amendment issues was discussed at length.

According to board members and cable attorneys with clients on the board, the board took three steps that could be viewed as NCTA's softening its stand on the First Amendment.

- It decided NCTA should not support individual cable operators in their attempt to eliminate franchise fees, access channels and other regulations by asserting their First Amendment rights. According to one board member, it was felt that if such First Amendment suits succeed in stripping municipalities of their ability to regulate cable, the municipalities will throw open the doors to other cable operators.

- It decided to investigate the possibility of becoming involved in an open-entry case—one in which a would-be cable operator is using the First Amendment to win a second franchise—to establish the principle that cities can regulate and limit the entry of second or third cable systems. With the help of expert outside counsel, according to one board member, NCTA staff will prepare a case study and try to determine whether it can argue for regulating entry without damaging its still-tenuous First Amendment rights in other areas.

- It discussed whether to support the city of Sacramento, Calif., in a possible effort to seek legislation to relieve cities from

having to pay unreasonable damages in judgments stemming from the cities' refusal to grant second franchises. (Sacramento is the defendant in an open-entry case brought by Century Federal.)

Following the meeting, NCTA President Jim Mooney would not discuss the specifics of the board's discussions. He said, however, that "there is a strong current of opinion in the cable industry to the effect that to undo the Cable Act in any broad sense is not in the best interest of the cable industry."

He would not confirm that NCTA had decided to remove itself from suits threatening sections of the Cable Act and local regulations or had launched a study aimed at establishing a position for NCTA in open-entry cases. "I don't think you can... say we have settled on any specific course of action in either the aggressive or passive sense," he said. "One of the characteristics of this thing is that views keep shifting around according to events."

On the other hand, Mooney did confirm that the Sacramento proposal was discussed and elicited "mixed feelings." Mooney himself seemed sympathetic. "As a practical matter, I'm not sure cities ought to be held liable for huge damages where you do not have the law settled as to precisely what impact the First Amendment has on the cable franchise systems."

NCTA argued in its Supreme Court brief that the city of Los Angeles lacked the "substantial government interest" necessary to regulate cable operators or exclude them from the city. Given the current sentiments of the NCTA board, Mooney said, he is not sure NCTA would make the same argument today.

Some attorneys felt that NCTA may be putting its entire First Amendment thrust at risk. Said Washington attorney George Shapiro, who represents Time Inc. in First Amendment issues: "If local government in the public interest can decide there should only be one cable system, why can't it in the public interest regulate tiering and say there should be no indecent programming?"

## Supreme Court rules FCC may regulate pole attachment rates

**In unanimous decision, high court overturns appeals court decision in 'Florida Power' case**

Cable industry members—and the FCC—were breathing easier last week following the Supreme Court's decision in the *Florida Power Corp.* case. By a vote of 9-0, the court overturned a decision of the U.S. Court of Appeals for the 11th circuit, in Atlanta, that declared unconstitutional the 1978 law authorizing the FCC—in the absence of state action—to regulate the rates that electric and telephone companies charge cable systems for stringing cable on utility poles. The pole attachment act has been looked to by cable interests as a defense against exorbitant charges.

The appeals court decision, in October 1985, had stunned the cable industry and the commission particularly since the utilities that had brought the case because of concern

over the rates the commission had authorized—after reviewing complaints filed by several cable systems—had not contended the law was unconstitutional. The appeals court said the act violates the due process clause of the Fifth Amendment because it authorizes an administrative agency rather than the courts to determine the "just compensation" to be paid (BROADCASTING, Oct. 14, 1985).

The Supreme Court did not rule on the constitutional issue, for it reversed the lower court on other grounds: It said the act does not, as the appeals court held, authorize the taking of property within the meaning of the Fifth Amendment. And the high court apparently had little trouble in reaching a decision

that agreed with the position of the appellants in the case—the FCC, the National Cable Television Association, Group W Cable and Cox Cablevision Corp. The opinion, written for the unanimous court by Justice Thurgood Marshall, was issued less than three months after the court heard arguments in the case, and ran to just over eight pages in length.

NCTA President Jim Mooney issued a statement expressing pleasure and relief. The Supreme Court's opinion, he said, "corrects a somewhat eccentric view of the pole law taken by the 11th Circuit Court of Appeals, and closes what could have been a major window of exposure for the cable industry." One of the attorneys for the cable interests, Jay Ricks, who had helped draft the Pole Attachments Act, said the decision comports with what "we believed to be the law." He said he had been "shaken" by the appeals court's decision. Ricks also said the

**Top of the Week**



opinion will save the cable industry a substantial amount of money. "The regulated rates," he said, "are about one-third of what the utility companies would be expected to seek. The utilities want to charge \$7 a pole, and the regulated rate is about \$2. With 40 million poles involved, that's a lot of money." The high court rejected the two arguments the appeals court had made in contending the act was unconstitutional.

The first involved the lower court's citation of a Supreme Court decision overturning a New York state law prohibiting the owner of rental property from interfering with the installation of cable television facilities on the property. But there is, Marshall said, a significant difference between that law and the Pole Attachment Act: Only one offered the owner a choice. Marshall noted that while the New York law "specifically required landlords to permit permanent occupation of their property by cable companies, nothing in the Pole Attachments Act as interpreted by the FCC in these cases gives cable companies any right to occupy space on utility poles, or prohibits utility companies from refusing to enter into attachment agreements with cable operators."

The second argument made by the lower court was that the Pole Attachments Act permits "a taking of property" for which "just compensation" is required under the Constitution. "So long as the rates set are not confiscatory," Marshall said, "the Fifth Amendment does not bar their imposition." He noted that the Pole Attachments Act pro-

vides a range of reasonableness within which the FCC may undertake rate setting. And the rate imposed by the commission in the case was calculated according to the statutory formula for determining fully allocated cost. The utilities, Marshall said, "have not contended, nor could it seriously be argued, that a rate providing for the recovery of fully allocated cost, including the actual cost of capital, is confiscatory."

The *Florida Power* case began in 1980, when Teleprompter Corp., later acquired by Group W, complained to the commission about Florida Power's pole attachment rates.

Later, Cox Cablevision and Acton CATV filed complaints about the utility's rates. In 1984, the commission, in a single order, affirmed decisions of the Common Carrier Bureau that had cut the rates in question to \$1.79 per pole from \$5.50 in the case of Cox, from \$7.15 in the case of Acton and from \$6.24 in the case of Teleprompter. And although the appeals court had held that "a taking" is involved when a tenant invited to lease at a rate of \$7.15 remains at a regulated rate of \$1.79, the Supreme Court held that "it is the invitation, not the rent, that makes the difference." □

## More bidding action for Viacom

**Management and Redstone up offers; FCC so far on sidelines; stock market responds with rise**

The bidding for Viacom International rose again last week when two revised offers were submitted. Viacom's management presented what it said was its last proposal to the board of directors, to be withdrawn at 9 a.m. today, March 2, unless the board signed the new offer without condition. Last Thursday's offer by management was made in response to a revised bid, on Feb. 23, by National Amusements, headed by Sumner Redstone. Viacom stock, which had closed the previous week at 45½, closed last Thursday at 48½.

Meanwhile, the operations that the win-

ning bidder will assume reported results for 1986: operating cash flow of \$198.9 million on revenue of \$919.2 million. In the fourth quarter sharp declines in cash flow from the company's cable networks and entertainment operations were just offset by an increase from the broadcasting and cable properties. The company noted an increase in the entertainment's division "bad debt" provision, presumably related to problems with payments from some of its TV station clients.

All of last week's events were associated with a meeting of Viacom's board, which gathers on the fourth Thursday of each month. National Amusements had increased its offer because the board's special committee, representing "disinterested" directors, had two weeks ago compared the two offers and found management's to be better. One apparent factor in the special committee's finding was that management's bid was further along the financial and regulatory path and therefore would provide a more certain and earlier return to shareholders.

To compensate for that shortcoming, National Amusements said that, if approved, Viacom shareholders would begin earning interest and dividends due from the buyout on May 1, whether or not the merger was completed. Restone is offering to pay shareholders \$40.50 in cash; \$6 in exchangeable preferred stock and convertible preferred stock in the new company.

Management then responded with an offer of \$38.50, up \$1.50 from its previous offer; exchangeable preferred stock valued at \$8, and convertible preferred stock in the new entity. At roughly \$3.2 billion, both offers are now worth close to \$500 million more than management's original offer made last September.

As of late last week, National Amusements had not responded to the new management offer, and observers were still wondering whether Redstone really wanted to run Viacom's diverse holdings or whether he had simply been forcing management to pay shareholders more. Redstone is already Viacom's major shareholder with seven million of its 35.2 million shares, and its monetary self-interest in obtaining a higher management offer is self-evident.

Although the FCC might conceivably play an important role in the competition, over the last few weeks it was noticeable by

## NBC holds solid lead in February sweeps

Although February sweeps don't end until this week (March 3 for Arbitron and March 4 for Nielsen), NBC has them all but wrapped up. Through Feb. 25, the network was averaging, in the Nielsen sweep, 18.5/29, with CBS a distant second at 16.0/25, followed by ABC, with 15.3/24. According to Arbitron, also through Feb. 25, NBC led with a 18.4/29, followed by CBS, 15.9/25, and ABC, 15.3/24.

The big question remaining is how the mini-series, *I'll Take Manhattan*, will perform on CBS this week, through March 4. A solid performance by *Manhattan* could cut the distance between CBS and NBC by half a rating point, a network source said, while a poor performance would make the margin between CBS and third place ABC very close.

NBC's strong performance in both rating services was due to the strength of its regular series (which provided a good springboard for the mini-series, *Two Mrs. Grenvilles*, and movies) and several counterprogramming moves such as putting the theatrical film, "Places of the Heart," up against CBS's Grammy Awards last Tuesday (Feb. 24). The film helped NBC to take the night by more than two rating points. Also, NBC was credited with a good move in programming the made-for-TV movie, *Facts of Life Down Under*, against ABC's *Amerika*, said to have softened the impact of the latter's premiere episode. CBS, most agree, hurt its own sweeps performance by altering its strong Sunday schedule in January—deleting the movie and adding three series, all of which have performed poorly.

The network announced last week that it would shelve the three series (*Designing Women*, *Nothing is Easy* and *Hard Copy*) at least temporarily and reinstitute the Sunday movie, effective next week. Two CBS bright spots were a *Magnum* episode with guest star Frank Sinatra, which gave the show its best rating in two years (20.6/30) and boosted the lead-out show, *Equalizer*, to its best rating ever (18.5/30) on Wednesday, Feb. 25.

ABC placed just about all its sweeps fate in one program, *Amerika*. The mini-series pulled the network out of the cellar and into second place for just one week. Two weeks ago, when most of the mini-series ran (Feb. 16-22), ABC fell back to third place.

its absence from the merger events. The FCC's video services division had yet to decide, after several weeks, whether a revision in the management voting agreement constituted a significant change, thereby reopening the comment period on management's application to transfer the company's five TV and eight radio licenses. National Amusements had earlier petitioned the FCC to reopen the comment period.

Viacom's 1986 results showed that the cable networks, including Showtime/The Movie Channel, MTV and Nickleodeon, had revenue of \$510.4 million and cash flow of \$66.7 million. The cable division had \$232.8 million in revenue and \$85.7 million in cash flow. The numbers for the stations were \$111.3 million and \$44.6 million, respectively, and for entertainment \$77.3 million and \$22.2 million. Cash flow does not include certain noncash charges and theoretically represents what money would be available, after expenses, for either bidder to meet interest and principal payments on the debt needed to accomplish a buyout. Asset sales of Viacom properties to pay off debt after the merger still remain a possibility. □

## Viacom abandons Telstar plans; goes with Galaxy

**Cable prograner drops AT&T bird, citing better deal; some observers point to difficulty in subleasing as part of problem as well**

Viacom International surprised the cable industry last October with a bold plan to make AT&T's Telstar 303 a major cable satellite by leasing 21 transponders on the bird, turning over about half to its cable prograning services and subleasing the balance to other major services (BROADCASTING, Nov. 3, 1986).

Viacom surprised the industry again last week with the news that it was abandoning the Telstar 303 initiative and, instead, leasing 10 transponders on Galaxy III from Equatorial Communications and MCI Communications for the distribution of its cable services. At the same time, two of the services Viacom had been courting to sublease slots on Telstar 303, C-SPAN and The Weather Channel, said they too were leasing transponders—C-SPAN two and TWC one—on Galaxy III. In addition, industry sources said the Disney Channel was close to reaching an agreement to obtain two transponders on the bird.

None of the deals are final.

According to Andy Setos, senior vice president, engineering and operations, Viacom Networks Group, Viacom plans to use five of its 10 transponders on Galaxy III for MTV, VH-1, Nickelodeon, Nick at Nite, Viewers Choice I and Viewers Choice II. (All its services are currently on Satcom III-R, except Viewers Choice II, which is on



**Press honors.** Broadcast and print journalists put differences in their media aside on Feb. 25 to honor two public broadcasting newsmen and two newspaper editors. At the National Press Foundation's fourth annual black-tie dinner in Washington, attended by more than 900 people, Robert MacNeil and Jim Lehrer of the Public Broadcasting Service's *The MacNeil/Lehrer NewsHour* received the Sol Taishoff Award for Excellence in Broadcast Journalism; Abe Rosenthal of the *New York Times* received the Distinguished Contributions to Journalism Award, and Mike Pride, editor of the *Concord (N.H.) Monitor* was named Editor of the Year.

MacNeil and Lehrer were introduced by former NBC newsman Roger Mudd, who joined the *MacNeil/Lehrer NewsHour* yesterday (March 1) as a contributing essayist ("In Brief," Feb. 2). Mudd ribbed his future employers, pointing out that they anchor "the only evening news broadcast in the United States which is a wholly owned subsidiary of its anchor-men." He criticized commercial network news, whose new emphasis on the bottom line, he said, has led to "heavy merchandising of the anchors, intense advertising and promotion of the news as a commodity, and the slow erosion of the wall between show business and news business." In contrast, Mudd said, *MacNeil/Lehrer NewsHour* journalists remain "steady in their adherence to the truth, fairness and good taste and to the principle that there is no higher calling than to report the news with diligence, understanding and good humor. . . ."

Lawrence Taishoff, publisher of BROADCASTING magazine and son of the late Sol Taishoff, a founder of BROADCASTING and of the Press Foundation, presented the Taishoff award to MacNeil and Lehrer. "Sol Taishoff was never comfortable with the idea of government having anything to do with media of communications," he said, "and BROADCASTING magazine's editorial page for three years inveighed against the medium that tonight's honorees have so distinguished." But, said Taishoff, were his father present, "his first words to Robin MacNeil and Jim Lehrer would be, 'I'm no fan of your system, but I think the two of you are damn fine journalists, and I watch you every night.'"

In receiving his award, Robert MacNeil said: "By celebrating our program this evening, you are also celebrating the existence and the viability of public television." He questioned whether the marketplace can successfully regulate television news. "We have seen what the marketplace produces in television, and we can see today what marketplace values are doing for journalism in television," MacNeil said.

Jim Lehrer said he believes that currently "the most serious problem in journalism in general. . . is that we've decided that our job as journalists is to entertain people." That is not what *NewsHour* believes, he said: "There is a function and there is a place for entertainers, and they're lovely people, but it is not in a newsroom—our newsroom, or anyone else's."

Abe Rosenthal, on receiving the Distinguished Contribution to Journalism award, asserted that "newspaper people are getting better; the newspapers are not." Other than the top 10-20 papers in the country, he said, "what we encounter are thin, pallid newspapers, not thin in size, but thin in content." American newspapers "have been quite willing to comment on the content of television, but very rarely do we comment on the content of our own competitors' newspapers," he said. "I fear that the time will come when the reader will understand—it has not yet happened, but it may happen—that television not only gives the news first, but gives it better."

Mike Pride was named Editor of the Year for his paper's sensitive coverage of the death of teacher-in-space Christa McAuliffe, a Concord native. He questioned the need for outside journalists to invade a town after a tragedy, taking up pew space at a memorial service and interviewing mourners again on the accident's anniversary.



Galaxy I. Viacom hopes to close the deal for the Galaxy III transponders and begin feeding from the satellite within the next few weeks. It will maintain the current satellite feeds for several months to ease the transition.)

A decision on what to do with the other five transponders, he said, will be made in the "near future." Viacom also owns Showtime and The Movie Channel and a one-third interest in Lifetime.

C-SPAN has been looking for two transponders ever since July 27, 1986, when C-SPAN II was bumped from its preemptible transponders on Satcom III-R. It had a tentative deal to lease two slots on Galaxy III in September 1986, but backed out of it to go with Viacom. According to C-SPAN President Paul Fitzpatrick, when everything is taken into account, C-SPAN has gotten a better deal on Galaxy III the second time around.

According to Setos, Viacom's reason for making the switch from Telstar 303 to Galaxy III was simple: In the final analysis, it felt it could get more for its money on Galaxy III. "We were offered a better deal."

Viacom and AT&T put together "a good package," including intersatellite protection and an earth station program, Setos said. But as soon as it was made public, other satellite operators and resale carriers began trying to beat it. Hughes Communications, the operator of Galaxy III, working with MCI and Equatorial, the owners of the satellite's 24 transponders, "met and surpassed it," Setos said.

Galaxy III is a 24-transponder C-band satellite placed into orbit at 93.5 west longitude in September 1984. According to its designers, it will provide service to all 50 states until late 1994 or early 1995.

Equatorial, a data transmission company, and MCI, a long-distance telephone company, each purchased 12 transponders on the bird from Hughes to support their businesses. But most of the traffic they had planned for the satellite never materialized. As a consequence, with Hughes's help, they have been marketing the excess capacity to other users.

Under terms of their agreement with the cable programmers, the Equatorial-Hughes-MCI consortium will provide preemptible backup transponders on Galaxy II at 74 degrees, on which MCI owns 12 transponders, and will furnish about 4,000 earth stations to cable systems to help establish Galaxy III as a "cable satellite." None of the parties would disclose the financial arrangements.

AT&T spokesman Jim Byrnes said the long-distance carrier "regretted" Viacom's move, which came as a surprise last week. "We did the best we could to accommodate the customer, tariffing an offer tailored to its needs," he said. "Viacom found itself unable to live up to the terms of their contract and decided to allow it to lapse."

Viacom lost no money in its dealings with AT&T, Byrnes said. Under the contract, no money was to change hands until May 1. Asked if he thought Viacom dealt in good faith with AT&T, Byrnes had no comment.

According to some satellite and cable in-

dustry executives who asked not to be identified, Viacom abandoned Telstar 303 because it had failed to persuade a sufficient number of other programmers to join it on the bird. Viacom needed the other programmers to pay AT&T the enormous monthly lease charges that, over the life of the contract, would have totalled \$243 million.

Last November, C-SPAN announced it had reached a tentative agreement to sublease two transponders from Viacom. But during the four months that Viacom aggressively marketed the satellite, no other programmer stepped forward.

Part of Viacom's problem in subleasing transponders on Telstar 303 may have been RCA Americom. Viacom had hoped to lure some of the programmers on RCA's Satcom III-R to Telstar 303. But RCA was apparently able to hold onto its customers by offering long-term leases on Satcom III-R for \$125,000 per month per transponder. The transponders are currently leased on a month-to-month basis for \$144,600.

According to Kurt Thoss, vice president, RCA Americom, at \$125,000, Satcom III-R programmers would save only 10% by taking up Viacom on its offer and moving to Telstar 303—not enough to justify the disruption that results from any satellite switch. Under the Viacom offer, Thoss said, the monthly payments escalated over the life of the contract from around \$90,000 a month to \$155,000 a month.

Although Viacom's commitment to Telstar 303 crumbled, its commitment to C-band technology is rock solid. Setos said Viacom will not join Home Box Office and RCA Americom in Crimson Satellite Associates, a partnership formed to build and launch Ku-band satellites and market their capacity to cable programmers. "We told

Crimson we were not interested nine months ago, and we are still not interested," he said.

"There is absolutely no justification to replace the C-band system we have today with Ku-band for any reason related to the cable industry," Setos said. "It doesn't cost less. It isn't as reliable because of rain-fade and the inherent unreliability of high-power Ku-band transponders. And it would require new ground equipment, including antennas and receivers." (He said that cable operators already have between \$250 million and \$500 million invested in C-band satellite reception gear.)

According to Setos, the cable industry should ignore Crimson and its Ku-band satellites and stick with the C-band technology into the 21st century. Despite the arguments of Crimson, he said, C-band is still the better band for television distribution.

According to Jerry Farrell, vice president, Hughes Communications Galaxy, Hughes is prepared to meet the cable industry's demands for C-band capacity through the end of the century. Indeed, he said, Viacom and Hughes plan to include in their final lease agreement provisions for the continuation of service at C-band after the demise of Galaxy III in 1994 or 1995.

Hughes is moving forward with the construction and launch of Galaxy IV around 1990 and, if demand warrants, it will seek FCC authorization to build additional C-band satellites, including a replacement for Galaxy I, the principal carrier of cable programming today, Farrell said.

Like Setos, Farrell believes the cable industry should stick with C-band. Not only is it more reliable, he said, it is also less expensive. All else being equal, he said, the cost of a C-band transponder will be half that of a Ku-band transponder. □

## Westin out at ABC News

**Departure comes in wake of 18-page memo executive distributed, criticizing network's news**

Av Westin, ABC vice president for programming development and executive producer of *20/20* and *Our World*, was indefinitely relieved of his duties last week by ABC News President Roone Arledge. The action followed Westin's distribution of an 18-page memo that was critical of the network's newsgathering operations during what Westin called "the days of affluence."

Westin, 57, who joined ABC News in 1969, following almost 20 years at CBS, said in the memo that "too many resources, too much money has undone network news, leaving it vulnerable to indiscriminate cost-cutting from above and unable to editorially, creatively and distinctively meet the fierce competition from increasingly aggressive and inventive news operations at local stations."

The memo, which was widely distributed at ABC and which does not mention Arledge by name, chronicled the history of the "in-



Westin



Arledge

credible expansion of news on television in the late '70's and early '80's; the seductiveness of too many options which often lulled network news producers into becoming passive purveyors of pictures; and the understandable defensiveness and distress of those who built and expanded the news divisions who must come to grips with ways to cut them back without seeming to destroy their own creations."

Westin described "the days of penury," where, among other things, satellites were "essentially a nonexistent luxury" because of their cost; affiliates were "relied [on] heavily," and "planning ahead based on editorial judgment was essential." There was also editorial centralization of command. Westin said, where "the rule of thumb was 'order material thoughtfully.'"

During the thinner budgetary years at ABC News, "everyone was overworked," Westin said. "In the Days of Affluence, that changed almost at once." Westin said, as new technology was put into use and new positions in the news division were developed. Today broadcasts "are being assembled rather than produced," the former executive producer of the *ABC Evening News* wrote.

According to sources at ABC, it was more the way Westin's document was distributed, which reportedly was also sent to top corporate executives at Capital Cities/ABC, than what was in it that was the greatest cause of dispute. Following Westin's memo, Arledge reportedly sent Westin a three-page memorandum advising him that he had not followed a proper chain of command in presenting his ideas.

News of Westin's departure was released by the network last Thursday evening in a statement saying that Westin "has been relieved of his duties indefinitely. There will be ongoing discussions between Arledge and Westin in the future." Neither man returned telephone calls late last week.

While primarily discussing the development and changes of network and local tele-

vision newsgathering, Westin's document also addresses "what is to be done." Westin said talk of "cuts" is "the wrong word and setting the wrong tone. Cuts are like taking the chrome strips off the fenders of an expensive, oversized, gas-guzzling automobile," he wrote. "The result is simply a 'dinged' automobile. It has the same engine, the same unused seating capacity and still costs too much to drive. The word 'cuts' makes people defensive, reluctant to take a fresh look at a system which they may have helped design."

Added Westin: "There must be no return to the Days of Penury but the seduction of the largesse of the Days of Affluence must be

replaced by editorial direction based on thoughtful journalism, insight and creativity. If carried out with care, 'redesign' will result in the building of a superior instrument of electronic newsgathering and reporting which will insure that network news will be around for a long, long time."

The remainder of Westin's contract at ABC will be honored, an ABC spokesman said, adding that Victor Neufeld, senior producer on *20/20*, and Peter Kunhardt, senior producer at *Our World* and senior producer for ABC's special on the 50th anniversary of *Life* magazine, will become acting executive producers of *20/20* and *Our World*, respectively. □

## Fairness weighed in comments to FCC

### Pros and cons covered in opinions of interested parties

What to do about the fairness doctrine got another round of analysis last week.

Responding to the Court of Appeals' remand of the *Meredith* fairness case to the FCC (BROADCASTING, Jan. 19), some commenters, including most of the broadcasters filing, urged the FCC to pull the plug on the doctrine; others contended that the doctrine must be retained.

Among broadcasters, Westinghouse Broadcasting continued its defense of the doctrine; Fisher Broadcasting emerged on Westinghouse's side.

In its remand, the appellate court instructed the FCC to consider whether enforcement of the doctrine is constitutional or contrary to the public interest. In the case at issue, *Meredith Corp.*, licensee of *WTVH(TV)* Syracuse, N. Y., is appealing a commission finding that the station had violated the doctrine (BROADCASTING, Jan. 19). The court noted that the FCC's 1985 fairness report had concluded that the doctrine didn't meet the public interest standard and that, if the commission had the power to do so, it would hold the doctrine to be unconstitutional. The court instructed the agency to consider *Meredith's* constitutional arguments against the doctrine. The court also said the FCC could avoid the constitutional issue if it concluded, in light of its fairness report, that it should not enforce the doctrine because it is contrary to the public interest.

In joint comments, the Radio-Television News Directors Association, CBS, the National Association of Broadcasters, the Freedom of Expression Foundation, Gannett Co., *Meredith Corp.*, *Multimedia Inc.*, *Post-Newsweek Stations Inc.* and the Society of Professional Journalists, *Sigma Delta Chi*, said they believed that the FCC lacks authority to continue enforcing the doctrine. "We hereby request that the commission take action to eliminate the fairness doctrine on the grounds that it is unconstitutional and contrary to the public interest," they said.

In separate comments, CBS said it believed that such a conclusion was "compelled" by the agency's findings in its fairness report. "Each day that it continues to

exist and to be administered by this agency, the fairness doctrine casts a chill on broadcasters' discussion of public issues, intrudes upon their editorial freedom and disserves the American public," CBS said.

NBC said the American public has a large number of information sources and that those wishing to transmit messages have a variety of outlets to express ideas. "In light of this circumstance, a regulation that permits governmental intrusion in the speech of the electronic press is no longer justifiable under the First Amendment," NBC said. "Therefore, the commission should declare the fairness doctrine unconstitutional and no longer in the public interest. Furthermore, in light of those rulings, the commission should vacate the doctrine's enforcement against *Meredith Corp.* and, finally, eliminate enforcement of the doctrine altogether."

In separate comments, NAB said the FCC had no choice but to follow through on the record and tentative conclusions of its fairness report. "The doctrine, as the commission has already acknowledged, is contrary to the public interest," NAB said. "Even more importantly, the doctrine is unconstitutional, and there is no impediment to the commission itself directly reaching that conclusion. The commission has the authority to eliminate the doctrine. The commission is bound to do so. Thus, NAB urges the commission to cease application of the doctrine forthwith. All the American people will be the victors when the unreasonable shackles on free expression that inhere in the fairness doctrine are removed."

In a joint filing, *RTNDA*, *Gannett* and *Gaylord Broadcasting* said the FCC should not delay its decision on the *Meredith* remand because of a separate inquiry considering alternatives to current fairness doctrine enforcement, a proceeding launched by a congressional request (BROADCASTING, Feb. 16). (FCC Chairman Mark Fowler has testified at a congressional hearing that the agency won't decide *Meredith* before concluding the inquiry on enforcement alternatives [BROADCASTING, Feb. 23].) "The commission must proceed without delay to issue its decision on remand, regardless of how 'politically awkward' it may be and without dilatory speculation as to possible future de-



velopments in Congress or the courts," they said.

Said the American Association of Advertising Agencies: "In recent years, the explosion of electronic media has wholly undermined all 'spectrum scarcity' underpinnings for the fairness doctrine, leaving it unsupported by any substantial rationale."

The American Advertising Federation said: "The commission should use this adjudication to rid itself, the industry and the public of a policy whose constitutional underpinnings have been eroded away by progress in technology and the proliferation of media voices."

The American Newspaper Publishers Association said the "facts" before the agency "compel a determination that the doctrine is unconstitutional and contrary to the public interest." The American Society of Newspaper Editors made the same argument.

Said the Freedom of Expression Foundation: "The courts have said that the constitutionality of the fairness doctrine is a question for the FCC to decide. The FCC has said the doctrine is unconstitutional. There is no reason therefore to debate the subject further. The FCC should declare that the fairness doctrine is unconstitutional."

Fisher Broadcasting did not address the constitutional issue. "What Fisher Broadcasting wishes to stress is that, in its view, the fairness doctrine is a vital ingredient of the public trusteeship under which Fisher Broadcasting, and all licensees, have operated their stations for so many years," Fisher said. "That trusteeship, which is the heart of

the legislative scheme for broadcasters, makes broadcasting unique among American industries. The public trusteeship principle in fact enhances the broadcaster's integrity nationwide. In Fisher Broadcasting's opinion, the fairness doctrine, as one aspect of the principle, has added significantly to the institutional credibility of broadcasting."

Westinghouse Broadcasting said the doctrine was "beneficial and consistent with First Amendment principles on its face." Yet Group W also said the current case-by-case enforcement process created a danger that FCC actions, "in some circumstances," may infringe on a broadcaster's journalistic discretion. "Given the substantial dangers involved in the present process, the time has come for the commission to cease the case-by-case consideration of fairness doctrine complaints," Group W said. "The FCC's rule should be limited to an overall review of the licensee's record and policies, most likely at renewal time, under the general public interest standard."

The Anti-Defamation League of B'nai B'rith said it "firmly believes that the fairness doctrine is constitutional and that it serves the public interest."

Accuracy in Media said it "fully supports the continuation of the fairness doctrine and its further strengthening and rejects the view that the special rights enjoyed by the print media because of the First Amendment extend equally to the electronic media."

Said the New York State Consumer Protection Board: "The fairness doctrine is a rule which must be enforced, unless a con-

stitutional challenge is successful, or until ... it is abolished in a rulemaking."

In joint comments, the Democratic National Committee, Democratic Congressional Campaign Committee and Democratic Senatorial Campaign Committee said the FCC had no basis for concluding that the doctrine does not serve the public interest. They also said Meredith's constitutional defenses "must also be rejected as baseless."

The Syracuse Peace Council, whose complaint spurred the fairness finding against WTVH(TV), said that in its remand, the appellate court had "neither directed, nor allowed for, a wide-ranging consideration" of the constitutionality of the doctrine in general. "Even if the commission had authority to address the constitutionality of the fairness doctrine in this context, the record in this case strongly supports the constitutionality of the fairness doctrine and demonstrates that the doctrine is the embodiment of the public interest standard," the council said.

In joint comments, the Office of Communication of the United Church of Christ, the Communications Commission of the National Council of Churches and Henry Geller, former head of the National Telecommunications and Information Administration, said the FCC should address the doctrine issues in a rulemaking, not in a "narrow adjudicatory" frame. "As to substance, we urge that the statute, in light of its public interest standard, requires the fairness doctrine, and that the doctrine is clearly constitutional in light of *Red Lion Broadcasting Co. v. FCC.*" they said. □

## Markey tells NCTA board what it wants to hear

**He voices opposition to A/B switch proposal in must-carry rulemaking, reinstatement of syndicated exclusivity, cable activities of baby Bells**

In a speech before the National Cable Television Association board in Scottsdale, Ariz., last week, House Telecommunications Chairman Edward Markey (D-Mass.) sided with the cable industry in its opposition to FCC proposals to resurrect the syndicated exclusivity rules and require A/B switches in all new cable installations.

Markey also endeared himself to the board members, who represent most of the major multiple system operators, by voicing concerns about any attempt to lift restrictions preventing the seven regional Bell operating companies—the "original 800-pound gorillas"—from entering the cable television business.

And Markey gave the cable operators a simple formula for keeping Congress off their backs: Exercise restraint in increasing basic cable rates, switching the channel assignments of broadcast signals, and dropping public broadcasting signals and do nothing to discourage the development of a competitive home satellite industry.

To gauge whether the industry is practicing sufficient self-control, Markey said his subcommittee will hold "general oversight

hearings on the status of the cable industry" this year.

Markey heaped praise on the contributions cable has made to the "Information Age." Cable has been "largely successful" in delivering on its promises, he said. "Cable brings to American homes unrivaled access to culture, the arts, sports and entertainment."

(Markey's assessment of cable stands in stark contrast to that of Representative John Dingell [D-Mich.], chairman of the House Energy and Commerce Committee, the par-



Markey

ent of Markey's Telecommunications Subcommittee. In an interview that appeared in BROADCASTING two weeks ago [Feb. 16], Dingell said while the price of cable has risen, the quality of service has "declined rather startlingly." He also said that there has been more "warfare" between cable operators and local municipalities since the enactment of the Cable Communications Policy Act of 1984.)

Markey attacked the proposed syndicated exclusivity rules that would require cable systems to preempt syndicated programs on distant broadcast stations they carry if the same programs are being aired by a local station. "I foresee serious viewer disaffection and dissatisfaction if many of the national and regional superstations [distant signals] they have been seeing suddenly have blank screens for large parts of the day," he said. "Worse would be a notice that *M\*A\*S\*H* was not available in its usual time slot because of an FCC rule."

Markey rebuked the FCC for coupling adoption of the new must-carry rules, the product of compromise between cable operators and broadcasters, with rules requiring A/B switches with every new cable installation. "The FCC managed to snatch defeat from the jaws of victory," Markey said. "By resorting to an unnecessary, cumbersome and expensive device, the A/B switch, the

commission managed to disappoint everyone and forestall an end to what has been an interminable process."

Markey expressed hoped that the FCC, in its reconsideration of the must-carry/A/B switch rules, would come up with "a workable solution that more closely reflects the compromise." If the FCC fails to resolve the must-carry question to the satisfaction of all the "major players," he said, "there will be considerable sentiment on the subcommittee for legislating a solution."

If the Bell operating companies press for legislation that would allow them to get into cable, Markey said, he would "view such a change in the law warily." He and many of his colleagues believe that if the "Bellcos" were allowed in, they would "wipe out any competition." He said he is also concerned that the Bellcos would cross subsidize their cable entry with revenues from their regulated telephone business. "I would be concerned that the telephone ratepayer not bear the cost of such a speculative venture," he said.

According to Markey, consumer organizations and local and state governments are becoming concerned about the rate increases that cable systems have been imposing since being freed of local rate regulation on Dec. 29, 1986. "Already my office has received inquiries from state and local elected officials and from members of Congress about the issue," he said. "Their constituents are growing increasingly upset, and they want to know what course of action Congress will pursue if rates for cable increase dramatically."

"If consumers begin to feel truly aggrieved, there could be a political groundswell that could undermine much of what you fought so hard to achieve, not so long ago," Markey said. So far, he said, he has seen no evidence that rate increases have been "excessive or egregious."

Markey also warned cable not to go overboard in dropping noncommercial stations from their systems or in switching the channel assignments of stations. Noting that he was a "strong supporter of public broadcasting," Markey said he and other congressmen "would be deeply distressed by wholesale dumping of public television stations by cable systems." He said the National Association of Public Television Stations has given him a detailed report alleging "wholesale dumping," adding that the NCTA has told him the report "may not be wholly accurate."

Channel switching is a right that cable operators may be better off not exercising, Markey said. "Channel switching is an annoyance and presents an appearance of arrogance on the part of cable system operators," he said. "Wholesale or excessive channel switching of local... stations could create an unnecessary major political problem for the cable industry."

Markey called the scrambling issue—the scrambling of cable programmers' satellite signals and the related development of the home satellite marketplace—"a political powder keg." He said there are incessant complaints that the "cable industry is using its clout to stifle competition in the satellite

dish industry and in the SMATV and MMDS industries as well," which Congress is seeking to encourage.

Because of the complaints, he said, it's likely that legislation aimed at regulating the home satellite marketplace would be introduced and that hearings would be held. But, according to NCTA President Jim Mooney, in the question-and-answer period that followed the speech, Markey said it was unlikely legislation would go far. In fact, he said, it's doubtful it would even reach a vote in the subcommittee. □

## Repositioning, scrambling issues surface at FCC budget hearing

**Congressmen also pepper Fowler with questions on HDTV spectrum allocation, office space rent**

Public TV lobbyists have apparently been doing their groundwork.

At hearings on the White House's request for \$107.25 million for the FCC for fiscal 1988 before the House Appropriations Subcommittee last week, the cable carriage difficulty that public broadcasters are purportedly facing in a world without must-carry rules seemed to draw more than its fair share of comment from the legislators present. Also prominently featured in the questioning by congressmen: scrambling of satellite pro-

gramming and how the spectrum needs of broadcasters for high-definition television will be accommodated.

How deep the concerns of the legislators run remains to be seen: None were handing down ultimatums, and the ambiance was genial.

FCC Chairman Mark Fowler, who reiterated that must-carry reconsideration was targeted for action in March or April (BROADCASTING, Feb. 23), said he too believed that cable systems should carry public broadcasting stations. Fowler also noted that the FCC's interim carriage rules ("a pretty good compromise," according to the chairman) give public broadcasters preferential treatment. Yet Fowler also thought that most of the public TV station signals being dropped duplicate the signals of closer public stations. (Fowler conceded that the agency hasn't been keeping any records on signal drops.) He also said the agency had received "virtually" no complaints from stations or the public about public stations being dropped. "We've had lobbyists complaining, but not the public or stations," Fowler said.

Representative Harold Rogers (R-Ky.) voiced concern that the FCC, which is poised to permit land-mobile to share more UHF TV spectrum in eight of the top 10 markets, may deprive broadcasters of spectrum necessary to offer HDTV services, leaving them at a competitive disadvantage to cable and satellite operators. Added Representative Bob Carr (D-Mich.): "I think the FCC is rushing to possibly preclude broadcast HDTV. Fowler said he believed it "vital" for spectrum to be available for

## Taft liquidation rumors abound

The board of directors of Taft Broadcasting Co. typically meets six times a year. But during February the 16-member board has met three times: once during the first week; once on the 13th and again in the middle of last week. Most, if not all, observers think the business being discussed—apparently too important to be conducted over the phone—will result in major changes for the Cincinnati-based group owner, cable MSO and entertainment company. But few, if any, of those observers know what the changes will be.

At the root of the recent uncertainty is said to be an unstable ownership situation. There are three major owners of Taft Broadcasting: the founding Taft and Ingalls families, with roughly 12%; the Robert M. Bass Group, with 24.9%, and American Financial Corp., with 15.6%. Each of the three bought into the company at substantially different prices and each may now have different investment or management goals. As of last week, more than one investment banking firm had been brought in.

What particularly attracted the attention of outsiders last week was that a partial or complete liquidation of the company may be the chosen resolution of whatever is being discussed. Within the company more than a few people believe a major announcement is due this week. Rumors that the TV stations are about to be sold have CBS buying KSP-TV Phoenix, and perhaps WTSP-TV Tampa, Fla., as well, with WKRC-TV Cincinnati going to Taft's chairman, Charles Meechem, and AFC Chairman Carl Linder, and the remaining stations perhaps being sold to Group W. The company's earlier announcement that it was evaluating the future of the Taft Entertainment Group (BROADCASTING, Feb. 2) had prompted rumors of a possible buyout led by that group's president, Sy Fischer.

Trading of Taft's stock also appeared to reflect the uncertainty. Taft opened last week on the New York Stock Exchange at \$121, rising to \$127 by Wednesday. On Thursday, an order imbalance—too many purchasers—delayed trading for two hours, after which the stock opened at \$135. By late Friday afternoon the stock was at \$131, down \$5 from its high of the week, \$136. None of the changes came on especially heavy volume.



broadcast HDTV, and that he believed spectrum would be found for that service, "when and if HDTV becomes viable." Yet Fowler also thought it "vital" to provide spectrum for land-mobile use. "I think broadcasters are overreacting, frankly," said Fowler. "I think we're being very reasonable about this . . . and I can't figure out why there's all this churn."

Several of the congressmen present—including Subcommittee Chairman Neal Smith (D-Iowa), Rogers and Representative Jim Kolbe (R-Ariz.)—asked about the scrambling of satellite programming. Smith seemed to hold the salesmen of satellite dishes to blame for not informing their customers that programmers were going to scramble their signals. "It's a fraud the way they've sold these dishes," said Smith. Rogers said the scrambling issue seemed to get more mail in his office than Social Security. He also said the FCC should have tried to work out a solution early in the process. "I do think the FCC buried its head in the sand on that, both rhetorically and literally," Rogers said. Fowler, however, said he didn't believe the FCC had the legal right to tell dish salesmen or satellite programmers what to do. "I think it will work out OK, though," Fowler said. "I think we're over the hump."

In response to a question from Carr, Fowler said he didn't think the agency should try to prevent cable operators from switching channel locations of broadcast stations.

Smith expressed some concern about the \$26 per square foot the agency is currently paying for office space. Smith contended that the government (in 1980 during the chairmanship of Charles Ferris) had "missed an opportunity to consolidate you for \$17



Fowler and Minkel

per square foot" in Rosslyn, Va. "We have to watch that," said Smith. Edward Minkel, FCC managing director, noted that the lease on the agency's current main headquarters building at 1919 M Street in Washington expires next October but that other leases for FCC office space elsewhere in the city extend beyond that. Minkel speculated that the General Services Administration, which is in charge of such things, would extend the lease for 1919 M Street on a year-to-year basis while it looked toward consolidating the agency's personnel in a single location.

Fowler, who is planning to step down as chairman sometime this spring, said he had tried to run the agency like a business, on a management-by-objectives system, and he recommended that Congress consider passing a law requiring federal agencies to run on such systems. Fowler thought that some of the shortcomings of federal agencies were not the fault of employees but of political appointees who don't know how to manage. Waxing somewhat sentimental, Fowler also said the FCC had become like a family. "We pray for each other," Fowler said. □

management, but that decision is still to come, some say soon. Before the court are "cash collateral" and "relief from stay" proceedings, both of which will effectively decide whether the noteholders may claim control of the three stations since current management is in default on the securities' covenants. The syndicators have also a motion before the court asking it either to enforce their contracts with GBS or declare them null and void.

Grant told BROADCASTING that he put the stations in Chapter 11 because he feared the syndicators would try to force the stations to go dark: "At one of the meetings with syndicators an attorney for one of them told me they had three votes [three creditors can force a company into Chapter 7]."

"I don't abide this wanting to make an example of me," Grant said. "One station's problems can't be an example for another. Each is a different story and many of the current problems are with people who never had an intention to stay in the business, people who are now selling out to the Home Shopping Network. Nor does a trustee have a long-term interest in a business relationship with syndicators and would probably use Chapter 11 protection as much as possible. I, on the other hand, intend to stay in this business, and it is in my interest to establish a good business relationship."

The GBS president said that in February, for the first time, all the stations were "cash positive" and he expects them to end 1987 \$1.7 million in the black, compared to a \$15-million loss last year. "All the stations are pacing at 30% ahead of last year, and Chicago is up 50%."

But WGBO-TV is still a difficult proposition—it ran the farthest behind revenue projections (BROADCASTING, Feb. 23)—he said, and the company has been considering many options, including getting investment banking advice on whether to sell the station. Grant said he is also considering changing the UHF station's format. "What we are looking at includes all news. We would run CNN, the Financial News Network and live local news full time. We are also thinking about an all-movie station where we just run classic movies. Maybe we will just use the Viacom product as the backbone of our schedule."

Asked what he would have done differently since starting up the company at the beginning of last year, Grant responded: "I wouldn't have bought as much reserve programming . . . and . . . kept product on the shelf. The market revenues couldn't support that cost." But the billings, he said, were due to marketplace conditions rather than a failure of the stations to bill their audience share. "In Miami, for instance, we had a projection of a 12% growth in revenue . . . instead it was 3%-4% or flat."

Grant also said it was a mistake to have asked syndicators to reduce the stated dollar amount of the programming. "That makes it too complicated for them . . . with commissions involved . . . Instead, I just would have asked for an extension of the payment schedule." □

## Grant-Viacom deal gets court OK

**Group gets its debt reduced by third; Milt Grant says station group will survive since it has \$7 million in bank; may give back to syndicators up to one-half of library; it's also looking to change format of WGBO-TV Chicago or sell**

Grant Broadcasting Systems won an important, but by no means final, legal victory last Thursday (Feb. 26) when Judge David A. Scholl approved an out-of-court agreement with Viacom International, one of GBS's two largest programming creditors (\$36 million). The largest creditor is MCA with \$42.7 million.

In total, the now-binding agreement reduces by almost one-third the "present value" of the contracts. Specifically, it wipes out two-thirds of \$6.4 million in past-due debt; allows WBFS-TV Miami, WGBO-TV Chicago and WGBS-TV Philadelphia to go back on 10% of their future programming agreements and stretches the remaining \$30 million in payments over an additional two years. The combined impact will cut in half the \$10.8 million GBS was to have paid in

1987 to the syndicator.

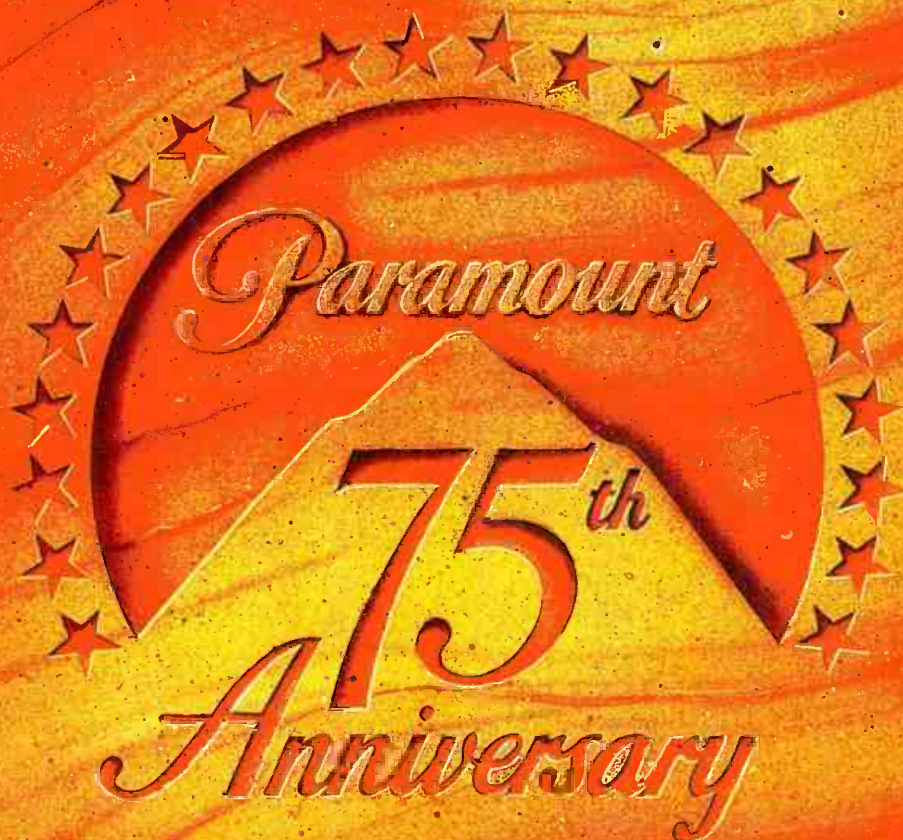
Said Grant: "Did Viacom have leverage with us? The answer is yes. Early on, they understood the economics of the situation and they understand now that it is in their interest to work with us." Viacom was in a better legal position than others to strike a favorable compromise with GBS since prior to the Chapter 11 filing, the distributor had issued a "cease and desist" order requesting GBS to stop running its shows.

He continued: "Does that deal now give us leverage? Yes, we are not so dependent on other syndicators. I want to emphasize that nothing has been decided, but it is possible we could be returning one-third to one-half of the product. Obviously this would affect different syndicators differently. We have also talked with the investors about lowering the interest rate on the debt and that is a possibility." An appeal of Judge Scholl's decision was almost certain, according to Nathan Feinstein, attorney for the holders of GBS securities.

Some were saying last week the bankruptcy court judge would not have approved the Viacom agreement if he intended to take the stations away from Grant and other GBS



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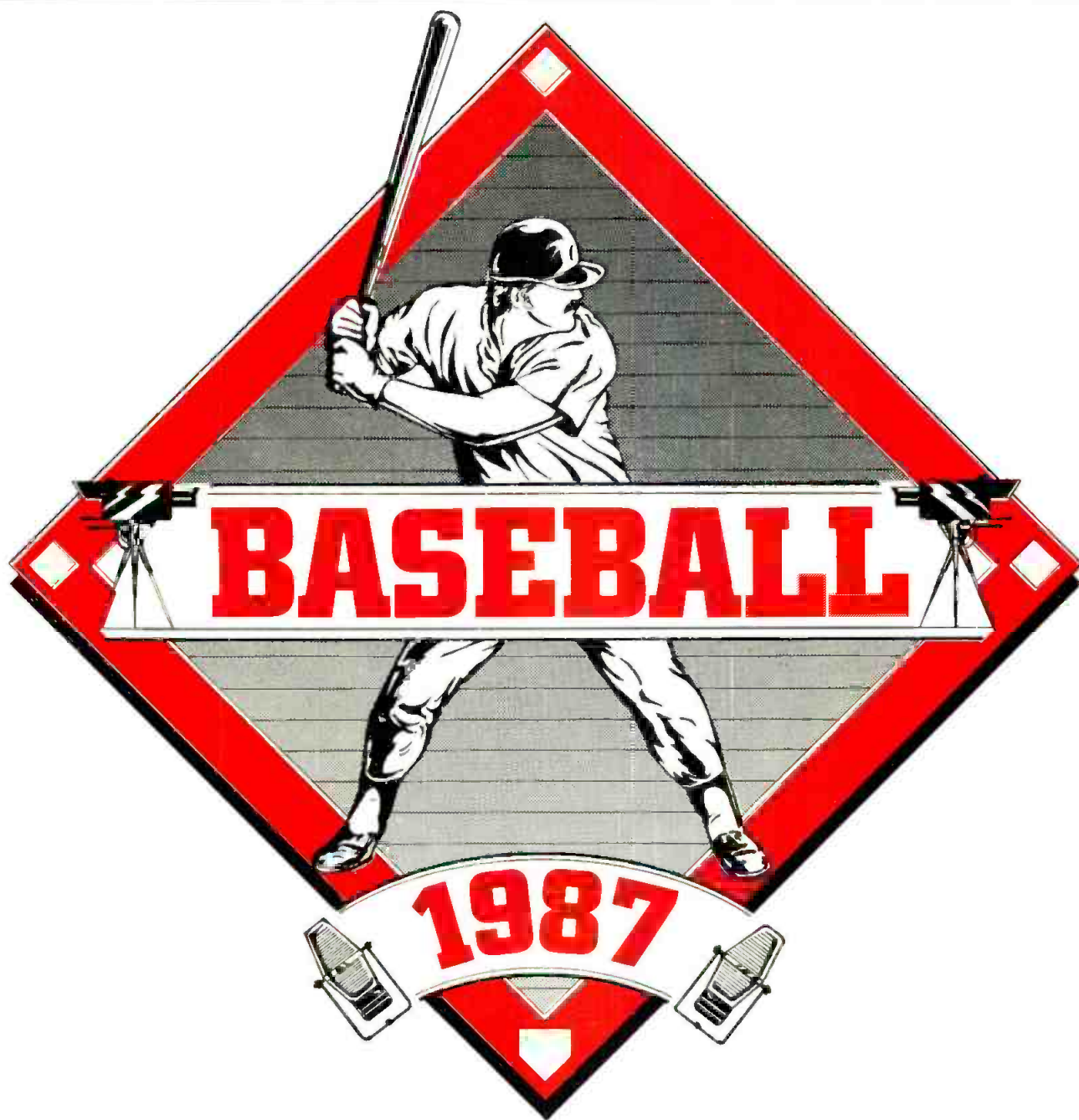


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## Baseball rights approach \$350 million

Major League Baseball broadcast and cable rights payments continue to climb, surpassing last year's high-water mark of \$320 million, rising about 9% to \$349,850,000. Of that, \$153,350,000 will come from local broadcast and cable payments (an increase of 9.6%) and about \$190 million from ABC-TV and NBC-TV combined. Although ABC reportedly may renegotiate its MLB contract, both networks are now in the fourth year of a six-year, \$1.2-billion rights agreement extending through the 1989 season. CBS Radio, which has a five-year agreement with the league that runs until 1989, will pay about \$6.5 million, up from the \$6 million it paid for its schedule of games last year.

Although the American League East teams will receive the highest rights payments this year—almost \$50 million (an increase of about 10.9%)—the National League West team payments will in-

crease the most—up about 17.5% to \$26.5 million. The National League East teams will be paid about \$45.4 million, a gain of about 4.4%, while the American League West teams will receive rights payments of \$31.8 million, an increase of 9.1%.

□

Despite a soft advertising marketplace in general, Bob Blackmore, senior vice president of sales for the NBC Television Network, is optimistic about the 1987 baseball season. NBC's advertising sales are going "very well," he said, adding that "generally, it's a strong marketplace and baseball is up 10% to 15%." The network is over 95% sold in the second quarter, and about 75% sold in the third quarter, he said. "Advertisers like to buy on history and baseball is solid," Blackmore said. "It's getting better ratings than ever; it has



good demographics."

As it has for the past two years, NBC will televise 30 regular-season Saturday games (including four Saturday-afternoon double-headers) and two prime time games beginning April 11. NBC's teams of Vin Scully and Joe Garagiola and Bob Costas and Tony Kubek will again be the two primary combinations during the season. (Two other two-person broadcast teams will be added for weeks when there are doubleheaders, an NBC spokesman said.) In addition, NBC will also carry the American League and National League playoff series (the best of seven games), beginning Oct. 6, and the All-Star Game on July 14 in Oakland, Calif.

According to one source, the average price of a 30-second spot during the regular season at NBC will be close to \$46,000 for the second quarter, and about \$36,000 for the third quarter. Rates for the playoff games are set at about \$175,000 for prime time games, about \$125,000 for weekend games, and about \$50,000-plus if the play-offs go to a weekday game, with rates for the All-Star game at \$275,000. Among the sponsors for the regular-season games is Miller beer. NBC is also in final negotiations with General Motors, replacing the Ford Motor Co. as its automotive sponsor.

NBC averaged a 6.3/20 for its 30 regular-season games in 1986, compared to a 6.4/21 for 30 games in 1985, a spokesman said. The

ratings average for last fall's World Series between the New York Mets and the Boston Red Sox (in which 30-second spots went for \$275,000) was 28.6/45 for the seven-game series, up 13% from 1985 when ABC carried the games, an NBC spokesman said. The seventh game of the series set a record for number of viewers (34 million), receiving a 38.9/55, the fourth-highest rated World Series game, NBC said.

Although ABC carried 11 Sunday games early in the season last year, in addition to its eight exclusive Monday night regular season games, so far the network is planning to carry only eight regular-season Monday night games in 1987. The games will air at 8 p.m. (NYT) from June 1-July 27, and Al Michaels will be the primary play-by-play announcer. One consideration in not yet scheduling any Sunday games this year was ratings. Because ABC does not have exclusivity on Sunday afternoons, "with all the local [baseball] packages on Sundays, the audience levels are not really that great," an ABC spokesman said.

ABC will also carry the World Series this year. It is believed that ABC expects to charge about \$275,000 per 30-second spot. *Monday Night 30's* are said to be selling in the \$80,000 range, up 6.7% from last year.

A team by team breakdown follows:

## California Angels

KTLA(TV) Los Angeles enters the final year of a three-year pact with the Angels this season, but intends to re-negotiate the contract to permit up to 60 games to be televised, according to station manager Michael Eigner. Broadcast television rights fees are now pegged at \$4.2 million for the 1987 year, with the station televising 48 regular-season games and three preseason outings. Bob Starr and Joe Torre handle the announcing chores.

The Angels experimented last season with showing four home games on a pay-per-view basis, but ended the co-venture agreement between Angelvision and Harmon/Cove Productions, a unit of Fox Television Stations that is involved in a similar arrangement with the Los Angeles Dodgers, because of Harmon/Cove's desire to televise more home games, an Angels spokesman said.

On radio, Al Conin will continue as the play-by-play man for rights holder KMPC(AM), but last season's number-two announcer, Ron Fairly, will be replaced by Ken Brett. Fairly has left the Angels to become lead announcer for the San Francisco Giants, the Angels spokesman said. Major radio sponsors include Chevron, Chevrolet, Anheuser-Busch and Eastern Airlines. XPRS(AM) Rosarita Beach (Tijuana, Mexico) will provide Spanish-language coverage.

## Chicago White Sox

The White Sox and WMAQ(AM) Chicago are negotiating a new five-year pact that is expected to be signed shortly. In addition to full regular season coverage and nine preseason games, the station will broadcast the "Crosstown Classic" between the Cubs and the White Sox on May 18. The station is also expanding its pre- and post-game shows to

### Prices of admission

NBC-TV rights payments

\$95 million

ABC-TV rights payments

\$95 million

CBS Radio rights payments

\$6.5 million

about 35 minutes each. Sponsors this year include Chevrolet, Miller beer and Zenith.

The Sox also have, for the second season, a Spanish radio rights holder, WTAQ(AM) La Grange, Ill., which will broadcast the full home slate of 81 games.

TV rights holder WFLD-TV Chicago will carry 16 home and 54 away contests, three of which are preseason games. The station is in the second year of a five-year deal. Sponsors on the television side include Miller, Nissan and the Illinois State Lottery.

The regional cable network, Sportsvision, is currently converting from a pay to a basic service. Its pay subscriber count was close to 600,000 and the company is projecting that it will have a basic subscriber count of one million by April 1. Sportsvision will carry 74 games this season—54 home, 15 away and five preseason games.

## Kansas City Royals

WDAF-TV Kansas City, Mo., in the last year of its three-year contract, is the originating station for a network of 17 stations, carrying 50 games this year. Miller Beer is again the major sponsor. According to Buddy Turner, manager of the Royals TV Network, "everything is pretty much the same as last year," in terms of television coverage, which again will include a preseason prime time special. One added twist, however, may be the involvement of Dick Howser in the telecasts of the games. Howser,

who has undergone surgery twice for a brain tumor, resigned as Royals manager last week for health reasons, Turner said, adding that WDAF-TV has expressed an interest in using Howser in the telecasts "in some way," depending on "how he is feeling."

On the radio side, WIBW(AM) Topeka, Kan., will head a network of about 117 stations in its second year of a three-year contract. Major sponsors from last year have returned for another season, including Anheuser-Busch, Ford automobiles, Farmer's Insurance, John Deere and Guy's potato chips.

## Minnesota Twins

New management, new uniforms and new turf in the Metrodome are contributing to an upbeat attitude surrounding the Minnesota Twins this year, according to Dave Jarzyna, director of broadcast marketing for the ball club. And that optimism has carried over into the broadcast picture, where Stuart Swartz, vice president and general manager of KMSP-TV Minneapolis, the TV rights holder, said "the market [is] in a positive mood." The station will carry five pre-season games and 68 regular-season games. The high hopes, in addition to high ratings last season (the second highest since the club has been on the air), are making for good sales, with Miller and Midwest Federal Savings & Loan two major advertisers committed so far. KMSP-TV is in the third year of a four-year contract.

Also in the third year of a four-year contract is WCCO(AM) Minneapolis. Steve Woodbury, general sales manager, said that the station is now 65% sold for the regular season's 162 games, and the preseason's 12 games. Sponsors include Budweiser, Red Owl, Midwest Federal, Hardware Hank and Amoco.

For the first time, the two stations will share one set of announcers. John Gordon, who formerly called New York Yankee games, will

## AMERICAN LEAGUE EAST

Team	1987 rights	1986 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	6,300,000	6,000,000	WMAR-TV 10	WCBM(AM) 84	WMAR-TV holds TV rights; WCBM holds radio rights; Home Team Sports holds cable rights.
Boston Red Sox	6,500,000	4,600,000	WSBK-TV 7	WPLM 75	WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network (48% owned by Red Sox) holds pay-cable rights.
Cleveland Indians	3,000,000	3,000,000	WUAB(TV) 4	WWWE(AM) 33	WUAB(TV) holds TV rights; WWWE(AM) holds radio rights.
Detroit Tigers	5,000,000	4,400,000	WDIV(TV) 5	WJR(AM) 37	WDIV(TV) holds TV rights; WJR holds radio rights; Pro Am Sports Systems holds pay cable rights.
Milwaukee Brewers	3,600,000	3,500,000	WVTV 9	WTMJ 61	Brewers retain radio rights; WVTV(TV) holds TV rights.
New York Yankees	17,500,000	15,500,000	WPIX(TV) 12	WABC(AM) 45	WPIX holds TV rights; WABC holds radio rights; SportsChannel holds pay cable rights.
Toronto Blue Jays	7,750,000	7,750,000	CTV-TV 21	CJCL(AM) 50	Labatts Breweries of Canada (45% owner of team) holds TV rights; Telemedia Broadcast systems holds radio rights; The Sports Network holds cable rights.

## AMERICAN LEAGUE WEST

California Angels	4,200,000	4,200,000	KTLA 15	KMPC 21	Angels retain TV and radio rights; XPRS Rose-Rita (Tijuana) Mexico holds Spanish radio rights.
Chicago White Sox	9,300,000	8,250,000	WFLD-TV 1	WMAQ(AM) 20	WFLD-TV retains TV rights, WMAQ(AM) retains radio rights, WTAQ(AM) holds Spanish radio rights and team retains cable rights.
Kansas City Royals	3,100,000	2,000,000	WDAF-TV 17	WIBW(AM) 117	WDAF-TV holds TV rights, WIBW holds radio rights.
Minnesota Twins	4,000,000	3,600,000	KMSP-TV 8	WCCO 62	KMSP-TV holds TV rights; WCCO holds radio rights.
Oakland As	3,000,000	3,000,000	KPIX 8	KSFO 14	KPIX retains TV rights; KSFO holds English radio rights; KBRG holds Spanish-language radio rights.
Seattle Mariners	2,200,000	2,100,000	KIRO-TV 5	KIRO 30	KIRO holds radio and TV rights.
Texas Rangers	6,000,000	6,000,000	KTVT(TV) 15	WBAP(AM) 15	KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights.

## NATIONAL LEAGUE EAST

Chicago Cubs	4,300,000	4,300,000	WGN-TV 13	WGN(AM) 67	Stations hold rights under agreement with commonly owned Cubs.
Montreal Expos	7,000,000	8,000,000	CBC-TV	CFCF 30 CKBC 42	Labatt Breweries holds TV rights; CFCF holds English radio rights; CKBC holds French radio rights; the Sports Network holds cable rights.
New York Mets	16,500,000	14,500,000	WOR(TV) 10	WHN(AM) 42	Mets have partnership arrangement with broadcast originators; SportsChannel holds pay cable rights.
Philadelphia Phillies	9,500,000	9,100,000	WTAQ-TV 1	WCAU(AM) 24	Originating stations hold broadcast rights; Prism holds cable rights.
Pittsburgh Pirates	4,000,000	3,000,000	KDKA-TV 5	KDKA(AM) 20	Group W holds broadcast rights and Tele-Communications Inc., holds cable rights.
St. Louis Cardinals	5,100,000	4,600,000	KSDK 17	KMOX 115	KSDK has TV rights. KMOX has radio rights. Cencom Cable holds cable rights.

## NATIONAL LEAGUE WEST

Atlanta Braves	4,000,000	3,500,000	WTBS	WSB	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights.
Cincinnati Reds	6,800,000	5,500,000	WLWT 20	WLW 100	WLWT holds TV rights; Reds retain radio rights.
Houston Astros	3,600,000	3,400,000	KTXH 11	KTRH 40-45	KTXH has TV rights. Astros retain radio rights. Home Sports Entertainment holds cable rights.
Los Angeles Dodgers	5,000,000	4,600,000	KTTV 3	KABC 3	Dodgers retain broadcast rights and sell through Dodger Radio and Television Network. Dodgers and Fox Television Stations Inc. hold pay-TV rights jointly in Dodgervision pay-per-view venture. KWKW(AM) holds Spanish radio rights.
San Diego Padres	4,200,000	2,800,000	KUSI-TV 8	KFMB(AM) 12 XEXX(AM)	Padres retain rights on KUSI-TV and KFMB(AM); Padres and Cox jointly hold pay TV rights.
San Francisco Giants	2,900,000	2,750,000	KTVU 5	KNBR 9 KIQI 32	Broadcast originators hold rights.

<b>AL total:</b>	<b>\$81,450,000</b>	<b>\$73,900,000</b>
<b>NL total:</b>	<b>\$71,900,000</b>	<b>\$66,050,000</b>
<b>Majors total</b>	<b>\$153,350,000</b>	<b>\$139,950,000</b>

Not included in the table are network payments for nationally broadcast games that total about \$196.5 million, \$95 million for ABC-TV, \$95 million for NBC-TV and \$6.5 million for CBS Radio.



team up with CBS Radio's John Rooney. Continuing on the radio exclusively are Herb Carneil and former Twin Harmon Killebrew.

## Oakland A's

Contract discussions between the A's and rights holder KPIX(TV) San Francisco will begin this month as the club enters the final year of a three-year television and radio broadcast rights deal estimated at \$8.5 million. Under the contract, the A's get five minutes of commercial time for every 25 minutes KPIX sells. The station will televise one preseason and 34 regular-season games this year in prime time and weekend periods. Anheuser-Busch, Unocal and Toyota are major sponsors.

Ratings dropped slightly for ball club last year compared to 1985. The A's averaged a 6 rating/14 share in Nielsen and a 6/16 in Arbitron last year, compared to 1985 figures of 6/15 and 7/16, respectively, according to KPIX research figures.

KSFO(AM) San Francisco began negotiations with the A's last month, said Ken Pries, the station's sports producer. Also in the final year of a three-year deal, the station shares promotion, marketing, merchandising and revenue with the A's under the existing contract.

## Seattle Mariners

KIRO-TV has the rights to 72 games of the Seattle Mariners but because it is a CBS television affiliate, it decided to take only 31 games to avoid preempting too much network programming. The remaining 41 games have been assigned to a Seattle independent, KTZZ-TV. The games will be fed to about eight stations in Washington, Idaho, Oregon and Alaska.

Sales are moving at a rapid pace, according to John Norden, vice president and general sales manager, KIRO-TV. Among the major advertisers on his station are Anheuser-Busch, GTE, Allstate Insurance, Unocal and Toyota. The station is beginning a new five-year contract with the Mariners.

According to KIRO(AM) sales manager, Bill Aanenson, the station will cover 20 preseason and 162 regular games which will be transmitted to 30 stations in Washington, Oregon, Idaho, Montana and Alaska. Among the advertisers already signed are GTE, Chevron Oil, Farmers Insurance Group, Pepsi and Budweiser. The schedule is about 60% sold and Aanenson expects to be 92% sold by opening day. He noted that the pre- and post-game programs are sold out.

## Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the third year of a five-year deal as broadcast rights holder for the Rangers. The rights pact is part of an overall agreement

whereby Gaylord purchased 35% of the club three years ago. (Eddie Chiles still owns the remaining shares.)

KTVT, which is a "passive" superstation, will air 60 away games in 1987—up from 50 last season—and one preseason contest. The station will also operate a five-state regional network of 15 stations.

Major advertisers for the 1987 season include: Budweiser, Nissan dealers, Texaco, True Value hardware stores, Goody's headache powder, Chief auto parts, Chevrolet dealers and Midas. Charles Edwards, executive vice president for Gaylord and general manager of KTVT, said sales are running 30% ahead of the same time a year ago. He attributed the brisk pace to the Rangers being a competitive team last year and to a "very popular" manager (Bobby Valentine).

For radio, WBAP(AM) Fort Worth will begin its 14th consecutive year of Ranger broadcasts as it enters the third year of a four-year rights package. WBAP will also serve as the originating station for a regional network of 15 stations, most of them in Texas. The station will air 24 preseason contests and all regular season games.

Among the major sponsors on radio are: Budweiser, Delta Airlines, Dr Pepper, Coca-Cola, GTE, True Value and Ford dealers. As with the television side, John Hare, station vice president and general manager, reported sales compared to a year ago at 30% ahead.

Home Sports Entertainment (HSE), a division of the Houston Sports Association, signed a new "multiyear" pact (two years with a two-year option) for the Rangers pay cable rights. HSE will air 60 home games this season, carried on 121 systems across a five-state area—mostly Texas—to a subscriber universe of 225,000.

## Baltimore Orioles

After eight seasons on WFBR(AM), the Baltimore Orioles will have a new radio outlet this year. WCBM(AM) Baltimore starts a three-year rights contract to broadcast all 162 regular-season games and 15-17 preseason contests. An 84-station network will be among the largest in the country. Miller Beer, Loyola Federal bank, Chevrolet, Sherwin Williams paints, local RCA dealers, Firestone, Amoco gasoline and Ridge Lumber are major sponsors. Jack Wiers, announcer for the Hawaiian Islanders, the AA farm club in Honolulu, has been hired by WCBM to join Jon Miller, veteran Oriole announcer from WFBR, in the broadcast booth. Home night broadcasts from Memorial stadium will begin at 6 p.m. with a pregame show hosted by the station's Phil Wood. According to WCBM's Jack Paras, the station "will be promoting heavily, to the tune of half a million dollars in the Baltimore market. . . . We're excited and we think it's a wonderful property."

Group W's Washington-based regional sports network, Home Team Sports, again will present 90 Orioles pay-cable games, including five preseason. Among expected sponsors for this year will be Stroh's beer, Giant

Food and Subaru. Returning announcers are Mel Procter and former Orioles outfielder, John Lowenstein. HTS's Tom Davis will handle the pre-game and post-game shows and Rex Barney will host a Major League Baseball week in review and *Orioles Report: The Pennant Chase*. As in years past, Larry King, the Washington-based talk show host for Mutual Radio and the Cable News Network, and Jim Palmer, former Oriole pitcher and color commentator for ABC Sports, will make occasional appearances for HTS. The Home Team Sports slogan is: "You'll see the home games at home," referring to the fact that 65 of the 90 games it will cablecast will be from Baltimore.

Chuck Thompson and hall-of-fame Oriole third baseman, Brooks Robinson, return to announce five pre-season and 40-regular season Oriole games for WMAR-TV. The Orioles TV network will include 10 stations this year. Major advertisers sold so far are Anheuser-Busch, Nissan, C&P Yellow Pages, Jerry's Chevrolet, Mr. Tire, the Mid-Atlantic Milk Marketing Association, Preferred Health Network and Jiffy Lube.

## Boston Red Sox

WSBK-TV Boston now counts a Florida station, WKYC(TV) Melbourne, among the members of its network for Boston Red Sox games. The Boston independent is in the second year of a five-year agreement with the team. Additionally, most of the affiliated stations will carry a higher percentage of the three pre-season, one exhibition and 75 regular season games that WSBK-TV feeds, said Stewart Tauber, the station's assistant general manager. Major advertisers include Anheuser-Busch, Delta and Midas Muffler.

The team's league championship performance last year substantially increased interest among cable subscribers, said John Claiborne, vice president and general manager of the New England Sports Network, which is 48% owned by the team (its other owners are the Boston Bruins hockey team and Storer Communications, owner of WSBK-TV). NESN, which is offered only as a pay service, currently has 172,258 subscribers, almost double that of the previous year. The service, which rebroadcast some of the games later at night and the following morning, will carry 85 regular season and 10 preseason games, up from 83 and seven, respectively, last year. The total number of games will reach 100 in the next few years, Claiborne said, with the additional games coming from WSBK-TV's schedule. Sponsor's for the cablecasts are Anheuser-Busch, Polaroid, Nissan and Chevrolet. Claiborne said he expects all commercial availabilities—about 30 per game—to be sold by the beginning of the season.

WPLM-AM-FM Plymouth, Mass., will continue to originate the games to a network of 75 radio stations, up 11 from last year. The station's president and general manager, John Campbell, said the broadcasts were "pretty much sold out." Advertisers include Budweiser, American Motors Corp. and Chrysler.

## Cleveland Indians

Along with 60 regular-season Cleveland Indians games to be broadcast on WUAB(TV) this season (the same number as last year), four preseason telecasts will be added to the schedule. After establishing a two-station Indians TV network last season, WUAB will have four stations on line this year. Jack Corrigan, color analyst, returns with a play-by-play partner yet to be announced. Advertisers include Anheuser-Busch and Community Mutual Insurance. Sales are up, according to Bill Scalfide, WUAB general sales manager: "We've had more interest in the Cleveland Indians this year than we've ever had."

All regular-season games and 32 preseason contests will appear on WWVE(AM), which feeds a 33-station network. Herb Score and Steve Lamar return to announce the games.

## Detroit Tigers

WDIV(TV) Detroit is in the fourth year of a five-year agreement with the Tigers and will carry 45 regular season and five exhibition games. The telecasts, which, according to station spokeswoman, Eileen Wunderlich, last year had the highest viewing of any major baseball telecasts—Arbitron measured them at a 20 rating/40 share from May through July—will be distributed to five affiliates. Major advertising sponsors include Miller Brewing, Metro Detroit Ford dealers, McDonald's, Blue Cross, Michigan State Lottery, Kroger, Pepsi Cola, Taco Bell, New York Carpet World, Highland Appliance, Kentucky Fried Chicken, Michigan Bell, Ameritech Yellow Pages and Coca-Cola. The station is selling about 85% of its 50 spots per game on sponsorship basis.

WJR(AM), which originates the team's radio broadcasts, is doing well in its sales of advertising time, said Maureen Hathaway, general sales manager. The largest sponsors are several divisions of Ford Motor Co., followed by Marathon Oil, Anheuser-Busch, Maxicare and Comerica.

Subscribers to Pro Am Sports Systems cable service jumped by roughly 60%, to 160,000, since last season, said William J. Wischman, executive vice president and general manager. Half of those subscribers are on an extended basic tier—for systems more than 150 miles away—while the others are pay. Advertisers for the two preseason and 80 regular season games include Ford, Highland Appliance, Stroh Brewery, the *Detroit Free Press* and *Detroit News* and Builders Square, a subsidiary of K Mart.

## Milwaukee Brewers

WVTV(TV) Milwaukee has increased to nine the number of stations carrying its broadcasts of Milwaukee Brewers games. The independent station, which has one more season after the

upcoming one in its agreement with the team, will carry 60 regular and eight preseason games, said wvtv general manager, Hal Protter. Major sponsors include Miller Brewing and True Value Hardware Stores.

The Brewers organization sells advertising time for the radio broadcasts and has so far lined up Pabst Beer, Amoco Oil, Pepsi Cola, Farmer's Insurance, AT&T, Wisconsin Bell and State Farm Insurance. The games, which are distributed to 47 other radio markets via the network fed by WTMJ(AM) Milwaukee, are "not sold out yet but are well along the way," said Bill Haig, vice president of broadcast operations for the Brewers.

## New York Yankees

WPIX(TV) is entering its 37th consecutive year of New York Yankees baseball telecasts and the first year of a new four-year rights deal. However, the Yankees are faced with a television/cable dilemma. The team's agreement with WPIX(TV) calls for the airing of 75 games in 1987—down from 100 last year—and SportsChannel, which is entering the sixth year of a 15-year, pay-cable rights deal, is claiming 100 games for the upcoming season—up from 40 games last year. The total for both outlets surpasses the 162 regular-season game schedule.

The Yankees filed suit against SportsChannel in the State Supreme Court in Bronx county saying the team had a verbal agreement from the cable service for it to go to a 75-game broadcast schedule this season. But SportsChannel claims an arrangement was made two years ago for the cable service to cover 100 games beginning with the 1987 season. The court issued a temporary restraining order preventing SportsChannel from proceeding with its plans for a 100-game slate. The pay service appealed to the New York appellate court, which lifted the injunction. WPIX filed a friend of the court brief on behalf of the Yankees in the case.

Among the major advertisers on WPIX(TV) for the 1987 season are: Anheuser-Busch, Dodge, Toyota, Burger King and Nynex. Returning to the broadcast booth are announcers Bill White and Phil Rizzuto; former major league pitcher Jim Kaat will not be back this year. WPIX, a superstation, will also serve as the originating station for a regional network of 12 outlets.

For SportsChannel, major sponsors include: Anheuser-Busch, Toyota, Dodge, Nynex and Canon cameras. The channel serves 75 systems and approximately 800,000 subscribers in three states.

For radio, Jim Haviland, vice president and general manager of WABC(AM), said the station recently reached a "multiyear" rights agreement with the Yankess making it the "largest radio rights package in the history of baseball." The contract, which reportedly runs for five years, is believed to be costing WABC some \$5 million per year.

In 1986, the Yankees held the radio rights while Adler Communications, Hackensack,

N.J., produced the games and sold the in-game sponsorships. Wabc for the past six years was the originating station for the Yankee broadcasts and sold the "out-of-game" inventory.

Major radio sponsors for the baseball 1987 season include: Anheuser-Busch beers, Channel Home Centers, the New York *Daily News*, the New York State Lottery, Monroe shock absorbers and the Marine Midland Bank. Haviland said that the station has already met about 80% of its sales budget for opening day.

The station has also hired two new announcers: Hank Greenwald, former San Francisco Giants announcer, for play-by-play; and Tommy Hutton, former Montreal Expos announcer, for color. Not returning to the radio side this year are announcers Spencer Ross, John Gordon and Bobby Mercer—the last a former Yankee outfielder. Pending the outcome of the Yankees/SportsChannel dispute, White and Rizzuto may also do some radio broadcasts, said Haviland. Wabc, which plans to have a regional network of at least 45 stations, will air 19 preseason contests and all regular-season games.

## Toronto Blue Jays

Telemedia Broadcast Services, Toronto, holder of Blue Jay radio rights since the team was established, will broadcast the 162 regular-season and nine preseason games. Its network of about 50 stations will originate from CJCL(AM) Toronto. Major advertisers are: Labatts Breweries, (45% owner of the Blue Jays), Petro-Canada, General Motors, Bank of Nova Scotia, Zenith, Goodyear, Coca-Cola, McDonald's and Nissan. CJCL traditionally runs three contest promotions during its broadcasts: "Beat the Pro," a trivia game; "Miracle Hit and Win Inning" and "Home Run Inning" for a color TV set. During the last half of the season listeners predict the finishing order in the American League East in the "Final Standings Contest," with winners receiving a trip to next year's spring training.

Labatts Breweries sells the Blue Jays television rights on a game-by-game basis to CTV, the Toronto-based Canadian network of 21 stations. CTV will broadcast 35 games, all in the regular season. Among sponsors for the broadcasts will be Labatts, Canadian Imperial Bank of Commerce, Chrysler, Honda, American Motors, Mazda, Michelin, Goodyear, Standard Auto Glass and Imperial Oil. Announcers will be Don Chevrier, Fergie Ooliver and Tony Kubek, who also announces weekly baseball games for NBC Sports.

About 40 Blue Jays games will appear on The Sports Network, a Toronto-based pay-cable service that also cablecasts Montreal Expo games. Four preseason contests will also be presented. Buck Martinez, former Blue Jay catcher, joins The Sports Channel as color announcer, with CTV's Ooliver returning to do play-by-play. Advertisers include Labatts, General Motors, Speedy Muffler and Petro-Canada.



## Atlanta Braves

Ted Turner's Atlanta Braves will be seen during the upcoming season on superstation WTBS(TV) Atlanta. WTBS will broadcast 150 regular-season games and five preseason games, said WTBS's Jim Trahey. Last year's coverage was disrupted by WTBS's broadcast of the Goodwill Games from Moscow, and this year there may be some conflict with the basketball games of the Turner-owned Atlanta Hawks. Major sponsors include Anheuser-Busch, Coca-Cola, Delta Airlines, Canon and True Value hardware stores.

WSB(AM) Atlanta will again be the originating station for the Braves radio network, said Braves promotion manager Miles McReay. The network of over 100 stations will carry all 162 regular season games in addition to 20 preseason games. McReay said there would be an increase in the Braves' promotional drive this year to inaugurate their new uniforms. Caps, helmets and uniforms will be given away to promote the "new look." Major radio sponsors include Anheuser-Busch, Coca-Cola, Delta Airlines, Amoco and Goody's headache powders.

## Cincinnati Reds

Reds baseball again appears on WLWT(TV) Cincinnati. The station will cover 42 away games and possibly five more home games. WLWT is the originating station for a network of 20 stations begun in the early '50s. Joining the veteran play-by-play team of Marty Brennaman and Joe Nuxhall will be former Reds catcher Johnny Bench, who will handle the color commentary. In addition to covering the games, Bench will be starring in *The Pete and Johnny Show*, a half-hour, pre-game interview show with Reds manager Pete Rose. Major sponsors for the network are Anheuser-Busch, Krogers food stores, Ford, Toyota and Long John Silver restaurants, with the bulk of the remaining sponsorship handled by the individual stations.

The Reds retain radio rights and WLW(AM) Cincinnati will again be the lead station for a regional network of, at present, 70 stations, but the number was expected to rise to over 100 stations. Nuxhall and Brennaman will also handle the radio chores, but the WLW sports director, Andy MacWilliams, will do radio when the others are on TV. Major sponsors include Anheuser-Busch.

The Reds had a contract to carry the games over Cincinnati's addressable cable system on a pay-per-view basis last year. That contract has been canceled, and no direct cable coverage is planned.

## Houston Astros

KTRH(AM) has put together a package of all 162 regular season and 26 preseason contests. A regional network of 40-45 stations is being assembled and may be even larger by the time

the 1987 season kicks off, according to a station spokesperson. He termed sales activity "fairly good" and expressed the hope that all availabilities will be taken by game time. Major radio sponsors are Anheuser-Busch, Gulf Oil and Coca-Cola. The station has enlarged its pre-game program from 10 to 25 minutes, more than doubling its inventory of commercial time.

The Astros' solid performance last year has improved the advertising outlook at KTXH(TV), according to Vince Barresi, vice president and general manager. The station will carry seven preseason and 72 regular season games and has arranged a regional network of 15 stations that is "likely to go higher," an official said. Julio Bermudez, national sales manager, said leading advertisers are Anheuser-Busch, American Airlines, Kroger, Goody's headache powder and Coca-Cola. The station is in the second year of a long-term contract.

Pay cable is in its fifth year in Houston. Home Sports Entertainment has arranged a schedule of 73 Astros games, available to 235,000 subscribers on about 130 systems. Jack Stanfield, program manager of Home Sports Entertainment, said advertising sales were brisk with major accounts including Coca-Cola, Anheuser-Busch, Mazda, Texaco, Pizza Inn, What-A-Burger, Eastern Airlines and Reebok International (shoes).

## Los Angeles Dodgers

The broadcast rights for Dodger games will increase from \$4.6 million to \$5 million this year during the final year of a three-year agreement with KTTV(TV), KABC(AM) and Dodgervision, the pay-per-view cable service. The Dodgers "sell, package and produce" each of the games. The club and stations sell time for pre- and post-game shows but the Dodgers get the national sponsorships during the game.

KTTV will offer 46 home games and four preseason contests. Dodger games will return to KOTU-TV Tucson, Ariz., and KNXV-TV Phoenix on a one-year basis. The stations have carried the team in previous years, according to Merritt Wiley, vice president of marketing for the Dodgers.

Dodgervision will enter its third year with a 120% increase in subscribers, according to Walter Kalb, executive in charge of the Fox-owned Dodgervision. With 47 cable systems in southern California and Nevada that pass 1.2 million homes, the subscriber count averages about 16,100 per game, or about 65,000 viewers, he said. The service will offer a package of 25 home games to subscribers for \$79.95 or \$5.95 per game on a pay-per-view basis. To mark Dodger Stadium's 25th anniversary, the service will launch an elaborate promotion campaign that includes two tickets, a poster, a specially minted 25th anniversary pin and "diamond dust," dirt taken from the infield of the stadium.

Major national sponsors this year are Unocal, Miller Brewing, Nissan, Farmer John and Coca-Cola, according to Wiley. The Dodgers

have appeared on KTTV since 1958, the team's first year in Los Angeles, and KABC radio since 1974.

## San Diego Padres

The 1987 season will represent a big change in broadcast rights for San Diego Padres games. Instead of selling the broadcast rights to an individual television or radio outlet, the Padres this year have purchased time on independent KUSI-TV and KFMB(AM) San Diego and will control most of the inventory in the 51 games on television, and the 187 games on radio. Last year the games were broadcast on NBC-affiliate KCST(TV) and KFMB(AM). Spanish-language XEXX(AM) Tijuana, Mexico, will continue to carry the games, retaining broadcast rights.

Last season the Padres tested the new rights strategy by taking radio rights in-house. It was partially based on the success of that move that the club took the television in-house as well.

"There were several reasons we did it," said Jim Winters, director of broadcasting for the Padres. "Now we will be able to control our destiny. If we want to add a couple of promotional spots for ticket sales, we can do that." Winters also mentioned the overall health of advertising in the market as a reason for getting into the new arrangement.

Broadcasting on an independent, as opposed to an affiliate, will also give the team the opportunity to do pre- and post-game shows.

Winters, who was with the New York Mets for four years, and later the Cincinnati Reds for 12 years, said that his in-house sales team consists of three sales people. Controlling inventory on television and radio will allow the Padres sales team to package sales of television and radio along with billboards and advertisements in the program that is available at the ball park.

KUSI-TV and KFMB(AM) each get adjacencies to the club's advertising, which the stations can use for promotion.

Winters said that sales of time in the games on both radio and television are going well so far. Major sponsors for television are Mitsubishi and Union 76. For radio, sponsors signed so far include Chevron, Coca-Cola, Home Federal Savings & Loan, Farmer's Insurance, Jack in the Box and Mad Jack's.

Cable coverage of the Padres will once again be handled by Cox Cable, which charges \$140 for 41 games. Cox reaches 425,000 homes in the San Diego area.

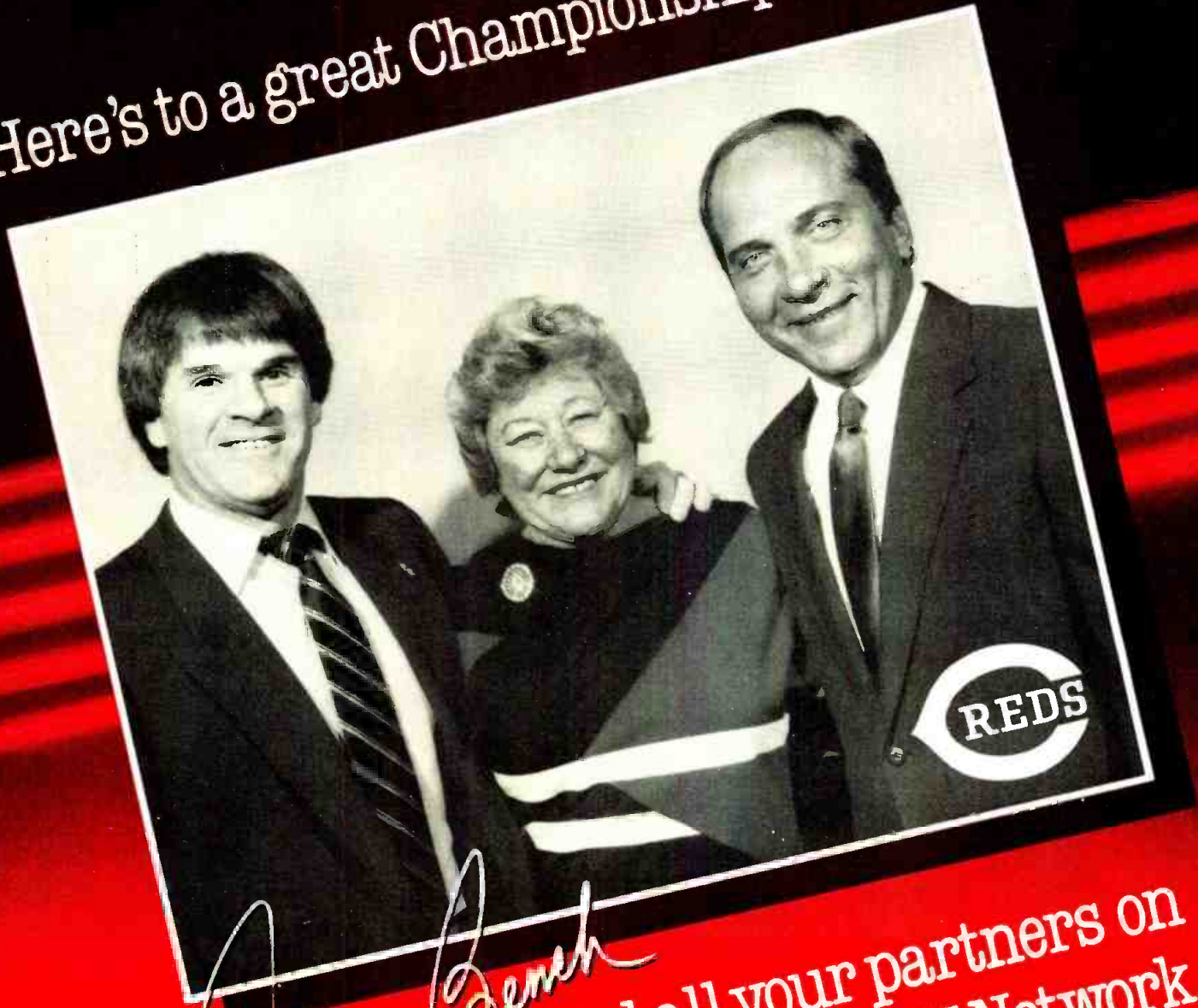
## San Francisco Giants

KTVU(TV) Oakland enters the fourth year of a five-year contract with the San Francisco Giants, for the coverage of 38 regular-season games. A deal on preseason games has yet to be worked out, according to Caroline Class, the station's program manager.

Class said that KTVU's Giant coverage will be

To: Marge, Pete  
and the '87 Reds,

Here's to a great Championship Season!



*Johnny Bench*

and all your partners on  
the Cincinnati Reds TV Network.

WDTN-TV Dayton, OH  
WTTE-TV Westerville, OH  
WTTV-TV Indianapolis, IN  
WVAH-TV Hurricane, WV  
WORB-TV Louisville, KY

WTVQ-TV Lexington, KY  
WDKY-TV Lexington, KY  
WMKW-TV Memphis, TN  
WCAY-TV Nashville, TN  
WKCH-TV Knoxville, TN

WGRB-TV Campbellsville, KY  
WHKY-TV Hickory, NC  
W43AG Hopkinsville, KY  
WLIO-TV Lima, OH  
WUPW-TV Toledo, OH

ComCast Paducah, KY  
WAYK-TV Palm Bay, FL  
WHIZ-TV Zanesville, OH  
WETO-TV Greenville, TN





augmented by three half-hour specials—two produced in the Giants training camp in Phoenix before the season begins, for broadcast before the season, and one produced during the regular season, for broadcast during the season.

In addition, the station is producing a series of *Giants Minutes* that will be broadcast throughout the season.

KTVU is coming off a year of higher-than-expected "double-digit ratings," according to Miller, and in line with that, sales are going well. Major sponsors include Northern California Toyota Dealers, Pacific Bell and Jack in the Box.

KNBR(AM) San Francisco, the radio coverage originator, is also entering the fourth year of a five-year contract. Jay Barrington, sales coordinator for sports, said that sales so far "could be better," but that some of the major sponsors on board are Anheuser-Busch, Chevrolt, Renault-Jeep, Farmers Insurance, Grossman's hardware and Taco Bell. KNBR will broadcast 162 regular-season games, and 13 preseason games. Spanish radio coverage of the Giants this year will be on KIQI(AM) San Francisco, with 32 affiliates.

Under the title of "GiantVision," a package of 36 regular-season and one preseason game, will sell for \$144 to cable viewers. Subscribers will also get 18 key National League games with the package. In addressable homes, the games will sell for \$5.95-\$6.95 per game. Corey Busch, executive vice president of the team, said that of the 100 cable systems in northern California, the Giants will reach half. Nine addressable systems will also be reached.

## Chicago Cubs

WGN-TV Chicago will telecast 150 Cubs games this season, including four exhibition games on a regional network of 13 stations. John Fendley, sports sales director, said that advertising sales are going "very well" this year. As of last week, revenues were running about 20% ahead of last year. About 70% of the inventory has been sold, Fendley said, adding that the games are "never" sold out before the season. "If we do sell out, we're priced too cheap," he said. Among the advertisers already signed: Anheuser-Busch, True Value Hardware, Union Oil, Pepsi-Cola, United Airlines, Chicagoland Buick Dealer Association, *Chicago Tribune*, Yellow Pages and the Illinois State Lottery.

On the radio side, WGN(AM) will broadcast 162 regular-season games and 10 exhibition games this year. The team has arranged a regional network of 67 stations (all primarily in the Midwest) to carry the Cubs, said Wayne Vriesman, vice president and general manager of WGN(AM). Major sponsors this year include Heileman Brewing, True Value Hardware, Chevrolet dealers, Marathon Oil and Talman-Home Savings and Loan. Vriesman said that there will be a few changes in the announcers' booth this year. While Dwayne Staats will continue to do the play-by-play, former Cubs manager Jim Frey will be the new primary color man. Remaining in the booth for home games will be Hall of Famer Lou Boudreau.

## Montreal Expos

Labatts beer holds the TV rights and controls the cable rights for Montreal Expos baseball this season. Labatts was reported to have paid a little less than \$30 million for its five-year contract. The French-language rights have been re-sold to the Canadian Broadcast Corp., which will carry the games over a network of about 20 stations, with about 10 in Quebec and the remainder outside the province. The coverage schedule is not yet defined, said Pierre Gauvreau, group vice president for the Expos, but the French network is hoping to broadcast 35 games. Claude Raymond will handle color commentary and Raymond LeBrun will do play-by-play.

English language rights will either be sold to the CBC English Network or a new network of independent TV's in the process of being formed by Global Television Network in Ontario, said Gauvreau. The lead station for the new network may be CFCF-TV Montreal. Regardless, play-by-play will be handled by Dave Van Horn and color commentary by Ken Singleton. Major sponsors for both networks include: Coca-Cola, Chrysler, Provigo, a provincial food store chain and Ultramar. There will be 20 sponsors in all.

Cable coverage will again be handled by TSN Canada which will show 30 regular season away games, six home games and four preseason games, all in English. Play-by-play will be done by Gordon Craig and Ken Singleton will also be doing the color commentary for TSN as well as the English-language broadcasts.

Radio coverage is again split into French and English broadcasts. CKBC(AM) Bathurst, New Brunswick, is the lead station for an English radio network of 42 stations, mainly in Quebec. Dave Van Horn will also handle play-by-play for radio and Jim Fanning will do the color commentary. In addition to the regular-season games, the network will also carry six preseason games. French-language broadcasts will be done by CFCF(AM) Montreal and carried by a network of about 30 stations, two in Quebec and the remainder outside. Jacques Doucet will be the play-by-play announcer and Roger Broulette will handle color.

Gauvreau said business had been very brisk due to excitement over the new roof on the Montreal stadium, and ticket sales have been very high. A formal promotion will begin in the next week.

## Radio rights on CBS

The CBS Radio Network is entering the third year of a five-year, \$32-million rights deal for Major League Baseball's *Game of the Week* broadcasts. And for the first time, CBS will air games for all 26 weeks of the regular season, due to "strong" advertiser and affiliate interest, said Steve Youlios, vice president/sales for the CBS Radio Networks. (It had previously offered a 20-week regular season schedule.) The weekly broadcast schedule contains two games (one day and one night) every Saturday beginning with the Toronto Blue Jays at the Boston Red Sox and the Montreal Expos and the Houston Astros on April 11.

In addition to airing weekly contests, the exclusive CBS rights package includes the annual All-Star game, league championships and World Series. CBS may also air several midweek contests toward the end of the season depending on the pennant races.

Youlios said CBS offers two sales packages: the summer series, which is the full 26-week schedule, and the All-Star game, league championships and the World Series. Among the major advertisers for both packages are: Honda, Buick, True Value hardware stores and Anheuser-Busch, all of which were sponsors last season. Also, Tinactin will once again sponsor a 30-second, in-game feature during the regular season.

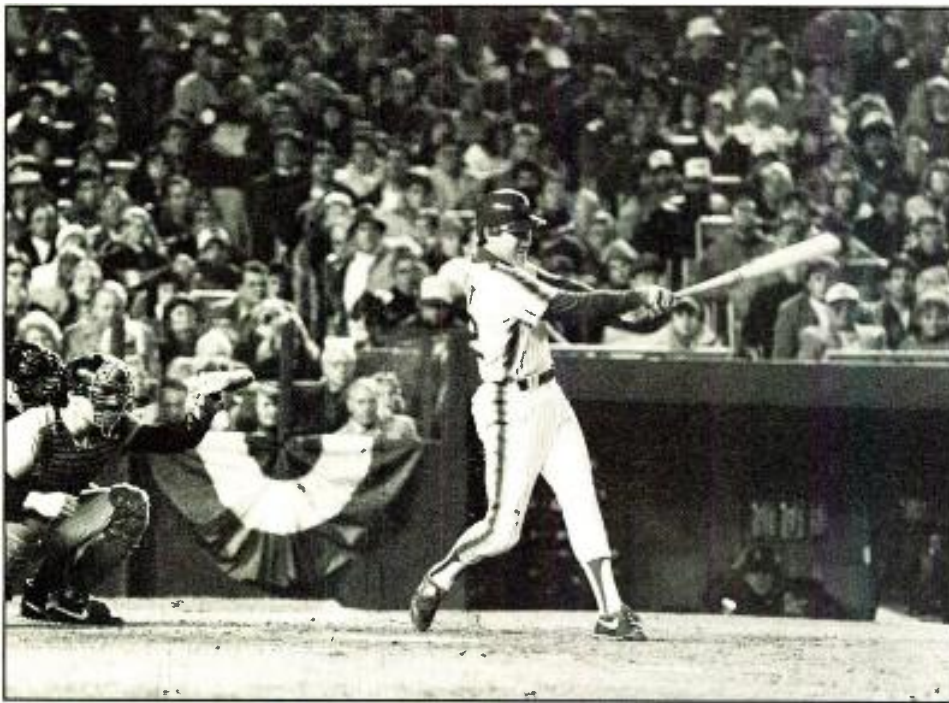
New advertisers include the Gates Rubber Co. for automotive parts and Fuji, both of which will also be sponsoring in-game features. CBS Radio's baseball sponsorships, which also include "off-air" in addition to any "on-air" merchandising/promotional campaigns, can range from \$75,000 to about \$1 million.

Returning announcers for CBS Radio's baseball coverage are: Brent Musburger, Johnny Bench, Bill White, Jerry Coleman, John Rooney, Dick Stockton and Howard David. New to the CBS baseball announcing staff this year are: Jim Hunter, who is the new anchor for CBS's *Sports Central USA* weekend reports. Steve Busby, Tom Cheek and Gene Elston. The announcers will be paired on a rotating basis and share both play-by-play and color duties. As an added attraction, local team announcers will join the CBS crew during the fifth inning of each game, coined the "home town" inning, which will be exclusively sponsored by True Value.

Youlios said he expects the *Game of the Week* broadcasts to clear about 250 stations.

## New York Mets

WOR-TV New York will begin its 26th consecutive year as the originator of New York Mets television broadcasts, a rights partnership arrangement the station has had the team's since its inception in 1962. The station is entering the first year of a new five-year deal and plans to air seven pre-season contests and 75 regular-season home and away games as well



as one exhibition game against the Boston Red Sox.

"Pricing is up substantially over last year," said Peter Leone, vice president and general manager of WOR-TV. The Mets won the 1986 World Series. Among the major television advertisers for 1987 are: Anheuser-Busch, Nissan, Manufacturers Hanover Trust, Oldsmobile dealers and Bell Atlantic. Leone said WOR, a superstation, will serve as the originating station for a regional network of 10 to 12 stations.

On the radio side, country-formatted WHN(AM) New York, is beginning the second year of a five-year broadcast rights pact. It has a revenue-sharing arrangement with the Mets.

Major sponsors include: Anheuser-Busch, Chrysler-Plymouth, Amoco, the *Daily News*, Benjamin Moore Paints, Samsung Electronics and the New York State Lottery. According to Rick Dames, stat on vice president and general manager, rates are 40% higher this season than last year. A package of 175 sixty-second spots (one per game) are reported to be selling at \$200,000.

The 1987 season will also feature expanded pre- and post-game programming. Both the pre- and post-game shows will be lengthened from 15 minutes to 90 minutes, which will open up more baseball inventory. "This will give smaller clients an opportunity to be involved with the Mets," said Dames. WHN Sports Director Howie Rose will handle the Mets pre- and post-game programs with Mets radio announcers Bob Murphy and Gary Thorne handling the broadcast 15 minutes before and 15 minutes after each game.

WHD, which airs 13 preseason and all 162 regular-season contests, will serve as the originating outlet for a regional network of some 42 stations.

SportsChannel is entering the sixth year of a 30-year deal for the team's pay-cable rights and will air 75 home and away games—up from 60 last season. Major advertisers on cable include: Anheuser-Busch, Toyota, Buick,

Nynex, Texaco and Met Life. SportsChannel is carried on some 75 systems across a three-state area and has a subscriber universe of nearly 800,000.

## Philadelphia Phillies

It's pretty much status quo as far as the rights holders of Phillies games are concerned. Both WCAU(AM) and WTAF-TV Philadelphia are in the middle of long-term pacts that do not expire until 1992, while cable rights holder Prism is working its way toward the end of a long-term deal that expires at the end of the 1989 season. Taft sold its 40%-plus interest in the Phillies to the other co-owners of the team, led by general partner William Giles, in January. The broadcast and entertainment company has also sold, subject to FCC approval, Phillies TV rights holder WTAF-TV and its other independent stations to TVX Corp. The station will carry 90 games this season, as it did last year.

WCAU(AM) Philadelphia will again carry the full slate of Phillies home and away games plus eight preseason games. The radio station will run a big promotion counting down to Mike Schmidt's 500th home run, expected this season, called the "Schmitty 500."

Prism, the regional pay service in Bala Cynwyd, Pa., will carry 38 home games and seven away games. The network now claims 375,000 subscribers.

## Pittsburgh Pirates

The Pirates are celebrating their centennial in 1987, which should give the three Pittsburgh rights holders lots of promotional grist. KDKA-TV Pittsburgh as extended its rights pact beyond 1987 and this year will broadcast 43 games,

including two preseason, three home and 38 away games. Pirates sponsors on TV this year include Anheuser-Busch, Giant Eagle, Equibank, Pittsburgh Chevrolet Dealers and Bell of Pennsylvania Yellow Pages. The station expects that Pirate ad sales to be up 20% over last year, boosted in part by the broadcast of three additional games.

KDKA(AM) Pittsburgh is in the final year of a three-year rights contract and will broadcast the full slate of Pirates regular and preseason games. Returning sponsors include Budweiser, Giant Eagle and the Pennsylvania Dairy Promotion Board.

Tele-Communications Inc. signed a new five-year cable rights pact with the club, the first three of which are firm and the second two contingent on the Major League Baseball agreement with the networks, scheduled for renewal after the 1989 season. The TCI service, known as Pirates on Cable, will televise 60 games this year, an increase of 10 games over 1986, the service's first year of operation. It is packaged within a program tier on the TCI system that includes WTBS(TV) Atlanta, WOR-TV New York and other satellite services. The system now has about 350,000 subscribers, although the Pirates channel is offered to other systems which reach another 250,000 subscribers in western Pennsylvania, Ohio and West Virginia. Sponsors of Pirates on Cable include Anheuser-Busch, and TCI is working to sign up others.

## St. Louis Cardinals

Robert Hyland, regional vice president of CBS Radio and general manager of KMOX(AM), reports the St. Louis station will broadcast 162 games and some exhibition contests this year. The games will also be carried on a regional network of about 115 stations.

Hyland said sales have been proceeding "very well." Among the major sponsors he listed were Chevrolet, Anheuser-Busch, Amoco, True Value Hardware, Carrier Corp. and Car Quest. Hyland believes the baseball schedule will be sold out by the start of the season.

Television coverage of the Cardinals will be provided by KSDK(TV) which will move into its 25th year of telecasting Cards games. Bill Bolster, vice president and general manager, said sales are proceeding at a moderate pace. Major sponsors include Budweiser, Toyota, Taco Bell and Commerce Bank. The station has the rights to 50 games but so far has scheduled only 44. Games will be fed to a network of about 17 stations.

Cencom Cable Associates will handle pay TV coverage of 50 Cards home games. Scott Widham, general manager, reported that cable systems with about 200,000 subscribers have signed for the coverage. They include Cencom's own systems plus those of Continental Cable, American Cable and United Video. Among advertisers signed for the Cards cable coverage are Kroger, Nissan and Anheuser-Busch. Widham said Cencom is spending about \$250,000 this year to promote the coverage.



## Country music returning to its roots

**Country Radio Seminar hears speakers describe future direction of the music and the role broadcasters will play**

Country music is abandoning the "cross over" to popular forms of recent years and is crossing back to tradition, making it sound more like the country radio of yesteryear. That was the message conveyed to the 800 radio and music industry executives who descended upon the Opryland hotel in Nashville, Feb. 19-21, for the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters.

"Maybe, just maybe, we are on the threshold of yet another changing of the guard in the country music industry," said Mike Oatman, president of Country Radio



Mandrell

Broadcasters and chief executive officer of Great Empire Broadcasting, Wichita, Kan., in opening remarks on Friday (Feb. 20) morning.

"There are more new artists [in the business today] than I have seen in the 30 years I have been involved in the industry," Oatman said. And, said Oatman, new country music artists are borrowing from the "roots of their forefathers" in creating a traditional, yet eclectic sound.

Oatman's remarks were underscored by George Burns, president of Burns Media, Studio City, Calif., the following morning when he addressed the future of country music in relation to today's direction. "The trend is back to 'country insight' [a humanistic approach to song lyrics]," Burns said.

## NBC overcomes ABC's 'Amerika'

ABC's *Amerika* pulled in an average 19.0 rating and a 29 share overall for the mini-series' 14½ hours, but it was not enough to win the week from NBC. *Amerika* helped boost ABC's rating for the week to a 16.4/25, a season high for the network, but NBC won the week with an 18.2/28. CBS edged ABC for second, scoring a 16.6/25.

The final installment of *Amerika*, which aired on Sunday of week 22, pulled in a 19.6/30. That was lower than the numbers for either part one, which aired on Sunday during week 21 (24.7/38), or part two, week 22's Monday-night episode, which pulled in a (20.9/31).

*Amerika* suffered most of its ratings fall-off's early in the series, falling from 24.7/38 for part one to part three's 17.7/26. The fourth episode, which ran on Wednesday, Feb. 18, picked up one-tenth of a rating point and two share points over Tuesday's broadcast. But the trend downward kept pushing the numbers lower, bottoming out with episode six's (Friday) 15.4/24.

As might be expected with a mini-series, the concluding episode pulled in a larger audience than the middle episodes. *Amerika*'s numbers shot back up to a 19.6/30 for part seven, a gain of 4.2/7 over episode six's 15.4/23.

ABC took Monday night with a 19.8/28.5, the night of *Amerika*'s second part, but the network lost Tuesday night to CBS's broadcast of

the *Miss USA Beauty Pageant*, which pulled in a 22.7/34.

NBC aired "Police Academy" on Monday night. The theatrical pulled in an 18.2/27 and ranked 21st for the week (see chart below).

ABC held onto Wednesday night with a 17.9/27.8, over NBC's 16.7/25.6 and CBS's 15.1/23.2.

CBS's regular lineup on Friday, *Scarecrow and Mrs. King*, *Dallas* and *Falcon Crest*, gave the network the evening with a 17.2/27.4. ABC's average was 15.7/25. NBC came away with a 14.6/23.1. The network's *Miami Vice* special, which aired at 10-11 p.m., pulled a 15.7/25, a drop from the series' 16.4/25 at 9-10 p.m.

But the finale of the mini-series failed to win the night. CBS began the night with *60 Minutes*, followed by a special *Murder, She Wrote*, which ran from 8 to 9:30 p.m., and then *Designing Women* from 9:30 to 10 p.m. and *Hard Copy* from 10 to 11 p.m. NBC aired "Flashdance" as its Sunday movie and pulled in a 17.0/26 from 9 to 11 p.m., but only averaged a 15.3/22.9 for the night.

In other events, CBS won the evening news ratings with a 13.0/23 over NBC's 12.7/22 and ABC's 10.7/18. Last year the numbers were CBS 13.3/23, NBC 13.2/23 and ABC 12.7/22.

The HUT level (homes using television) was 65.5% for week 22, up from last year's 64.7% and up from week 21's 64.2%.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.6/54	23.	Newhart	CBS	18.0/25	45.	Cagney & Lacey	CBS	15.3/23
2.	Family Ties	NBC	32.4/46	24.	Amerika, pt. 4	ABC	17.8/28	46.	Cavanahgs	CBS	15.0/21
3.	Night Court	NBC	25.0/36	25.	Amerika, pt. 3	ABC	17.7/26	46.	Candid Camera Special	CBS	15.0/22
4.	Murder, She Wrote	NBC	24.9/35	26.	Facts of Life	NBC	17.6/31	48.	Magnum P.I.	CBS	14.8/22
5.	Golden Girls	NBC	24.5/41	27.	MacGyver	ABC	17.5/24	49.	Scarecrow & Mrs. King	CBS	14.6/24
6.	60 Minutes	CBS	22.8/35	28.	Perfect Strangers	ABC	17.4/27	50.	Valerie	NBC	14.3/20
7.	Miss USA Pageant	CBS	22.7/34	28.	Falcon Crest	CBS	17.4/28	51.	Hard Copy	CBS	14.1/23
8.	Who's the Boss?	ABC	21.8/32	28.	Designing Women	CBS	17.4/25	52.	St. Elsewhere	NBC	13.8/23
9.	Amerika, pt. 2	ABC	20.9/31	31.	Sunday Night Movie	NBC	17.0/26	53.	Our House	NBC	13.7/21
10.	L.A. Law	NBC	20.7/32	32.	Knots Landing	CBS	16.9/26	54.	Simon & Simon	CBS	13.6/20
11.	Matlock	NBC	20.6/30	33.	Mr. Belvedere	ABC	16.6/27	55.	Easy Street	NBC	12.4/18
12.	Kate & Allie	CBS	19.7/27	34.	Disney Sunday Movie	ABC	16.5/24	56.	Saturday Movie	CBS	12.0/21
13.	Amerika, pt. 7	ABC	19.6/30	35.	Miami Vice	NBC	16.4/25	57.	Stingray	NBC	11.6/19
13.	Cheers Special	NBC	19.6/28	36.	Amazing Stories	NBC	16.3/23	58.	Ohara	ABC	11.5/19
13.	227	NBC	19.6/34	37.	Webster	ABC	16.1/27	59.	Spenser: For Hire	ABC	11.4/21
16.	Dallas	CBS	19.5/30	38.	Equalizer	CBS	15.8/26	60.	Sledge Hammer	ABC	10.6/18
16.	Amen	NBC	19.5/33	39.	Hunter	NBC	15.7/29	60.	Sidekicks	ABC	10.6/18
18.	Head of the Class	ABC	18.9/28	39.	Miami Vice Special	NBC	15.7/25	62.	Twilight Zone Special	CBS	9.5/16
19.	Highway to Heaven	NBC	18.6/28	41.	Amerika, pt. 5	ABC	15.6/23	63.	Wizard	CBS	9.4/13
20.	My Sister Sam	CBS	18.3/25	42.	Remington Steele	NBC	15.5/23	64.	Our World	ABC	8.5/12
21.	Monday Night Movies	NBC	18.2/27	42.	Tortellis	NBC	15.5/23				
21.	ALF	NBC	18.2/25	44.	Amerika, pt. 6	ABC	15.4/24				

\*indicates premiere episode

"There are emerging new traditionalists in country music."

Burns said the format is experiencing a "flood of new listeners," primarily in the 35-to-40-year-old demographic range. He described the group as baby boomers who are either discovering country radio for the first time or are returning to it because country songs provide them with a "comfort" zone. Country radio is now part of an adult contemporary/MOR "explosion" that has yet to peak, he said.

In the Friday morning keynote address, country singer Barbara Mandrell stressed radio's synergistic relationship to country music. "Country personalities were developed because radio was willing to talk about the artists," she told the group. "If we [the country music industry] are willing to continue to develop these personalities, which are the lifeblood of country music, then radio should take the responsibility for creating new stars," Mandrell said.

Mandrell also criticized radio stations that play "back-to-back" selections for not identifying the artists of each song, especially new country singers. "It's hard for a disk jockey to develop his own personality, let alone that of performers, if the most exciting thing he says is: 'You just heard 10 in a row,'" said Mandrell. "We [the artists and record labels] are selling a product. It must be identified to be sold, for you and for us," she said. "If that were not true, why would Coca-Cola spend so much money identifying their product that's over 100 years old."

Mandrell called for a return to the "classic" country radio personality, which she characterized as one who invokes a personal approach with the listening audience and who welcomes new artists at the station. "Country music is people music," she said.

Other speakers at this year's Country Radio Seminar included country performer Larry Gatlin, who gave the Saturday keynote speech, and motivational speaker Patrick O'Dooley, who addressed the closing session that afternoon.

Overall, there were 14 workshops, including three long-form sessions. New to the this year's meeting was a series of 15 "informal" roundtable discussions on topics that ranged from engineering to ratings. The CRS also had 25 exhibitors and 22 companies, including several major record labels, hosting hospitality suites.

The three-day event ended with its usual banquet and "New Faces" show, 10 upcoming country acts. This year's show, which was taped by Mutual Broadcasting for a three-hour Memorial Day weekend special, featured Adam Baker, A. J. Masters, Holly Dunn, the Girls Next Door, Keith Whitley, Larry Boone, Tom Wopat, Lyle Lovett, Dwight Yoakam, and Sweethearts of the Rodeo.

Mike Oatman was re-elected CRB president on Sunday (Feb. 22) morning by the 21-member CRB board. Other officers elected were: Bob Saporiti of Warner Brothers Records, Nashville, as vice president; Mac Allen of SESAC, as secretary; both of whom were newly elected to those posts, and Jeff Walker of Aristo Music Association, Nashville, was re-elected treasurer. Oatman said the CRB is looking to hold regional seminars

**Country closeup.** In evaluating a country music station from the "ground up," managers need to know the availability of potential listeners to the format, execute the on-air product in a consistent way and promote the format aggressively through one contest at a time, according to panelists at a Friday (Feb. 20) afternoon programming session.

The first place to look when researching listeners in a market is the local public library, said Gary Havens, program director for WHN(AM) New York. "The library contains a wealth of information such as the median age of the market and income levels," he said. The next place, said Havens, is the local Arbitron market report, which can show audience listening trends dating back several years.

"After you find out what the listeners want [in terms of music selection and presentation], give it to them over and over," added Jim Tice, operations manager and program director for WZZK-AM-FM Birmingham, Ala. Tice also advised the group that if the sound of the station changes when disk jockeys change shifts, "you've got a problem."

What can distinguish one station from the next is promotion, said Lee Bayley, Dallas-based radio consultant. Bayley, who calls promotion "the spark of the radio station," said there are two kinds of promotional contests: "strategic," designed for long-term results, and "tactical," designed for immediate results. Both should be promoted over the air, twice an hour. Bayley also noted that promos for all contests should be updated every 48 hours.

Viacom Radio President Bill Figenshu, the fourth panel member, discussed the importance of a station's signal strength and proper compensation for on-air talent.

in the future as a way to further promote the development of the country music format.

Next year's Country Radio Seminar will be held March 10-12 at the Opryland hotel.

## ABC's 'Viewpoint' reviews criticisms of 'Amerika'

**Panel discussion moderated by Ted Koppel puts critics with series writer-director-producer Donald Wrye and ABC Entertainment head Brandon Stoddard**

Somewhere in the final segment of ABC's 90-minute *Viewpoint* on the controversy surrounding *Amerika*, last Monday, moderator Ted Koppel seemed to say it all: "What I find glaringly absent in this broadcast so far is any criticism that goes beyond the kind of criticism we heard six weeks before the broadcast went on the air."

For about an hour, the critics, on the panel and in the audience of the Northrop Auditorium of the University of Minnesota, in Minneapolis, had had their say. There were complaints that *Amerika* had slandered the United Nations and its peacekeeping forces, that it had set back U.S.-Soviet relations and had failed to take advantage of the opportunity the original concept—of America under Soviet occupation—had provided for illuminating the need for a strong defense.

All of which seemed to discourage the two men principally responsible for the 14½ hour mini-series that had concluded on the previous night. Time and again, Donald W. Wrye, the writer, director and executive producer of the film, and Brandon Stoddard, president of ABC Entertainment, who had assigned the project to Wrye, were obliged to explain that the criticisms had nothing to do with the point of the piece.

When Andrew Breslau, associate director

of Fairness and Accuracy in Reporting, asked why ABC had used the film to "further mystify the Soviet Union" instead of commenting on U.S.-Soviet relations, a slightly weary Stoddard responded, "Well, I think we've answered it over and over again, but we'll answer it again, which is that this story is not about U.S.-Soviet relations. This is a story about Americans. This is a story about people living under this sort of rule, and what they do about it, how they behave, what they do with their ideals, what they do about the American character. What they do about responsibility in their lives...."

Then, a few minutes later, Wrye expressed what seemed almost anguish, and blamed the controversy that had surrounded the film for the year in which it was in production for what he suggests was the viewers' misperception. A student had likened the mini-series to "propagandist films" and said it would give the youth of the country a false impression of the Soviet Union.

"The tendency not to be able to accept that the film is about something else is very disturbing to me," Wrye said, adding, "I think the controversy...was very damaging to the ability of many people to see in a creative work what the intention of that creative work is. I'm not in politics. I'm in the business of creating dramatic entertainment. The primary issue with dramatic entertainment is an audience which is open and receptive, curious and desirous of an experience which they may not have had before. . . . I think the controversy damaged that."

The *Viewpoint* program, as envisioned, at least, was technologically dazzling. Wrye and Stoddard were with Koppel in the auditorium at the University of Minnesota. Theodore Sorensen, the attorney who represented the UN in the objections it registered regarding the mini-series, was in New York. Ted Turner, president of Turner Broadcasting, who has criticized the film for what he said was its effort to cause Americans to fear the Soviet Union, was in Atlanta. Gennadi Gerasimov, the Soviet Foreign Ministry's spokesman, who offered a similar criticism, was in Moscow. And Jeane Kirkpatrick, the U.S.'s former ambassador to the UN, was in Washington. The program was not without





**Get-together for 'Today'.** NBC's *Today* show, which turned 35 years old Jan. 14, has been celebrating its anniversary for the past month with a party in New York and a prime time special. Last week, the festivities went to Washington where a party was held at the newly renovated Willard hotel for some 450 guests. There to greet



them: co-hosts Jane Pauley and Bryant Gumbel, weatherman Willard Scott, critic Gene Shalit and NBC executives. Vice President George Bush also dropped by. Left picture: NBC News President Larry Grossman. Right picture: Willard Scott (l) and Bob Wright, president and chief executive officer of NBC.

its technical glitches that, among other things, kept Moscow and Washington dark—a nice “symmetry” there, Koppel noted—for longer than had been planned.

Kirkpatrick, among the panelists, seemed reasonably detached. She seemed to feel no need to criticize the program for not being hard enough on the Soviets as Reed Irvine, of Accuracy in Media, had been in his appearance from the audience. Speaking more as a viewer than as a political analyst, she said she found the first four hours, the sum of her viewing—other obligations prevented her from screening more, she said—as “dull” and “too long.” But she also said she found the film, “on another level, quite moving.”

What's more, Kirkpatrick made what seemed one of the more perceptive observations about the program and the controversy surrounding it. More interesting than the film, itself, she said, “has been the reaction to it.” She thinks it is serving as “a Rorschach—ink blot test, as it were—and people are projecting all kinds of not only concerns but intolerances.... And I think that is the most fascinating thing.” She was not completely detached, however. The film and the controversy served to buttress her view

of America and the world. She found it “interesting how many people don't want American vulnerability. But in fact,” she added, “the United States is vulnerable.”

If nothing else, the program provided evidence that the Soviet government remains interested—despite its harsh criticisms—in acquiring the film for Soviet television. Gerasimov tried to square that circle with the remark: “It is so bad that we want to buy it to show it on Soviet TV for the Soviets to see what freedom can do in your country.” He said negotiations for the sale are under way, but Stoddard indicated he, for one, would not be prepared to sell the film under any circumstances. He rejected the suggestion—put forward by Koppel—that the Soviets might prefer a version shorter than 14½ hours. Stoddard noted that ABC sold the equally controversial *The Day After*—about life in a Midwestern American community after a nuclear exchange—on the condition that the three-and-a-half-hour program be shown as produced—no edits. He said the same conditions would apply in a sale of *Amerika*. “I don't think anyone has the right to go in on this particular work and cut and edit [it] for whatever fits their purposes.”

If the *Viewpoint* last week is any indica-

tion, *Amerika* will continue to be criticized for what its makers believe are invalid reasons. (Ours was a different show, one can hear Wrye and Stoddard saying for months and years to come.) And it did not even do as well in the ratings as might have been expected, although Stoddard said the ratings for the week were better than ABC had achieved in a long time—that the film was seen by over 100 million people, with the number of viewers averaging 40 million each night.

But criticisms and ratings aside, it was left to Koppel to pay the program—and ABC—the accolade he seemed to think would be hard to deny them. “What seems to have genuinely troubled so many people about *Amerika* was precisely the fact that it grappled with ideas: Would Americans in large numbers become collaborators, as so many people have done in other countries under foreign occupation? Raising the question doesn't make it so; it's an idea, a provocative one, to be sure, but still, just an idea, the sort of stimulant we're supposed to cherish in an open society.... We are supposed to thrive on ideas.... It is the venting of ideas that pumps oxygen into the lifeblood of democracy.” □

## Syndication Marketplace

**MCA TV** will exhibit on NATPE convention exhibit floor at next year's convention in Houston. The move to the floor of NATPE marks a first for MCA TV, which has always shown product in hotel suites adjacent to conventions. The reason for the move was the unavailability of appropriate hotel suites near the convention center. The George Brown convention center in Houston is beyond walking distance of any hotels exhibitors could use.

**Worldvision** reports that based on pending offers, *Trivial Pursuit* is a firm go for its debut in the fall of 1987. Worldvision's firm clearances for the half-hour game-show strip include WTMJ-TV Milwaukee; WOKR(TV) Rochester, N.Y.; KDFI-TV Dallas; KTVN(TV) Reno, and WEAU-TV Eau Claire, Wis. Sales of the show's 39 weeks of first-run episodes, and 13 weeks of repeats, are cash-plus-barter with six minutes for stations; one 30-second spot for Worldvision.

**King World** has cleared the next *Women of the World* one-hour special, “Women on Men, Men on Women,” airing in March, on 101 stations. Sponsored by Richardson-Vicks's Oil of Olay division, and produced by Sandra Carter Productions, the special, hosted by actress Helen Shaver, will showcase dynamic women such as Betty White of *Golden Girls*, European actress Hanna Schygulla, roman-

tic novelist Barbara Cartland and “the uncensored voice of American women,” Virginia Graham. Stations carrying the special are WABC-TV New York, KNJ-TV Los Angeles, WGBS-TV Philadelphia, KGO-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit and WBXX-TV Cleveland. Past editions of the *Women of the World* series, which premiered last year, have included profiles of Yoko Ono, Australian shark hunter Valerie Taylor and Jehan Sadat, widow of Anwar Sadat. The April *Women of the World* will focus on “Love, Marriage and Family,” and will be hosted Susan Clark.

**Tribune Entertainment** reports that it has cleared the second of the four Geraldo Rivera specials, *Innocence Lost: The Erosion of American Childhood*, on 130 stations covering 85% of the country. The two-hour special, cleared on a barter basis with 12 minutes for stations, and 12 minutes for Tribune, will focus on the increase of missing children, teen-age runaways and children turned away from their homes due to abuse or neglect. It will air on April 20, at 8-10 p.m. The program will be carried by Tribune stations and by KTVU(TV) Oakland, KSTW(TV) Seattle-Tacoma, WUAB(TV) Cleveland, WTAF-TV Philadelphia and WTVT(TV) Tampa, Fla.

## Pilson on sports

**CBS Sports chief sees trouble ahead for baseball rights on TV**

Neal Pilson, president, CBS Sports and Broadcast Operations, and a speaker last Tuesday (Feb. 24) at a three-day Washington Journalism Center conference. "Sports Issues 1987: Economics, Contracts, Drugs," told sports writers that "television sports is healthy, contrary to the statements I have made and other people have made." But Pilson said the \$1.5-billion sports television marketplace is "in the process of adjusting." He characterized major league baseball as "headed for a major shock," college football as "stabilizing," college basketball as "going through a difficult period" in seasonal adjustments the National Basketball Association as improving its public perception, golf as threatened with overexposure but possessing "a loyal, substantial and wealthy audience," tennis as "in disarray" and sports anthologies as "in decline."

NFL football is television's most valuable sport, Pilson said. He was unwilling to "get into who's got leverage" in television contract discussions with the National Football League (negotiations are under way and are expected to conclude the first or second week in March), but when asked about the concept of a fourth entity carrying some games, Pilson said the fourth carrier is "a



Pilson

mixed bag" that "could possibly enhance the NFL's revenues but could possibly dilute the networks." Of the other entities that have shown an interest in carrying professional football—ESPN, Fox, HBO, Turner and a cable consortium (BROADCASTING, Feb. 16)—Pilson named Fox as the service most likely to have a measurable impact on the networks' audience. Fox will reach into a majority of American homes, while ESPN has a relatively small audience, and HBO doesn't carry ads, he said.

Pilson said ABC is losing more money on its baseball coverage than on football, having paid \$150,000 more for baseball rights than it could afford. Network television will not be able to finance baseball in the future, Pilson said. He sounded a note of caution: "Be aware that in less than three years, [the

baseball industry is] going to head into a major shock in terms of network revenues."

Addressing whether television unduly influences college athletics, Pilson said it simply reflects the tastes and mores of the country: "We don't set the standards." Television is in the business of selling audience to advertisers, he said, and the networks use sports because it sells. But Pilson claimed that television is a "resource" that allows the nation's colleges to generate \$150 million to \$200 million a year without an increase in taxes, tuition or appeals to alumni, and he said it is the schools' prerogative to decide whether the money goes to bigger stadiums and higher coaches' salaries or reduced tuition and new chemistry labs. He also said the schools have the option of turning down television offers if they do not want to change the times of their games.

As for the trend toward advertisers tying their names to sporting events, Pilson said he expects they will exert more pressure on the networks. But he stressed that CBS contracts no longer contain an announcer approval clause. "That compromises the integrity of the coverage," he said.

Pilson said the networks' new focus on the bottom line, brought on by new management and takeover attempts, has increased the practice of using sports packages produced by outside companies. The networks no longer have a monopoly on sports program production, Pilson said, "and if there's a trend, it's that the other people are doing a better job" than ever before. □

## Journalism

### WCCO-TV takes FBI to court

**Station, along with newspaper, says First Amendment was violated when cameras were seized during coverage of undercover drug bust**

When Federal Bureau of Investigation agents and local police spotted a television cameraman and still photographer preparing to record a drug bust on a Minneapolis city street last Dec. 22, the agents, apparently concerned about the public disclosure of undercover personnel, seized their equipment. In the process, they triggered a \$750,000-suit charging a violation of the Constitution.

The suit, filed in U.S. district court in Minneapolis by WCCO-TV Minneapolis and the *Minneapolis Star & Tribune*, seeks a declaration that the federal agents acted illegally and violated the First Amendment. It says the agents took the camera and videotape of WCCO-TV news photographer Gary Feblowitz and the camera and film of the *Star & Tribune's* Thomas Sweney and threatened the photographers with arrest. It also says the news organizations recovered the equipment hours later but only after being forced to allow federal agents into their newsrooms to oversee processing of film and editing of videotape.

The officers moved on the television and still photographers as they were attempting to take pictures of an arrest of three suspects in a narcotics bust. The officers said they were concerned about the possible identification of undercover officers. But WCCO-TV and the *Star & Tribune* called the police action against their personnel an unwarranted intrusion into their editing process. They said they had filed suit after failing to gain assurance from the FBI that similar seizures would not happen in the future.

"We certainly will not tolerate federal agents invading our editing rooms and dictating to us what we can broadcast," WCCO-TV assignment editor Doug Stone said in remarks to the Minneapolis Press Club. He and officials of the newspaper say they do not understand the officers' actions in view of a long-standing, informal agreement among the news organizations not to identify undercover personnel either visually or verbally. "If some member of the FBI or the police had come over to us and said: 'We have undercover agents involved,' we would have agreed to handle the situation in a professional manner [and not identify them]," said Stone. "We have always abided by this gentlemen's agreement."

The FBI Minneapolis office and headquarters in Washington declined to comment on the incident. A spokesman in Washington cited the fact a suit is pending. But Minneapolis Police Chief Tony Bouza was quoted in the *Star & Tribune* as expressing regret. "I think it was a real breach of the First Amendment," he told the newspaper. "I don't think it can be justified, but it can be understood. The police made a mistake in the heat of battle."

To some in the media in Minneapolis, the incident is recalling the landmark First Amendment case of *Near v. Minnesota*, in which the Supreme Court in 1931 overturned a state law used by authorities in attempting to ban publication of a Minnesota newspaper, *The Saturday Press*, generally regarded, then and now, as scandalous. WCCO-TV General Manager Ron Handberg says the First Amendment rights spelled out in the *Near* decision were challenged and ignored during the drug bust and camera seizure in December. "If they can seize the cameras and video," Handberg says, "what's to stop any law official from doing the same thing? We can't let this happen again."

Handberg also noted a 1972 case—cited in the suit filed against the FBI—in which



the U.S. district court held that Duluth police violated the freedom of the press rights of a television news photographer when they confiscated his camera and film. □

## WKRQ-TV subject of libel trial

Alabama station will go to court over broadcast of statements made at public hearing

WKRQ-TV Mobile, Ala., will have to defend itself at trial against allegations of libel that grew out of a broadcast report of charges made at a public hearing. The station maintains reports of such charges, when made fairly and accurately, are protected by the First Amendment. But the Supreme Court last week denied the station's petition for review of a state supreme court decision that news organizations have no constitutional right to repeat false statements "simply because they were made at a public meeting on a matter of public concern."

Dan Wiley, then president of the Mobile, Ala., County Commission, sued the station over a report broadcast on March 25, 1983, about a heated public meeting of a citizen group opposed to placing a sanitary landfill in a West Mobile neighborhood. The taped report included pictures of a political opponent of Wiley referring to a previously circulated and anonymously published open letter that accused Wiley and a former county commissioner of being part owners of the company seeking to operate the landfill. The reporter had previously contacted an owner of the corporation involved and been told that Wiley owned no interest in it. Following the footage containing the charge, the reporter said he had contacted the men involved and that Wiley had said the rumors were "ridiculous" and that the other man said they were "totally untrue."

WKRQ-TV, in seeking review by the Supreme Court, said that such charges in the course of a public controversy precipitate the kind of public discussion whose protection "is at the heart of the First Amendment." Therefore, it said, the First Amendment "confers a privilege" to report such statements "accurately and neutrally." Without the privilege, it added, the coverage of controversial issues of public importance would be reduced sharply.

**Long way to go.** Mal Goode, consultant, National Black Network, and the first black television correspondent hired by ABC News, told a National Press Club audience in Washington that there is still much to be done to give blacks an equal footing in the media. Goode, one of 12 black American journalists honored in "Gallery of Greats: Black Journalists... Then and Now," a collection of oil portraits sponsored by Miller Brewing Co. and unveiled last week, Goode said the media need to "get rid of tokenism and begin to hire people because they can do a good job" rather than to fill quotas, and managers must allow blacks to work to their potential. "We've lost a lot of talented young blacks because they could not take it," said Goode, referring to what he said was a tendency to pay blacks less than whites and give them false promises.

"This is what hurts me," Goode said, "that with a handful of blacks in television or networks or newspapers, [there are those] who talk some nonsense [like]... I would rather consider myself a journalist, not a black journalist."

Goode questioned the white press's treatment of blacks, asking why newsman Bill Moyers, in his *CBS White Paper* on the breakup of the black family, didn't also present a case featuring a white family, since "the breakup of the white family is almost as bad." He also said he asked Capcities/ABC Chairman Tom Murphy, following the merger, what ABC's policy regarding employment of minorities would be. Goode said he owns stock in ABC, and "they're gonna do right, or they're gonna hear from me."

The failure of that argument to persuade the Supreme Court to review the case means WKRQ-TV—which is owned by Kenneth Giddens, a former director of the Voice of America—will go to trial on the libel suit. The Alabama Supreme Court had affirmed the trial court's order denying the station's motion for summary judgment. □

## 20 candles for first PBS public affairs series

'Washington Week in Review' celebrates two decades

It may not have stars, "electronic gimmickry" or "videotape razzle-dazzle," but the Public Broadcasting Service's *Washington Week in Review* has an intensely loyal audience, says program moderator Paul Duke.

In 20 years on the air, the program (a local production of WETA-TV Washington from 1967 to 1969 and a national program produced for PBS by WETA-TV since then) has emphasized "what happened and why and how," he says. As many as seven million now watch the show weekly. "There's an audience for what we do—straightforward, old-fashioned, candid reporting in a very civilized way," Duke says.

Like other popular public affairs series, *WWIR* features a panel of journalists who

give the week's news a Washington spin. But *WWIR* emphasizes reporting over confrontation. "We're not interested in editorial views," Duke says.

*Washington Week* debuted on Feb. 23, 1967, with four regular correspondents and WETA-TV's public affairs director, John Davenport, as host. In 1970 the program began operating with three regular panelists and one guest panelist. In the show's 20 years, there have been five moderators: Davenport; Lincoln Furber, a former CBS newsman; Max Kampelman, now President Reagan's chief arms control negotiator; Robert MacNeil, now co-host of PBS's *MacNeil/Lehrer NewsHour*, and Duke. The program is broadcast live and carried by 91% of PBS's 316 stations, as well as by the Armed Forces Radio and TV Network and by National Public Radio.

In 1972, the future of the program was jeopardized by the Nixon administration, which objected to *WWIR*'s coverage of Watergate and proposed elimination of all PBS public affairs programming. In an on-air plea, then-producer Furber asked the program's viewers to show their support if they wanted the program to remain on the air. The plea generated 15,000 responses, including some money, and *WWIR* survived.

The early success of the program stemmed from two factors, according to Duke: the infant PBS's desperation for programming and the popularity of one of the show's correspondents, Peter Lisagor, a prominent correspondent for the *Chicago Daily News* who died in 1976.

"I'm inclined to think the program would never have got going on the commercial networks," Duke says, and he questioned whether even PBS would accept such a program today: "I think if you came along today and said you wanted to start a program with four reporters sitting around in a studio with a moderator, none of us glamorous television stars, they'd laugh in your face."

But *WWIR*, underwritten by the Ford Motor Co. and Ford Aerospace, has won the duPont-Columbia award and local Emmys, among other awards. In early February, New York's Museum of Broadcasting held a reception for the program, added five episodes of the show to its permanent archives and held a seminar moderated by Duke. □



**Birthday group.** *Washington Week in Review* panelists (l-r) Charles Corrdry, Jack Nelson, Georgie Ann Geyer, Haynes Johnson, Hedrick Smith and Charles McDowell with the show's moderator, Paul Duke (front right).

## At the table

More than 1,300 NBC technical employees in New York have voted overwhelmingly to empower their union to authorize a strike if agreement cannot be reached with the network on contract negotiations getting under way in San Diego tomorrow, March 3.

Another 1,500 NBC union members in Los Angeles, Chicago, San Francisco, Washington and Cleveland were taking similar votes last week, with final tallies expected to be available by the start of talks.

Tom Kennedy, chief negotiator for the National Association of Broadcast Employees and Technicians, said more than 95% of voting at the New York local, the largest at the network, had "overwhelmingly" approved strike authorization for the negotiating team at a recent vote.

Although strike authorization is routinely granted by union members, the earlier-than-usual tally this time and the large majority may provide a "definitive statement" to NBC on dissatisfaction with its contract offer, Kennedy argued.

NBC and NABET made a preliminary exchange of proposals in January, and the two sides were far apart on issues including the use of daily hiring and changes in NABET jurisdiction in the field and studio (BROADCASTING, Feb. 9).

The upcoming negotiations, the first since General Electric closed its purchase of RCA in 1986, have drawn widespread attention both inside and outside the industry, with reports in the last two weeks in the *Wall Street Journal* and on Associated Press news wires.

The current talks will continue through April 3, with the current four-year contract expiring March 31. The last contract negotiations in 1983-84 took more than a year-and-a-half to complete.

## On the go

NBC has put two new 45-foot mobile units into operation. The multimillion-dollar trucks, built for NBC by Centro Corp. of San Diego and designated N-8, were first used at the Andy Williams Open golf tournament in La Jolla, Calif., in mid-February.

According to NBC's John Wendell, vice president of operations for Sports, the trucks will be used primarily for sports shoots, although they are designed with the flexibility to handle other productions as well. They will not be used for 1988 Olympics coverage, Wendell said. The N-8 trucks will be based in New York, and Wendell said an identical truck, CG-5, will be based in Chicago when it is ready at the end of March.

The trucks, one of which has an expandable, 28-foot production area, were first built in a full-scale cardboard mock-up to aid in the design process, said Phil Parlante, director of technical operations, Olympics. Among the new technologies used on the vehicles are a Grass Valley Group Kaleidoscope digital effects system, 10 Ikegami 323



NBC's new 45-foot mobile units

studio-field cameras, a 32-channel Solid State Logic computer-controlled audio console, the initial implementation of M-II half-inch videotape recorders (two edit players and two cameras-recorders) and a computer-assisted camera labelling system. The truck's tractors were also designed to accommodate Ku-band uplink dishes, which, when retracted, would act as wind foils, Parlante said.

The truck will be on display by Centro at the upcoming National Association of Broadcasters annual equipment exhibit in Dallas March 28-31 NAB.

## Multichannel move

Three CBS-owned TV stations went stereo last week for the Feb. 24 annual *Grammy Awards* telecast, one year after the network itself first began offering limited stereo programming to affiliates.

According to Peter Lund, president of CBS Television Stations, the stations, WCBS-TV New York, KCBS-TV Los Angeles and WBBM-TV Chicago (CBS's WCAU-TV Philadelphia went stereo in 1985), made the decision to convert after the network announced an increasing schedule of stereo programs at last January's affiliate meetings. "The time has come" to provide service on full-time basis, he added.

The three stations missed an opportunity to provide stereo for last month's Super Bowl broadcast, the first ever done in multichannel sound. As a result they received a dozen or so complaining phone calls and letters, said Lund, although he indicated those contacts were not a major factor in the decision.

The stations, although just now making the \$30,000-\$50,000 conversions for minimal "pass-through" stereo capability, first provided temporary stereo services for last year's *Grammys*, the network's initial stereo offering. Lund said cost was not a major factor in delaying the permanent conversion, although it was a consideration.

Upcoming CBS stereo telecasts are said to include music specials with entertainers Neil Diamond and Kenny Rogers, world fig-

ure skating championship and NCAA basketball finals. The network has at least 40 affiliates broadcasting in stereo.

## CBS casts its lot

CBS last week filed in support of a broadcast industry petition seeking an FCC inquiry into the impact of HDTV on local broadcasting, and is also supporting requests that the commission delay considerations of sharing in the UHF-TV band with private land-mobile radio (BROADCASTING, Feb. 23).

The industry petition was signed by Capcities/ABC, NBC, more than three dozen group broadcasters, National Association of Broadcasters, Association of Maximum Service Telecasters and Association of Independent Television Stations.

CBS backed as well proposals to reserve segments of the 12 ghz direct broadcast satellite band, but went beyond the industry petition by advocating that broadcasters initiate a 12-18 month investigation and test the use of the band for terrestrial broadcasting. The investigation should be conducted by the Advanced Television Systems Committee, a U.S. television industry standards group, the CBS petition said.

## Pyxys unveiled

UPI unveiled its new digital picture transmission system, Pyxys, at a Washington press conference and UPI Chairman Mario Vazques-Rana told the more than 100 news industry members in attendance that Pyxys represents a renewed effort by the financially troubled news service to become a leader in the use of advanced technologies.

Vazques declined to give specific cost information on the system, which can rapidly deliver high-quality color and black and white graphics and photographs to TV stations and newspapers (BROADCASTING, Feb. 9), but indicated its cost would be kept low and the system could also be rented.

The Pyxys system, which includes three models, two for newspapers and one for TV stations, will be available in late spring, UPI said.



## Broadcasters lobby for license renewal, music licensing bills

**NAB's state leadership conference draws 250 who voice support for Swift and Boucher measures**

Broadcasters rallied on Capitol Hill last week to muster support for a music licensing and license renewal reform bills as part of the National Association of Broadcasters annual State Leadership Conference, attended by more than 250 broadcasters (BROADCASTING, Feb. 23).

The conference agenda included appearances by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and FCC Commissioner Mimi Dawson (see stories below). Kentucky Governor Martha Layne Collins also was a featured speaker.

For the most part, the conference, held at the J. W. Marriott hotel in Washington, was used by NAB as the kickoff of a major lobbying initiative in the 100th Congress. The association will be assessing the responses broadcasters received during their congressional visits, said NAB's John Summers, senior executive vice president for government relations, and follow with a mailing to its members urging them to write their congressmen.

The conference coincided with the introduction of a new music licensing bill, H.R. 1195, by Congressman Rick Boucher (D-Va.). It would repeal the current blanket licensing scheme and require producers and syndicators to deliver syndicated programming to television stations with music performance rights included.

The American Society of Composers Authors and Publishers, Broadcast Music Inc. and Hollywood studios, many of which also own music publishing companies, have waged a major fight against the legislation. Two new provisions were added in response to some of the concerns raised in the last Congress. The bill has been attacked on the grounds that it would harm composers and lyricists. Under the new provisions, songwriters "who operate under work-for-hire contracts" would be able to receive residuals for the continuing use of their music. Also, it would allow songwriters and composers to form guilds to negotiate with the broadcast industry and production studios.

Congress appears reluctant to take on the issue, and the broadcasters may face difficulty in attracting as much support as they did in the 99th Congress for a similar bill. (There were 166 co-sponsors in the House and 18 in the Senate.) Lawmakers told NAB during its winter board meeting last month that they'd prefer to see the issue settled through private negotiations than through legislation (BROADCASTING, Feb. 9).

Representative Henry Hyde (R-Ill.), a key sponsor of the last bill, has not signed on. His staff said the congressman is "re-examining" the measure. It's been said that broad-



**Children's TV.** A lively debate over quality children's programming and excessive violence on television emerged at a PTA legislative conference in Washington last week. Congressional staffers (Mitchel Ostrer with Senator Frank Lautenberg [D-N.J.] and Jill Goldenberg with Senator Paul Simon [D-Ill.]) came out for legislation mandating children's programming and of a bill intended to curb violence on the airwaves.

Both bills are being reintroduced for this session of Congress. Lautenberg's legislation, Ostrer said, will primarily remain unchanged from the earlier version. It would mandate seven hours per week of educational programming for children. And it would require the FCC to conduct an inquiry into the production of "program-length commercials." In the new measure, Ostrer reported, Lautenberg will call for an investigation into interactive toys slated for use in conjunction with animated children's programming. Senator Tim Wirth (D-Colo.), who offered the companion measure in the House during the last Congress, will be a co-sponsor.

Under the Simon bill, the nation's broadcasters, cable operators, and Hollywood production community would be exempt from antitrust laws so that they could draft and implement standards to suppress television violence.

Such congressional initiatives, argued Robert Mulholland, director of the Television Information Office, are unnecessary. "Gunsmoke, *Dobie Gillis*, *The A Team* and *Dallas*, have not brought down Western civilization," Mulholland said. His defense of the television medium was not readily accepted. "You insult my intelligence when you say civilization is doing fine, when it's not," said one attendee. "There's violence on television, let's get it off; I don't care who puts it on [there was some discussion as to which medium, over-the-air broadcasting or cable, carried more violent programming] let's get it off," said another PTA member. Although, as one participant noted, "you can't blame it all on TV. You better police your own homes. You're the one who brings in the cable." Pictured above l to r: Mulholland, Goldenberg and Ostrer.

casters may even need to convince Senator Strom Thurmond (R-S.C.), who introduced the licensing legislation when he chaired the Senate Judiciary Committee, to continue his support. But despite ASCAP's and Hollywood's expansive lobbying campaign, representatives of the All-Industry TV Music Licensing Committee which is spearheading the drive for Boucher's bill, told the broadcasters. "We're not going to fold our tent."

In the material NAB distributed during the conference, it urged attendees to point out to the lawmakers that all that broadcasters want is fairness. "They want to be able to bargain directly with the Hollywood studios over the 60 cents on the dollar they now pay which does not get to serve the purpose of the copyright law (to reward the composer/creator of that music)."

In addition, broadcasters sought support for H.R. 1140, which would eliminate the comparative license renewal process. The bill was introduced two weeks ago (BROADCASTING, Feb. 23) and includes a public interest responsibility requirement as a two-

part test for license renewal (the other being that broadcasters operate in compliance with FCC rules and regulations).

NAB is also working with Representative Al Swift (D-Wash.) and public interest groups to devise a license renewal reform package. There's expected to be considerable activity on that issue as those discussions progress. According to reports, there was some concern expressed during the NAB conference that a license renewal bill might "get bogged down" by the demands of numerous public interest groups. However, NAB officials assured their members that the association "would walk away if the bill becomes a Christmas tree."

Campaign finance reform legislation was on the conference agenda as well. NAB fears that some in Congress will seek passage of such measures as: requiring blocks of free air time; capping political advertising rates at half the lowest unit rate charged for commercial advertising, and allowing free response time for candidates attacked in negative ads sponsored by independent groups.

Last week, Senator Claiborne Pell (D-R.I.) introduced a measure that would require commercial TV stations "to provide a limited number of free time periods to political parties during the two months preceding general elections." Under the bill, up to 15 minutes each would be accorded to the political parties during the prime time access period. "The maximum burden on any one station—assuming maximum utilization by the House and Senate campaign committees of both parties—would seldom exceed 12 hours per election," Pell said in a statement with the measure. The senator believes his proposal would solve the problems associated with excessive campaign costs and negative political ads.

"My bill would require that the free time allocated by the act be used in a manner which promotes a rational discussion of the issues, and it requires that at least 75% of the time be devoted to the candidate's own remarks," Pell said. "The intention is to avoid the slick commercials and hucksterism while still allowing for some creativity in making interesting, substantive presentations."

### Commissioner says FCC needs to reexamine regulations, including crossownership restrictions

FCC Commissioner Mimi Dawson last week called for a major re-evaluation of all the commission's local ownership rules. The commission needs to determine whether the rules "create the correct incentives for greater diversity in news, information and entertainment programing and bring the benefits



Dawson

of rigorous and real competition to the American people." Dawson told the more than 250 broadcasters gathered at the NAB's state leadership conference in Washington. She also favors reviewing the FCC's newspaper, broadcast and cable crossownership restrictions.

Since joining the agency more than five years ago, the commissioner said, her principal public policy goal has been to support the creation of a market structure that will result in "full and real competition." She expressed the concern that in some markets, the local ownership rules may be "counterproductive" in achieving that goal.

Furthermore, she feels the underlying premise of the current local ownership rules

is flawed. "It assumes that all stations are created equal in their ability to produce and procure programing, and that, we know is not the case." These critical differences between stations, Dawson argued, are accentuated by the growth in the number of mass media outlets.

The FCC, she noted, addressed those developments when it re-evaluated the multiple ownership rules and when it decided to propose that the local ownership rules be relaxed in relation to AM stations. Dawson restated her support for that proposal. She said she had no problem with allowing joint ownership of an AM station with a UHF television station in larger markets. Nor is Dawson ruling out any combination of station ownership in larger "very competitive markets." She suggested that the FCC not limit its scope to AM broadcasting and revisit the rules in a much more "comprehensive fashion."

Perhaps the most "telling sign" of the need to re-examine the local ownership rules, the commissioner said, is the increased frequency of requests for waivers. She suggested the commission account for market changes that have occurred since the rules were adopted and to "tailor the rules to different levels of competition in different size markets. Obviously the larger the market the more compelling the case for allowing increased economic concentration." A relaxation of the rules in those markets, Dawson said, will allow small stations to "amass sufficient economic resources to attract a greater audience share."

The commissioner also thinks there's

## Satellite Footprints

**Changes aplenty.** The satellite services business is one of the most volatile in the Fifth Estate.

Last December, Madison Square Garden Corp. sold for an undisclosed amount the Hughes Television Network, a leader in sports backhaul, to HTN Associates, a partnership including Spectacor, the owner the Philadelphia Flyers (National Hockey League) and the Spectrum sports arena in Philadelphia.

Last month, Robert Wold Co., the company that pioneered the business in the mid-1970's, announced that the venture capital partnership of Welsh, Carson, Anderson & Stowe IV had agreed to invest "several millions dollars" in the financially troubled Wold company in return for a controlling interest in the company.

And, just last week, IDB Communications, a relative newcomer, announced that it had signed long-term leases (with options to buy) for the use of Netcom's two transportable C-band uplinks with 4.6-meter antennas. More important, it said, it had signed a contract with CBS to handle the uplinking of at least 16 events this year using transportables. According to IDB's Peter Hartz, IDB picked up the contract after CBS canceled a similar one with Netcom for "lack of performance."

Like Wold and others in satellite services, according to several industry sources, Netcom is in poor financial health. According to Hartz, before IDB could take control of one of the two transportables, it had to pay off one of Netcom's creditors who had placed a lien on the truck and had it impounded in central Florida. Hartz said the transportable is back on the road and was scheduled to handle CBS's coverage of the Doral Open from Daytona Beach, Fla.

Despite the difficulties in the marketplace, a new company has emerged over the past few months—Optimum Spacebridge Communications, headed by former Netcom executive Bob Patterson. Patterson believes Optimum can prosper where established companies like Wold and Netcom are struggling because of Optimum's low overhead and small capital investment. "Fortunately, we don't

have some of the problems the bigger companies have," he said.

**Patching things up.** General Instrument is apparently well on its way to rescuing its Videocipher II scrambling system, which was breached late last year (BROADCASTING, Dec. 15, 1986). The system has become the de facto standard for the scrambling of the cable programing services' satellite feeds. Last month, it launched a legal counterattack, charging a Phoenix firm with violations of antipiracy and copyright laws and taking part in a court-ordered raid of the firm's premises that netted a number of "pirate" descramblers.

And, just two weeks ago, it began taking electronic countermeasures—changing the digital code that authorizes all Videocipher II descramblers to turn off "pirate" descramblers (BROADCASTING, Jan. 12).

The electronic countermeasures were begun in tandem with a four-week amnesty program that ends March 15. Under the program, owners of "pirate" descramblers, which are conventional Videocipher II descramblers that have been modified to descramble programing services that they have not been legally authorized to descramble, are being given a chance to send the descramblers to GI to be restored to their original state. Those who take advantage of the offer are being asked to pay \$20 and return shipping for each descrambler. A toll-free hot line has been set up for those with questions about the program: (619) 535-0244.

According to GI spokeswoman Cheri Hart, around 6,000 of the estimated 113,000 Videocipher II descramblers now in use by owners of backyard earth stations have been illegally modified to descramble programing without authorization.

GI has the unique address of many of the 6,000 pirate boxes, Hart said, and, slightly in advance of turning the boxes off, is transmitting graphics to pirate boxes warning that their use is illegal and offering amnesty to those who turn themselves and their box in. Hart said the graphics interrupt programing once or twice an hour for three to five minutes—"enough to ruin your movie."



room for greater flexibility in medium sized markets. But in small markets, Dawson said, the "burden of proof should continue to be on broadcasters." They need to "justify a departure from the present rules."

Dawson said she wasn't calling for an immediate rulemaking, but believes it's time to start focusing on the matter. She later told the group she didn't expect the commission to take up the local ownership issue soon, but she said that she finds "Commissioner [Dennis] Patrick, soon to be Chairman Patrick, to be open minded and willing to explore new ideas." The problem with looking at the local ownership rules, the commissioner said, "would be congressional." If Congress believes the FCC is acting out of its concern to create more competition and not just to "deregulate," Dawson thinks Congress might be more receptive.

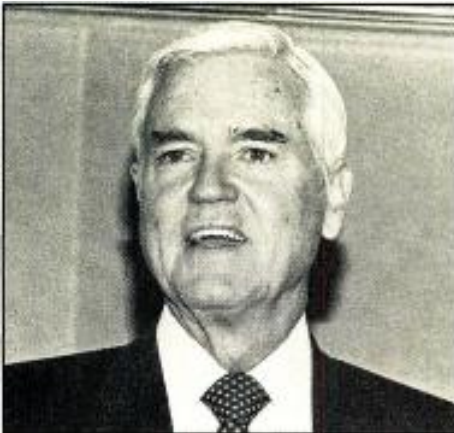
She also expressed her doubts about the broadcasting industry's drive to seek passage of deregulatory legislation. "I've never been a believer that broadcasters should seek deregulatory efforts in the Congress." Deregulation as seen by the FCC, Dawson explained, "is the print model. To broadcasters, she ultimately, "means guaranteed renewal. Therein lies the rub." Also, she doesn't foresee a scenario that allows broadcasters to end up with a renewal expectancy and any First Amendment considerations in line with what the industry is asking for.

She also fears that any broadcasting legislation will become a "Christmas tree," and will see deregulation result in a "stalemate because someone will suggest a spectrum fee." □

## Hollings says fairness doctrine bill to come this month

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) says he'll introduce legislation this month to codify the fairness doctrine. Hollings revealed his intentions during a luncheon at the NAB's state leadership conference last week. A hearing is also planned. It was the senator's first major appearance before a broadcasting group since he assumed the committee chairmanship this year.

Hollings also said that he's working on legislation to "do away with comparative hearings." That bill, he said, will likely include an antitrafficking provision to "maintain stability." Under the FCC's old antitrafficking rules, station licensees were required to hold a license for three years before a



Hollings

station could be sold.

The senator is troubled by the entry of what he called "hit and run drivers" in the broadcasting business—new entrants, he said, who "could care less about programming." It's a concern, Hollings told BROADCASTING, that he's also heard expressed by broadcasters. "We want to keep the Carl Icahns and T. Boone Pickenes," out of broadcasting, said the senator.

(There are some who want "to get the bankers out" said one broadcaster attending the conference, although not everyone in the industry agrees, he added.) A bill was offered in the House that would reinstitute the three-year rule (BROADCASTING, Feb. 23).

The senator's actions on fairness come as no surprise in light of the FCC's decision to respond to a request by the U.S. Court of Appeals to comment on the constitutionality of the doctrine. Hollings's support for the doctrine is well known. During the luncheon, he said that the only way he was able to appear on television in the late 1950's, when he ran for governor, was by using the doctrine. Furthermore, because broadcasters have a public trust and the spectrum is a limited source, broadcasting is distinguished from newspapers, he said. A hearing on fairness is also planned by the House Telecommunications Subcommittee.

Much of the senator's remarks centered on trade, industrial competitiveness and the budget deficit. He expressed frustration that the deficit hasn't been treated more seriously by the press, suggesting broadcasters "put their better reporters on the budget problem." □

# Advertising & Marketing

## Advertisers talk TV at ANA workshops in New York

**Among subjects: New media, more use of 15-second commercials, discrepancies in diaries and meters, decline in TV network audience, advertising opportunities in VCR use**

Agency network and advertiser executives expounded on current problems and promises of national advertising last week at the Association of National Advertisers' Television Advertising and Media Workshops in New York. Opinions on audience measurement, changing consumer viewing habits and the use of alternative media were offered at the two-day event by a succession of speakers, including Gene Jankowski, president, CBS/Broadcast Group, Preston Padden, president of the Association of Independent Television Stations and Irwin Gottlieb, director of national broadcast & programming, DMB&B.

The use of 15-second commercials on network television took a big jump in the fourth quarter of 1986, and again in January, said Robert Lilley, director of media and network planning for SSC&B. Lilley said that as a

result of the increase, controversies about the commercials that had died down when the shorter length plateaued at 20% of total network commercials "will start up again."

In the fourth quarter of last year, 15's increased to 25% of commercials and in January represented 30%. Lilley said the reason for the increased use was the "broad availability of free-standing 15's as ABC and NBC joined CBS in offering solo 15's in September." The increase affected prime time particularly, where 15's in January made up 32% of all commercials, up from 19% in the third quarter of 1986.

Research on the commercials, Lilley said, has generally found their effectiveness to

average 70%-75% of 30-second spots and found their "motivation/persuasion scores" to average 90% or higher. General caveats about their use still apply, he said, including their greater effectiveness when used to reinforce "familiar brands or strategies."

At the nonnetwork level, the use of 15's is now only four percent of all commercial units, said Roger Rice, president of the Television Bureau of Advertising. Rice said although three out of four TV stations have indicated a willingness to accept 15-second spots, only one out of 12 agency requests for "avails" results in a schedule.

The discrepancy, said Rice, is one of pricing: "Since 1971, when 30's became the ba-



Marshall, Avrum Geller, Ronald Kaatz, Lilley, Rice, Gottlieb

sic unit, stations have priced 10-second commercials at 50%-60% of the longer length." The pricing of 10-second spots, he said, was both supported by research showing a greater than proportional effectiveness for shorter length commercials, and supported by the willingness of local advertisers to pay the price. "The stations tell me that if they were to take 15's on the same basis as a network, they would have to reduce the price on 10-second inventory, which can sell at existing rates," the TVB president said.

The larger question of choosing among media was addressed by Claudia Marshall, vice president, marketing and communications services for The Travelers Co.'s, who said advertisers are not responding fast enough to "market fragmentation and media fragmentation." Citing herself as an example of "new consumer buying behavior," she said, "I probably watch about four hours of network television a week... I spend a good part of my life in the workplace. Outside of work you'll find me on the ski slopes, in the health club, in the local schools for my children, and—more often than you might think—in the supermarkets... I read newspapers and magazines, but more often I'm reading articles clipped for me."

Marshall said she doubted there are "traditional consumers today—not in the old, mass-marketing sense." As a result, she said, advertisers will have to use more media "outside the traditional 'mass market' media," including special events, video kiosks and direct-response media. The Travelers vice president added, "None of this is to say that network television is dead... 60% of the national market is still very significant."

Avrum Geller, director of marketing services for Block Drug Co., urged cable and independent television stations to co-exist rather than do battle: "A reasonable solution is to continue to require cable systems to carry local station signals in a way that inhibits local cable systems from restricting competition. The onus should be placed on cable systems to upgrade their systems with increased channel capacity... If cable systems are allowed to develop as unregulated monopolies, the vitality of broadcast media will be disrupted and national advertising costs would rise as the cable MSO's line their pockets."

The advertising industry may have to get ready for not one but several adjustments in pricing and revenue distribution resulting from the introduction of people meters, said Irwin Gottlieb, senior vice president, director of national broadcast & programming, DMB&B. This continuous readjustment might occur as the people meter panel—Nielsen's currently stands at 1,000 homes with an "intab of approximately 700 per day"—is expanded to what the 4,000 to 5,000 homes promised by the fall of 1988.

Still the complications are worth the effort, said Gottlieb, because the switch from diaries to people meters will produce a more accurate report on viewing habits: "Which is right? The fact is, they're both wrong... What we've got to bear in mind though, is that the absolute numbers are not that important. What is important is the relativity of the numbers between viewing options." Gottlieb said that diary-based reports, as

measured against telephone coincidental surveys, currently overstate viewing by 10%, while the people meter understates it by 4%: "the relative share to each of these (viewing) categories is more accurate in the new sample."

The implications of people meters are several, said the DMB&B senior vice president, including a change in the "cost-value relationships... both interdaypart and intermedia," and a consequent change in the revenue going to various companies: "For example, prime revenue could redistribute with CBS losing and ABC gaining."

### Padden gives rating services low ratings in speech to ANA

INTV President Preston Padden took Arbitron and Nielsen to task last week in a speech to those attending ANA workshops in New York. Padden chastised the two companies for what he claimed is their consistent underreporting of independent television viewing in local markets based on diary data, and the companies' apparent refusal to address the problem. "Is this data sorted or sordid?" he asked, rhetorically. He said that an INTV analysis of last November's results of the 13 metered markets showed that in each case, the meters recorded higher overall viewing



Padden

levels than did diaries measuring people data in those same markets. "In Los Angeles, Nielsen's meters recorded an independent share of viewing 17% higher than Nielsen's diaries and an affiliate share 10% lower," said Padden. "In New York the independents gained 18% in the meters," he added, while in Miami the gain was 20%. Chicago, 25%; San Francisco, 26%; Washington, 28%; Detroit, 31%; Boston, 31%; Houston, 35%; Denver, 40%; Philadelphia, 41%; Dallas, 42%, and Atlanta, 63%. "The average across all 13 markets was 29% improvement for the independents and a 10% decline for the affiliates," said Padden.

Padden noted that in those metered markets the measurement services have taken it upon themselves to conform the meter and diary data to offset the imbalances in the published rating books. The problem, he said, is the data being reported for the remaining 200-plus markets where the flawed diaries are and will continue to be the rating methodology for, as he put it, "the foreseeable future."

INTV some time ago requested that both Arbitron and Nielsen undertake a study to determine if some sort of formula could be devised for offsetting diary underreporting in nonmetered markets. Both declined, and Padden believes a major factor in the decision is that affiliates, "the ratings services' largest customer base, do not favor any change in the current system which is demonstrably rigged in their favor." Subsequently, INTV commissioned its own study to see if a formula could be developed to reflect the kinds of numbers independents in diary-only markets would be getting if their markets were metered (BROADCASTING, Jan. 12). The work is being done by Dr. Jay Magidson, who helped Nielsen design its methodology for conforming demographic and household numbers in metered markets. Last week Padden said the results of that study are still incomplete.

Padden stressed that while the diaries may be flawed, that "should not be misconstrued as an endorsement of people meters." He said that the early people meter numbers seem to indicate that children and teenagers, two key audiences for independent stations, "will not prove to be good button pushers. Far more testing is required before any move to people meters for local audience measurement."



**Network pitch.** The death of the networks is still being exaggerated CBS/Broadcast Group President Gene Jankowski told a Tuesday luncheon audience at the Association of National Advertisers meeting in New York. Still, the current marketplace, with new competitors, has put pressure on the networks, he said: "First, it has caused enough fragmentation to restrict audience growth for the networks as a whole. Second, it has diverted dollars. And now a third force has been added: A slowed down national advertising economy has added a squeeze of its own." Jankowski said that a network is a fragile "system of mutual dependencies" that is worth saving: "It is the lifeblood of the distribution system. It is what sold VCR's in the first place and what is driving them now. It also underwrote the off-network product that remains crucial to independents. It is the power train behind cable. It is the underpinning for almost all of our major sports."



# Stock Index

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC . . .	331	330	1	.30	33	5,324
N (CBS) CBS . . . . .	160 3/4	160 1/4	1/2	.31	30	3,769
O (CLCH) Clear Channel . . . .	13 3/4	14	- 1/4	- 1.78	19	40
O (INFTA) Infinity Broadcasting	15 3/4	14 1/2	1 1/4	8.62	82	164
O (JCOR) Jacor Commun. . . . .	7	7 1/4	- 1/4	- 3.44		39
O (LINB) LIN . . . . .	66 1/4	68 7/8	- 2 5/8	- 3.81	50	1,754
O (MALR) Malrite . . . . .	11 1/2	11 1/2			14	96
O (MALRA) Malrite 'A' . . . . .	10 5/8	10 1/4	3/8	3.65	15	44
O (OBCC) Olympic Broadcast	5 1/4	5 1/4				13
A (PR) Price Commun. . . . .	11 1/2	11 1/4	1/4	2.22		121
O (SCRIP) Scripps Howard . . . .	84 1/2	85	- 1/2	- 0.58	30	872
O (SUNN) SunGroup Inc. . . . .	3 1/4	3 1/4				32
N (TFB) Taft . . . . .	127	124 1/4	2 3/4	2.21	104	1,151
O (TVXG) TVX Broadcast . . . . .	8 1/2	9	- 1/2	- 5.55	35	49
O (UTVI) United Television . . . .	31	30 3/4	1/4	.81	29	339

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo . . . . .	57 3/4	58 1/2	- 3/4	- 1.28	29	664
A (AAR) Adams Russell . . . . .	23 1/2	24 5/8	- 1 1/8	- 4.56	19	146
A (AFP) Affiliated Pubs . . . . .	45	47	- 2	- 4.25	23	794
O (ASTVE) Amer. Comm. & TV	1/16	1/16				4
N (AFL) American Family . . . . .	15 1/4	16	- 3/4	- 4.68	10	609
O (ACCMA) Assoc. Commun. . . . .	28	28				267
O (BMAC) Bus. Men's Assur. . . . .	29	29				306
N (CCN) Chris-Craft . . . . .	20 3/4	20	3/4	3.75	9	135
N (DNB) Dun & Bradstreet . . . . .	125	124 7/8	1/8	.10	30	9,502
O (DUCO) Durham Corp. . . . .	42 3/4	42 1/2	1/4	.58	11	243
N (GCI) Gannett Co. . . . .	47	48 3/8	- 1 3/8	- 2.84	29	7,547
N (GY) GenCorp . . . . .	77 1/4	76 1/8	1 1/8	1.47	18	1,726
N (GCN) General Cinema . . . . .	55 1/2	54	1 1/2	2.77	22	2,020
O (GCOM) Gray Commun. . . . .	208	207	1	.48	36	103
N (JP) Jefferson-Pilot . . . . .	36 1/4	35 1/2	3/4	2.11	12	1,516
O (JSON) Josephson Intl. . . . .	14	13 7/8	1/8	.90		66
N (KRI) Knight-Ridder . . . . .	54 1/4	55 3/8	- 1 1/8	- 2.03	24	3,046
N (LEE) Lee Enterprises . . . . .	27 3/8	28 7/8	- 1 1/2	- 5.19	22	693
N (LC) Liberty . . . . .	39 1/4	38 5/8	5/8	1.61	16	396
N (MHP) McGraw-Hill . . . . .	70 5/8	71 3/4	- 1 1/8	- 1.56	24	3,560
A (MEGA) Media General . . . . .	53 5/8	50 1/2	3 1/8	6.18	23	755
N (MDP) Meredith Corp. . . . .	34 3/4	33 5/8	1 1/8	3.34	14	658
O (MMEDC) Multimedia . . . . .	51	51 1/4	- 1/4	- 0.48	-463	560
A (NYTA) New York Times . . . . .	47 1/2	45 1/4	2 1/4	4.97	32	3,842
O (PARC) Park Commun. . . . .	28	28				26
T (SKHQ) Selkirk . . . . .	22 3/4	23	- 1/4	- 1.08	49	184
O (STAUF) Stauffer Commun. . . . .	135	135				22
A (TO) Tech/Ops Inc. . . . .	33 1/8	33 5/8	- 1/2	- 1.48	6	72
N (TMC) Times Mirror . . . . .	81 1/2	82 1/2	- 1	- 1.21	24	5,253
O (TMC) TMC Communications	2 3/8	2 1/4	1/8	5.55	11	18
O (TPCC) TP Commun. . . . .	1/8	3/8	- 1/4	- 66.66		1
N (TRB) Tribune . . . . .	75 1/2	78	- 2 1/2	- 3.20	24	3,065
A (TBS) Turner Bcstg. . . . .	18 5/8	18 7/8	- 1/4	- 1.32	42	405
A (WPOB) Washington Post . . . . .	186 7/8	181	5 7/8	3.24	23	2,428

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American TV . . . . .	3 3/4	5 1/4	- 1 1/2	- 28.57		4
O (BRRS) Barris Indus. . . . .	17 3/8	16 7/8	1/2	2.96	28	154
O (CMCO) C.O.M.B. . . . .	20 7/8	22 1/4	- 1 3/8	- 6.17	35	240
N (KO) Coca-Cola . . . . .	45 1/8	45 3/8	- 1/4	- 0.55	23	17,417
O (CLST) Color Systems . . . . .	14 1/2	14 1/2				10
A (DEG) De Laurentis Ent. . . . .	12 1/2	12 5/8	- 1/8	- 0.99		119
O (DCPI) dick clark prod. . . . .	7	7 1/8	- 1/8	- 1.75	12	8
N (DIS) Disney . . . . .	58 3/4	58 7/8	- 1/8	- 0.21	41	7,600
N (DJ) Dow Jones & Co. . . . .	53 1/2	54 1/4	- 3/4	- 1.38	37	5,176
O (FNNI) Financial News . . . . .	14 1/8	12 7/8	1 1/4	9.70	235	156
A (FE) Fries Entertain. . . . .	5	4 5/8	3/8	8.10	9	26
N (GW) Gulf + Western . . . . .	77	75 1/2	1 1/2	1.98	22	4,760
O (HRSI) Hal Roach . . . . .	10 1/2	11	- 1/2	- 4.54		58
A (HHH) Heritage Entertain. . . . .	8 1/2	8	1/2	6.25	9	23
A (HSN) Home Shopping Net. . . . .	30 7/8	28 1/2	2 3/8	8.33	70	1,192
N (KWP) King World . . . . .	18 7/8	18 1/2	3/8	2.02	35	579
O (LAUR) Laurel Entertainment	4 7/8	4 7/8				18
A (LT) Lorimar-Telepictures . . . . .	20 1/4	17 3/4	2 1/2	14.08	20	687
N (MCA) MCA . . . . .	43 1/4	41 5/8	1 5/8	3.90	19	3,376
N (MGM) MGM/JA Commun. . . . .	13	13 1/8	- 1/8	- 0.95		664
A (NWP) New World Pictures . . . . .	10 3/4	10 1/2	1/4	2.38	20	114
N (OPC) Orion Pictures . . . . .	17 1/8	16 1/8	1	6.20		163
O (MOVE) Peregrine Entertain. . . . .	12 3/4	9 3/4	3	30.76		23
N (PLA) Playboy Ent. . . . .	10 1/8	10 3/8	- 1 4	- 2.40		95

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (QVCN) QVC Network . . . . .	16 3/4	17 1/4	- 1/2	- 2.89		109
O (RVCC) Reeves Commun. . . . .	10 7/8	10 7/8				135
O (RPICA) Republic Pic. 'A' . . . . .	9 3/8	9 1/8	1/4	2.73	66	27
O (RPICB) Republic Pic. 'B' . . . . .	9 3/4	9 3/4				69
A (RHI) Robert Halmi . . . . .	3 7/8	4	- 1/8	- 3.12	35	73
O (SMNI) Sat. Music Net. . . . .	5 1/4	5 1/4				35
N (WCI) Warner . . . . .	30 7/8	29 7/8	1	3.34	20	3,809
O (WWTV) Western World TV . . . . .	1 1/2	1 5/8	- 1/8	- 7.69	9	1
O (WONE) Westwood One . . . . .	37	38	- 1	- 2.63	57	301

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims . . . . .	3 7/8	4 1/4	- 3/8	- 8.82	-7	61
O (CVSI) Compact Video . . . . .	3 7/8	4 1/8	- 1/4	- 6.06	38	22
N (CQ) Comsat . . . . .	33 3/8	31 7/8	1 1/2	4.70		604
N (FCB) Foote Cone & B. . . . .	58 5/8	56 7/8	1 3/4	3.07	14	223
O (GREY) Grey Advertising . . . . .	121	119	2	1.68	16	145
N (IPG) Interpublic Group . . . . .	34 1/2	35 1/2	- 1	- 2.81	20	752
N (JWT) JWT Group . . . . .	31 5/8	32	- 3/8	- 1.17	13	286
A (MOV) Movielab . . . . .	6 3/4	7 1/8	- 3/8	- 5.26		11
O (OGIL) Ogilvy Group . . . . .	36	36 1/4	- 1/4	- 0.68	17	492
O (OMCM) Omnicom Group . . . . .	24 7/8	24 1/2	3/8	1.53	22	142
O (SACHY) Saatchi & Saatchi . . . . .	41 1/4	41 1/2	- 1/4	- 0.60	19	2,133
O (TLMTB) Telemation . . . . .	3 1/8	2 7/8	1/4	8.69	12	14
A (TPO) TEMPO Enterprises . . . . .	9	10	- 1	- 10.00	23	51
A (UNV) Unitel Video . . . . .	8 7/8	8 7/8				19

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp. . . . .	2 3/4	3	- 1/4	- 8.33	-1	16
A (ACN) Amer. CableSystems	18	18 1/4	- 1/4	- 1.36	9	169
A (CVC) Cablevision Sys. 'A'	24 1/8	24 7/8	- 3/4	- 3.01	-7	506
N (CNT) Centel Corp. . . . .	64 5/8	66 1/8	- 1 1/2	- 2.26	14	1,787
O (CCCOA) Century Commun. . . . .	20 1/2	18 1/2	2	10.81	410	397
O (CMCSA) Comcast . . . . .	22	22				29
N (HCI) Heritage Commun. . . . .	33 3/4	32 5/8	1 1/8	3.44	124	755
O (JOIN) Jones Intercable . . . . .	14 7/8	14 3/4	1/8	.84	36	193
T (MHPQ) Maclean Hunter 'X'	19 1/2	19 3/4	- 1/4	- 1.26	27	718
O (RCCA) Rogers Cable A. . . . .	13 1/2	13 7/8	- 3/8	- 2.70		69
O (TCAT) TCA Cable TV . . . . .	20 1/2	20 3/4	- 1/4	- 1.20	35	221
O (TCOMA) Tele-Commun. . . . .	31 1/2	31 1/4	1/4	.80	242	3,027
N (TL) Time Inc. . . . .	87	83	4	4.81	26	5,461
O (UACIA) United Art. Commun. . . . .	23 5/8	22 1/4	1 3/8	6.17	112	970
N (UCT) United Cable TV . . . . .	32 3/4	30 1/4	2 1/2	8.26	81	797
N (VIA) Viacom . . . . .	47 1/2	44 5/8	2 7/8	6.44	46	1,627
N (WU) Western Union . . . . .	3 3/4	4	- 1/4	- 6.25		91

	Closing Wed Feb 25	Closing Wed Feb 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M . . . . .	127 1/2	132 3/4	- 5 1/4	- 3.95	20	14,667
N (ALD) Allied-Signal . . . . .	46	46 1/4	- 1/4	- 0.54	-10	8,110
O (AMTV) AM Cable TV . . . . .	1 5/8	1 13/16	- 3/16	- 10.34	-1	5
N (ARV) Arvin Industries . . . . .	33 3/8	33 5/8	- 1/4	- 0.74	14	539
O (CCBL) C-Cor Electronics . . . . .	8 3/4	9	- 1/4	- 2.77	-5	26
O (CATV) Cable TV Indus. . . . .	2 3/4	1 7/8	7/8	46.66	-13	8
A (CEC) Cetec . . . . .	5 7/8	6	- 1/8	- 2.08	-9	11
A (CHY) Chyron . . . . .	7 1/4	7	1/4	3.57	34	73
A (CXC) CMX Corp. . . . .	1 3/4	2	- 1/4	- 12.50		8
A (COH) Cohu . . . . .	7 3/8	7 1/8	1/4	3.50	15	13
N (CAX) Conrac . . . . .	17 1/2	16 5/8	7/8	5.26	15	116
N (EK) Eastman Kodak . . . . .	78 3/8	80 1/8	- 1 3/4	- 2.18	66	17,704
O (ECIN) Elec Mis & Comm. . . . .	1 7/8	1 7/8				7
N (GRL) Gen. Instrument . . . . .	24 3/4	26 3/8	- 1 5/8	- 6.16		801
N (GE) General Electric . . . . .	102 3/4	102 3/8	3/8	.36	19	46,851
N (HRS) Harris Corp. . . . .	37 3/8	39	- 1 5/8	- 4.16	25	1,504
N (MAI) M/A Com. Inc. . . . .	14 5/8	13 7/8	3/4	5.40		636
O (MCDY) Microdyne . . . . .	4 1/8	4 3/8	- 1/4	- 5.71	37	18
N (MOT) Motorola . . . . .	49	50	- 1	- 2.00	57	6,258
N (NPH) N.A. Philips . . . . .	41 3/4	43 3/4	- 2	- 4.57	17	1,208
N (OAK) Oak Industries . . . . .	1	1 1/8	- 1/8	- 11.11		33
A (PPI) Pico Products . . . . .	3 7/8	2 3/4	1 1/8	40.90		13
N (SFA) Sci-Atlanta . . . . .	15 1/4	14 7/8	3/8			

# TELECASTINGS

## Topping 100

For the first time in its history, the Public Broadcasting Service drew more than 100 million viewers in one week. For the Nielsen survey period Jan. 12-18, 103.3 million people viewed public TV. Also for that week, PBS's cumulative audience rating topped 60 for the first time, with 52.7 million of the nation's 87.4 million TV households (60.3%) watching at least six minutes of public TV—beating the previous record of 59.4% set Jan. 20-26, 1986. PBS also received its second highest prime time cumulative audience rating in the Jan. 12-18 week—38.1%. The average PBS household watches an average of 220 minutes per week, 116 minutes in prime time.

## Extras vote

Voting by the Screen Extras Guild's 6,000 members will continue through March 12, when mail-in ballots will be tallied on ratification of a new contract with the Alliance of Motion Picture and Television Producers. The guild's executive board, which reached a tentative agreement with AMPTP on Feb. 11 to end a week-long strike, sent the pact to the membership, but took no position on ratification. The new one-year agreement preserves the top \$90 daily pay rate for current guild members, and gives them health and pension benefits, but offers far fewer jobs. Under the two-tier wage system, newly hired extras will get \$5 an hour and health benefits but no pension plan. The guild had lowered wages for SEG members by 25%-40% when the contract expired in December 1986. Both sides termed the tentative agreement "a win-win situation," but guild officials expect the new pact to generate controversy.

## Department shopping

Three organizations have joined forces to bring the "first over-the-air department store" to the home shopping industry. Los Angeles-based USTV, a limited partnership of Hubbard Broadcasting, Petry Inc., Burt Harris and others, will handle the production, syndication and distribution; the Midwestern department store chain, Dayton Hudson Department Store Co., based in Minneapolis, will be the primary merchandising resource, and the Dayton Hudson Corp. subsidiary, PrimeNet Marketing, will handle merchandise distribution and fulfillment.

The one-hour weekday program is planned for a March 29 debut with an initial 13-week run. It has been picked up by five stations thus far: Hubbard's KSTP-TV Minneapolis-St. Paul; WTOG-TV Tampa-St. Peters-

burg, Fla.; KOB-TV Albuquerque, N.M.; KOBF-TV Farmington, N.M., and KOBR-TV Roswell, N.M. Emphasis will be on quality production and merchandise.

## French management

The French government has named Italian TV magnate Silvio Berlusconi, French newspaper publisher Robert Hersant and another smaller shareholder to run France's Le Cinq, the private national TV channel that went on the air in February 1986.

Berlusconi, who had initially been awarded majority control of the channel by France's Socialist President Francois Mitterand, will see his share fall to 25%, the same as that held by Hersant, who has the backing of Conservative Prime Minister Jacques Chirac. The government turned down a competing bid for the channel from financier and publisher Sir James Goldsmith.

The government also transferred the franchise for a second private channel, music

video station La Six, to a privately owned French-Luxembourg consortium and last week accepted competing bids for a 50%, \$500-million stake in the country's leading national network, TF1, from French publisher Hachette, industrial firm Gouygues and a pair of advertising concerns. The winning bid in the privatization of the network is expected to be announced late this month at the earliest.

## Morning addition

WNBC-TV New York will begin a 15-minute, early-morning edition of *News 4 New York* on March 2, with Jane Hanson as anchor. Airing Monday-Friday from 6:45 to 7 a.m., the program will report on the top news stories of the morning, "transit traffic" information and daily weather conditions, the station said. *News 4 New York* will follow *Before Hours*, a 15-minute NBC News business program produced in association with *The Wall Street Journal*, and lead into the network's *Today* show.

## \$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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# RIDING GAIN

# O N R A D I O

## News/talk marathon

Group W's all-news KFVB(AM) Los Angeles held a 12-hour marathon last Thursday (Feb. 26) entitled "California Dreamin.'" From 6 a.m. to 6 p.m., the station scrubbed \$75,000 in advertising, filling the commercial time slots with two-to-three-minute interviews featuring entertainers, athletes and politicians and their views on Los Angeles and their hopes for its future. "KFVB spends 24 hours of every day broadcasting what's happening in the Los Angeles and Orange county areas, and frankly, we don't like a lot of it," said KFVB executive editor Dave Forman, in explaining the station's programming move. KFVB did not break its 20-minute news cycles, said Forman, but it included news stories on the future of Los Angeles within each cycle during the marathon.

The personalities interviewed included Bob Hope, George Burns, Gene Autry, Rich Little, Joan Rivers, Willard Scott, Ed Asner, Dick Clark, Sally Struthers, Mary Frann, Bruce Jenner, Henry Winkler, Senator Alan

Cranston (D-Calif.) and Los Angeles Mayor Tom Bradley. Among celebrities introducing the spots were Rona Barrett, Gary Collins, Rob Weller, Leeza Gibbons and Jerry Mathers.

Forman said the station spent \$175,000 to produce and promote the marathon.

## Arbitron on the FasTraq

Arbitron Ratings has unveiled a new computerized software system for radio that, among other things, analyzes and ranks all stations in a given market by demographic, daypart and listening estimates. Called Radio FasTraq, the system, which was introduced at the just-concluded Radio Advertising Bureau Managing Sales Conference, was designed for Arbitron by Broadcast Management Plus. Arbitron said pricing for FasTraq, which presents its data as one-page charts and graphs, primarily depends upon market size.

In other Arbitron news, the company has reissued the fall 1986 market reports for Lit-

## January rise

Rebounding from a soft December, network radio business in January rose 18% over January 1986 to \$25,250,587, according to the Radio Network Association, which collects financial data each month from network companies.

Breaking January business down by network radio's four sales centers, New York (East) accounted for \$16,044,556, up 32% over the same period last year; Chicago (Midwest excluding Detroit) \$6,059,788, up 4%; Los Angeles (West) \$1,707,811, up 46%, and Detroit \$1,438,432, down 35%. The substantial drop in Detroit billings, said RNA, was due primarily to the network radio buying reassignment from five agencies in Detroit to D'Arcy Masius Benton & Bowles in New York.

tle Rock, Ark., and Appleton-Oshkosh, Wis., due to a call-letter crediting error for K20U-FM and a broadcast day status error for WQWM(AM), respectively. WQWM was incorrectly listed as daytime-only when it switched to full time shortly after the survey period began.

Additionally, Arbitron said Bonneville International Corp. has signed a new, five-year agreement with the ratings service for all 12 of its radio properties in eight markets.

## Trout, McLendon, Storz to Hall of Fame

Long-time broadcast journalist Robert Trout, who is a special correspondent for ABC News, and the late Gordon McLendon and Robert Todd Storz, radio program executives who are credited with the development of the top 40 format, have been named recipients of the National Association of Broadcasters' 1987 Hall of Fame award.

Induction ceremony for the award, which was established in 1976 to "recognize those individuals who have made significant contributions to the radio industry," is slated to take place at the Monday radio luncheon during NAB's annual convention, March 28-31, in Dallas.

## 'Premiere' premieres

Steve Lehman Productions and Plain-Rap Inc., two Los Angeles-based radio program suppliers, have joined forces to form the Premiere Radio Network. The new entity now offers the following shows: *National Lampton's True Facts*, a 90-second weekday feature hosted by WMMR(FM) Philadelphia per-



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Continental's new 817R-5 combines two proven 816R-5 35 kW transmitters to offer broadcasters many operating advantages. The 817R-5 uses husky components and is built to give many years of dependable service. The first 817R-5 has been shipped to KABL, San Francisco. For product data, call your local Continental Sales Manager.

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Booth 3200, 1987 NAB Show

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Bonneville Broadcasting System is now  
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music programming to KJOI in  
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Manager: Programming/Operations –  
KJOI FM99

"I'm pleased that we are adding Bonneville Broadcasting System's music product to the sound of KJOI. Their wealth of custom music that reflects Easy Listening of the late 1980's is essential to the mix of music on K-Joy. The people at Bonneville have been most cooperative and enjoyable to work with. They are progressive thinkers in a format that for too long has been living in the past."

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sonality John DeBella; *The Cla'ence Update of ABC's All My Children*, a 90-second, twice daily (Monday through Friday) feature that updates the ABC Television series, hosted by Los Angeles comic Brad Sanders (also known as Cla'ence), and *The Plain-Rap Top 40 Countdown*, a nationally distributed, locally hosted show that gives stations program materials for producing their own weekly countdown or interview broadcast for contemporary hit, adult contemporary and urban contemporary formats.

Heading the new operation are Steve Lehman, president, and Tim Kelly, former president of Plain-Rap, executive vice president. Both Lehman and Kelly also have part-time air shifts at contemporary hit KIS-AM-FM Los Angeles.

Other executives in the venture are: Ed Mann, vice president of marketing; Louise Palanker, vice president/creative development, both formerly with Plain-Rap, and Gigi Lorick, regional affiliate director.

### Playback

CBS Radio Programs, the program distribution arm for CBS Radio, will unveil plans for a "new age" jazz series today (March 2) at CBS headquarters in New York. *The New Age Show* will be produced in conjunction with Denny Somach Productions, a New York-based radio program supplier.

□

The United Stations Programming Network is

readying a three-hour retrospective special on the late big band leader, Benny Goodman. *The Benny Goodman Story—Long Live Swing* is slated to air the weekend of March 20-22.

□

JAM Creative Productions, Dallas, announced *The Weekend Music Review*, a new,

three-hour, weekly program for adult contemporary stations. Hosted by radio personality Dan Ingram, the show will feature "the week's most popular songs" as well as artist interviews and entertainment news. (Ingram is closely associated with then-top-40 WABC(AM) New York, where he worked from 1961 through 1982 when the station switched to a talk format.)

**Ominous precedent for RKO.** The FCC Mass Media Bureau has urged the Review Board to reject a proposed settlement that closely resembles those that the commission has apparently been encouraging in the RKO General Inc. proceedings. The case at issue involves a comparative proceeding for Marr Broadcasting Co.'s KQQK(FM) Galveston, Tex. In an initial decision, FCC Administrative Law Judge Joseph Chachkin found Marr Broadcasting, which is currently in bankruptcy proceedings, disqualified for a variety of allegations of misrepresentation and lack of candor. He had granted the competing application of San Jacinto Broadcasting Corp. (San Jacinto's president is Ben W. Walker, who is identified in the decision as engineer for KTRH(AM) Houston.) The parties proposed a settlement to the Review Board under which the station would be sold for \$9 million to an as-yet-unnamed third party. Marr creditors would get about \$3.1 million; San Jacinto would get about \$3.2 million, and the remainder would be split among Marr principals and MESBIC investors. In their filing with the Review Board, parties to the agreement argued that the settlement would be in the public interest by, among other things, resulting in Marr's "innocent" creditors getting paid off and ending litigation (thereby permitting the FCC to conserve resources). In its own filing with the board, however, the Mass Media Bureau said the agreement would "require a sweeping and unwarranted reversal" of commission policy and precedent. "As long as Marr's principals will profit from the sale of the station, the proposed settlement agreement is not acceptable," the bureau said. "In light of the commission's long-standing policy precluding the transfer or assignment of a station by a licensee facing unresolved character qualification questions pending against it and the profit to be derived by Marr, the proposed settlement agreement must be disapproved."

## Business

### TV networks enter new cost-control era

#### Malara, Timothy, Mandala among those talking tough times at communications seminar in New York

The Center for Communications sponsored a seminar last week in New York on the impact on the television network business of the recent acquisitions of ABC and NBC and the managerial ascent at CBS by Laurence Tisch. All on the panel—which included broadcast and cable industry analyst Richard MacDonald, Coca-Cola's Frank Biondi, CBS's Tony Malara, ABC's Mark Mandala and NBC's Ray Timothy—agreed that the lush life once enjoyed at all three networks is a thing of the past.

Perhaps the worst news for those in the audience, comprising mostly university students, was that except for those few with very special talents, college graduates need not apply at the networks for their first jobs because there won't be room. As MacDonald noted, "the pool of advertising revenues can no longer feed even a subsistence level" at the networks.

He said that the fledgling Fox Broadcasting Co. has a better chance than at least one of the big three of survival, because FBC at least has the ability to amortize its program cost load (at least as great as the three networks, on a per-program basis) abroad as well as domestically. As for how the share-

holders made out in the network acquisitions, MacDonald said the biggest benefits came from "selling out and walking away." Major investors, he said, were delighted to rid their portfolios of ABC stock and add the better managed Capacities, while many

gained in the General Electric purchase of RCA because of the latter's "undervaluation." As to the Loews Corp. buy of almost 25% of CBS, he said it "made me queasy and resentful," largely because those who sold deserved a better premium for their

**Final turndown for Marsh.** Marsh Media Ltd. has reached the end of the line in its effort to overturn an FCC order requiring divestiture of half of its 50% interest in a cable television system within the viewing area of its KVII-TV Amarillo, Tex. The Supreme Court last week refused to hear Marsh's challenge to the law barring crossownership of television stations and cable television systems in the same market. The commission had invoked the law in ordering Marsh to sell the 25% interest in Total Television of Amarillo it had acquired in 1977 when one of Marsh's three original partners decided to sell out.

Marsh's connection with the cable system began in 1966, when it purchased a 25% interest in the system, and a right to purchase more if any partner sold its share. The commission in 1970 adopted its crossownership rule. And Congress incorporated it in its Cable Communications Policy Act of 1984. But it contained a grandfather clause permitting Marsh to retain its original 25% ownership. But the commission said the right of first refusal Marsh had acquired in 1966 did not constitute a grandfathered ownership. And the U.S. Court of Appeals for the Fifth Circuit affirmed that decision (BROADCASTING, Sept. 15, 1986). The court also rejected Marsh's argument that the law violates the First Amendment; it held that the Supreme Court had foreclosed that argument when it upheld the constitutionality of the commission's rule barring crossownership of newspapers and television stations in the same market.

Marsh, in seeking Supreme Court review, said the law could no longer be justified in view of the government's policy of deregulation and the increase in the number of broadcast frequencies. The commission had cited the scarcity of such frequencies as partial justification of its rule. But the commission, in opposing Supreme Court review, cited the high court's decision affirming the constitutionality of the rule barring crossownership of newspapers and television stations.

shares. But the bottom line on the network takeovers, he said, is that "the old regimes could not deliver" maximum value to shareholders. The network managements operate by the numbers and "must figure out how to be self sustaining financially" and at the same time learn the creative end of the business.

ABC's Mandala said he basically agreed with MacDonald. It used to be, he said, that the networks "had been able with excess revenues to apologize for mistakes in spending. They could go out and buy any property." But in today's economy, he said, the mistakes really hurt, as all three have found out with their professional football contracts and as ABC and NBC have discovered with Major League Baseball. But he stressed, the networks cannot afford to cut the money they spend for programing; they just have to spend it more wisely. "It costs as much to produce a flop as a success," he said. The big cuts have come and will continue to come from off-camera-related expenses.

According to CBS's Malara, a fundamental change in the broadcast business has been Wall Street's focus on the industry's asset value, as opposed to earnings. Financial people coming in and picking up properties at heretofore unheard of multiples—15 to 20 times cash flow—has resulted in a preoccupation with debt service, at the expense of the basic business, he said.

On the cost of programing, which looms as a big issue as the networks become squeezed tighter and tighter financially, Malara said it's wrong to assume such costs can be cut routinely or across the board. "If Larry Hagman wants another \$50,000 per episode you're going to pay it—unless you decide you no longer need *Dallas*." At the same time, he added, profit-and-loss statements will increasingly become factors in those kinds of decisions. Biondi of Coca-Cola countered with the question: "Do networks have a cost problem or a revenue problem?" He said the real heart of the issue was what the networks see their mission and business as being. It's easy enough to trim a production budget for a network program by 40% or 50%, he said, but the quality the networks are accustomed to would not be there.

According to MacDonald, that's just the direction Wall Street is betting the networks are going. He said the smart money believes the networks will attempt to force reductions of between 30% and 50% in program license fees in the next few years.

According to NBC's Timothy, the network has benefitted from GE's deep pockets and apparent willingness to spend. He cited the company's recent proposal to buy *WTVJ*(TV) Miami for \$270 million. "RCA would not have done it," said Timothy. "But GE said [to the network]: 'You know how to run your business best. Here's the money.'"

Timothy also expressed concern about the consolidations of a number of advertising clients and advertising agencies. He said that trend would make it that much more difficult to generate maximum ad revenue because of the leverage created on the client side by consolidations. "Its a concern," he said. □

## Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Businessmen's Assurance	Fourth	\$11,886	4	(\$517)	NM	NM
	Year	\$41,023	7	(\$62,558)	NM	NM
Cablevision Systems	Fourth	\$39,156	13	(\$397)	NM	(\$0.05)
	Year	\$150,839	10	(\$14,743)	NM	(\$0.83)
Chris-Craft Industries	Fourth	\$67,571	20	\$12,452	21	\$0.58
	Year	\$223,992	18	\$14,747	-20	\$0.67
Cohu	Fourth	\$6,912	-10	(\$279)	NM	(\$0.15)
	Year	\$28,774	-6	\$522	-52	\$0.29
Foote, Cone & Belding	Fourth	\$86,855	-2	\$4,082	-48	\$0.98
	Year	\$326,397	5	\$13,726	-18	\$3.30
Interpublic Group	Fourth	\$240,442	17	\$14,640	3	\$0.15
	Year	\$814,427	18	\$41,051	12	\$1.87
Jefferson-Pilot	Fourth	\$25,760	18	\$3,422	60	NM
	Year	\$83,715	12	\$9,475	9	NM
Liberty Corp.	Fourth	\$99,700	3	\$7,200	4	\$0.73
	Year	\$380,600	7	\$28,200	23	\$3.50
Orion Pictures	Third	\$65,191	47	(\$3,604)	NM	(\$0.24)
The New York Times	Fourth	\$417,853	9	\$34,758	15	\$0.43
	Year	\$1,564,663	12	\$132,227	14	\$1.63

NM—Not meaningful

Results are for **Businessmen's Assurance Co.**'s television subsidiary, which does not trade separately. Losses reported in previous fourth quarter and full year were \$5.7 million and \$8 million, respectively. Sizable loss for just-completed year was related to write-downs taken in connection with restructuring and spin-off, completed Dec. 30. Company said: "Most industry experts agree that a significant improvement in the softness of advertising revenues is not likely in 1987. Considering this prospect and the relatively recent entry of KDVR(TV) into the Denver market, we do not expect to report positive combined television earnings in 1987. However, there are signs that the imbalance in the supply and demand for quality programing has been corrected which should lead to declining program costs in the future." ■ **Cablevision Systems** in previous fourth quarter and year had respective net losses of \$2.7 million and \$48.2 million—including \$34.5 million related to companies investment in Boston. Loss in 1986 included \$11.2-million extraordinary loss related to early debt retirement. At end of fourth quarter, Woodbury, N.Y.-based MSO served 332,438 subscribers with average monthly revenue of \$35.78 per sub and penetration rate of 54.9%. Recent acquisitions have brought subscriber total to 554,266. ■ Results for **Chris-Craft** were favorably affected by \$6.7-million gain on reversion of excess pension plan assets; \$2.7-million gain from sale of cellular interests; decrease in stock appreciation rights expense, and decline in interest expense. Change in accounting of income from broadcasting subsidiary, BHC, also made results less favorable compared to last year. Company cited "substantial revenue increase at...KCOPTV) Los Angeles... The six BHC stations other than KUP(TV) (startup independent in Phoenix) were all solidly profitable and recorded a 2% increase in their combined operating income." ■ **Cohu** said fourth-quarter loss resulted from provision for disposition of "certain assets related to the broadcast microwave market, principally in the Ku-band portable satellite uplink program... The commercial broadcast market has been depressed during the last year and the satellite newsgathering equipment market has not materialized as expected by the company, either in numbers of units or in types of units purchased. The company was aiming for the high performance end of the market, upwards of \$400,000 per system. The current market direction is in the lower performance \$250,000 area." Cohu said sales of cameras using "solid state imaging devices" had been "excellent... quote activity remains high in all areas with the exception of the commercial broadcast microwave market." ■ **Foote, Cone & Belding** said net new business in 1986 was \$145 million, compared to \$45 million in previous year. ■ **Interpublic** said net new business during 1986 was "approximately" \$385 million. ■ Results are for **Jefferson-Pilot Communications**, subsidiary which does not trade separately. Company cited strong earnings progress of *WBT(TV)* Charlotte, N.C., and *WLYF(FM)* Miami and *WNWS(AM)* South Miami, both Florida. ■ **Liberty** subsidiary, Cosmos Broadcasting, had fourth-quarter net income of \$2.6 million on revenue of \$27.2 million, and full-year net income of \$13.6 million on revenue of \$101.1 million. ■ **Orion Pictures** attributed loss "in large part to charges to cost of sales resulting from the declared bankruptcy of certain customers of the company." Orion also said: "The syndication of *Cagney & Lacey* has been delayed by a general softening in the syndication market for one-hour series, and we are committed to a policy of delaying broadcast syndication sales until the market improves." ■ Net income for **The New York Times Co.** included \$8.5-million charge relating to unfavorable court decision on cable system acquisition. Broadcasting/Cable TV group had fourth quarter operating profit of \$5 million on revenue of \$25.1 million, and full-year profit of \$14.3 million on revenue of \$93.1 million.



# Changing Hands

PROPOSED

**WADO(AM) New York** □ Sold by Command Broadcast Associates Inc. to Radio WADO Inc. for \$15 million. **Seller** is principally owned by Nelson La Vergne, who has no other broadcast interests. Station was originally sold to Tichenor Media Systems for \$20 million, but that sale fell through. **Buyer** is owned by Louis Wolfson and his mother, Lynn, and Mark Blank and family. Wolfson is grandson of late Mitchell Wolfson, founder of station group owner, Wometco Corp., now owned by Kohlberg, Kravis, Roberts. Blank is president of National Brands, Miami-based investment firm. WADO is on 1280 khz full time with 5 kw.

**WRXR(FM) (formerly WMET) Chicago** □ Sold by Flint Chicago Associates to Pyramid Broadcasting for \$15 million. **Seller** is owned by Arthur Shadek and his wife, Katherine, who have no other broadcast interests. **Buyer** is Medford, Mass.-based group of five AM's and five FM's headed by Richard M. Balsbaugh. WRXR is on 95.5 mhz with 6 kw and antenna 1,160 feet above average terrain. **Broker: Wertheim Schroeder Co.**

**WMVP(AM)-WBGK(FM) Milwaukee** □ Sold by American Family Corp. to Fairwest Communications for \$4.4 million. **Seller** is subsidiary of Amos Press, Sydney, Ohio-based publisher headed by J. Oliver Amos. It has no other broadcast interests. **Buyer** is owned

by brothers, George and Reg Johns, and William Yde. It was former owner of WZPL(FM) Indianapolis and KKCW(FM) Portland, Ore., and now has no other broadcast interests. WMVP is on 1290 khz full time with 5 kw. WBGK is on 95.7 mhz with 34 kw and antenna 610 feet above average terrain. **Broker: Gammon & Ninowski, Media Investments Inc.**

**WRGI(FM) Naples, Fla.** □ Sold by Arkelian Broadcasting Co. to All Communications of Naples Inc. for \$2.9 million. **Seller** is owned by Arthur Arkelian, who owns Naples-based group of one AM and two FM's. **Buyer** is owned by Allan W. Roberts and family. It recently purchased WSYB(AM)-WRUT(FM) Rutland, Vt. ("Changing Hands," Jan. 5). WRGI(FM) is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

**WMAN(AM) Mansfield, Ohio** □ Sold by Richland Inc. to Treasure Radio Associates Inc. for \$2 million. **Seller** is owned by Vaughan P. Rubin, who has no other broadcast interests. **Buyer** is owned by Harrison Furst, Cleveland attorney with no other broadcast interests. WMAN is on 1400 khz full time with 1 kw.

**KLXV(TV) San Jose, Calif.** □ Sold by Donald B. Thomson to Friendly Bible Church Inc. for \$1,725,000. **Seller** has no other broadcast interests. **Buyer** is nonprofit corporation

headed by Ray K. Foreman. It produces programming for station. KLXV(TV) is independent on channel 65 with 3,300 kw visual, 330 kw aural and antenna 2,629 feet above average terrain.

**WFAD(AM)-WCVM(FM) Middlebury, Vt.** □ Sold by Addison Co. to Straus Communications for \$1,125,000. **Seller** is owned by Mark Brady and his wife, Mary. They have no other broadcast interests. **Buyer** is owned by Peter Straus, who also owns WELV-AM-FM Ellenville, N.Y. and WFTR-AM-FM Front Royal, Va. He also owns four weekly advertisers in New York and New Jersey. WFAD is on 1490 khz with 1 kw day and 250 w night. WCVM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: New England Media Inc.**

**WQNY(FM) Ithaca, N.Y.** □ Sold by Kimmanger Communications Inc. to Cooney Communications Corp. for \$1,250,000. **Seller** is Canandaigua, N.Y.-based group of two AM's, two FM's and five TV's, owned by George W. Kimble. **Buyer** is owned by Matthew T. Cooney. It also owns WCHN(AM)-WKZX(FM) Norwich and WTKO(AM) Ithaca, both New York. WQNY is on 103.7 mhz with 5 kw and antenna 100 feet above average terrain.

**WKNF-FM Oak Ridge, Tenn.** □ Sold by FM-94 Ltd. to Group 3 Broadcasting Inc. for \$750,000. **Seller** is owned by Leonard M. McCoy, who also owns co-located WKNF(AM). **Buyer** is owned by Gordon Smith. It also owns KFH(AM)-KLZS(FM) Wichita, Kan., and WSVI(TV) St. Croix, Virgin Islands. WKNF-FM is on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain.

**WGBF(AM) Evansville, Ind., and WGBF-FM Henderson, Ky.** □ Sold by First in Evansville Inc. to Aiken Communications Corp. for \$750,000. **Seller** is owned by William J. Koewler, who has no other broadcast interests. **Buyer** is owned by Larry Aiken, Evansville, Ind.-based concert promoter and restaurant owner. WGBF is on 1280 khz with 5 kw day and 1 kw night. WGBF-FM is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WMPP(AM) Chicago Heights, Ill.** □ Sold by Jana Broadcasting Co. Inc., debtor-in-possession, to Premiere Broadcasting Inc. for \$600,000. **Seller** is owned by Michael Benages. It also owns KQQK(FM) Galveston, Tex. **Buyer** is owned by Gaylene Domer, Bernadine C. Washington, Daisey Gaines and Zirl S. Smith, local investors with no other broadcast interests. WMPP is daytimer on 1470 khz with 1 kw.

**WBBI(AM) Abingdon, Va.** □ Sold by Burley Broadcasting Inc. to Edwards and Sutherland Broadcasting Co. for \$466,200. **Seller** is owned by Ira Southern, who also owns WCIR-AM-FM Beckley, W.Va. **Buyer** is owned by Richard W. Edwards and Craig Sutherland. Edwards also owns WDIC(AM) Clincho, Va., where Sutherland was general manager. WBBI is on 1230 khz with 1 kw day and 250 w night.

**KBWS-FM Sisseton, S.D.** □ Sold by Lake Re-

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gion News Corp. to Elizabeth Thomas Broadcasting Inc. for \$375,000. Seller is owned by Jack A. Adams, who has no other

broadcast interests. Buyer is owned by Glen T. Mills and his wife, Diane. Mills is Egan, Minn.-based investor with no other broad-

cast interests. KBWS-FM is on 102.9 mhz with 100 kw and antenna 496 feet above average terrain.

## Law & Regulation

### TRAC and MAP fight to keep fairness 'law'

#### Groups ask Supreme Court to overturn Appeals Court panel that said doctrine was not required by law

Attorneys for the public interest groups seeking to preserve the FCC's fairness doctrine say the decision of an appeals court that the doctrine is not mandated by statute "is so clearly incorrect as to warrant summary reversal" by the Supreme Court. The attorneys for Telecommunications Research and Action Center and Media Access Project also said in the brief—in which they are petitioning for review of that lower court decision—that it is inconsistent with the statutory language and the act's legislative history and with a previous ruling of the high court.

At issue was the decision of a panel of the U.S. Court of Appeals in Washington that upheld the FCC order that the fairness doctrine does not apply to the new broadcast technology of teletext (BROADCASTING, Sept. 22, 1986). The most controversial aspect of the 2-1 ruling is that Congress did not codify the doctrine into the equal time law in 1959, when it eased the restrictions of that law on broadcasters. Until that decision, the weight of legal opinion had been that the doctrine had been written into the 1959 amendment.

The amendment said none of the changes being made relieved broadcasters "from the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views of public importance." But the court said that the language did not make the doctrine "a binding statutory obligation; rather it ratified the commission's long-standing position that the public interest standard authorizes" the obligation that broadcasters deal with controversial issues of public importance and in a balanced manner.

The decision marked the first time a court had held the that doctrine is not statutorily required. And it seemed to pave the way for the present FCC—which has made no secret of its feelings; it has said the doctrine no longer serves the public interest—to repeal it. What's more, another panel of the same court in a fairness doctrine decision involving Meredith Corp.'s WTVH(TV) Syracuse, N.Y., has ordered the commission to consider the question of the doctrine's constitutionality. The inquiry is now under way.

But the TRAC/MAP brief, in challenging the appeals court panel's decision, said Congress "deliberately linked the public interest requirement" with the obligation to deal with matters fairly. "The entire thrust of the provi-

so," the brief says, "is that the two are integrally related—and not separate," as the panel said. And while the lower court rested its holding "almost entirely upon the word 'under' [in the equal time section], concluding that it 'suggested' merely an authorization to the commission," the brief adds, the context indicates that "under" should be read as "by" (as in an obligation "imposed 'by' the act.")

The brief leans heavily on the Supreme Court decision in the landmark 1969 *Red Lion* decision, affirming the constitutionality of the fairness doctrine on an 8-0 vote. It quotes that decision as concluding: "Congress need not stand idly by and permit those with licenses to ignore the problems which beset the people or to exclude from the airways anything but their own views of fundamental questions. The statute, long administrative practice, and cases are to this effect." The brief also notes that the *Red Lion* deci-

sion said "the amendment vindicated the FCC's general view that the fairness doctrine inhered in the public interest standard."

As for the legislative history of the 1959 amendments, the brief says it shows that Congress intended "to require fairness, and not to leave it to the commission's judgment of its utility." The brief adds that the Senate report on the amendment "described broadcast frequencies as a public trust, with the licensee mandated to 'operate in the public interest and [assume] the obligation of presenting important public questions fairly and without bias.'" And it says the report referred both "to policy and 'existing law which holds that a licensee's statutory obligation to serve the public interest is to include the broad encompassing duty of providing a fair cross section of opinion in the station's coverage of public affairs and matters of public controversy.'"

"But Congress did not leave the matter to

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committee reports," according to the brief. "It put the duty in the statute." □

## Clears, regionals blast FCC daytime presunrise proposal

Increased power to AM's is what concerns clear channel operators

The FCC's proposal to adjust the starting time for presunrise operations by AM daytimers (BROADCASTING, Jan. 12), spurred by a change in law that shifted the beginning of daylight saving time from the last Sunday in April to the first, got harsh reviews from clear channel operators in comments at the agency last week.

Of particular concern: a proposal that would grant a minimum of 50 watts of presunrise power to daytimers.

Under the proposal in question, daytimers currently authorized to operate with presunrise power over 50 watts could continue to do so; daytimers authorized to broadcast presunrise under 50 watts would be permitted, between the first Sunday and the last day of April, to operate with 50 watts power with their daytime or "critical hours" antenna systems, whichever they start to use at local sunrise, and daytimers that aren't currently qualified for presunrise authorization would be permitted to operate presunrise with 50 watts power during the April daylight saving time.

Clear channel WHO(AM) Des Moines, Iowa, recommended that the FCC dismiss its rulemaking without further action. "The rule change would cause significant numbers of WHO morning listeners to experience signal interference or loss," WHO said.

Price Communications, which owns five clear channel facilities, said Congress had not supported changes in the presunrise powers. "Price opposes extension of presunrise operating rights on Class I channels where a minimum power is proposed," Price said.

Said WGY(AM) Schenectady, N. Y.: "What constitutes an attempt by the commission to provide presunrise service to daytimers, thus enabling these stations to sell drive time pro-

**Record completing.** The FCC has gotten more advice on how to repair its must-carry rules.

In its final filing in the agency's reconsideration proceeding, the National Association of Broadcasters urged the FCC to adopt the so-called "option" proposal that it, the National Cable Television Association and the Community Antenna Television Association recommended in their joint petition for reconsideration (BROADCASTING, Dec. 22, 1986). Under that proposal, a cable operator could choose between permanent carriage obligations and providing subscribers with A/B switches.

Said the Association of Independent Television Stations: "The petitions for reconsideration which propose the use of input selector switches, either as a substitute for strictly limited must-carry rules... or as an 'elective' alternative to ongoing signal carriage obligations, must be denied. Instead, the commission should withdraw its input-selector switch rules and delete the sunset provision of the new must-carry rules."

In a joint filing, the Corporation for Public Broadcasting, the National Association of Public Television Stations and the Public Broadcasting Service opposed those challenging the special breaks the interim carriage rules would grant public TV stations and those arguing that the same provisions be extended to religious and other noncommercial stations. "Regulations designed to protect the government interest in public television are content neutral and fully satisfy the First Amendment," the public broadcasters said. "The commission has established criteria that applicants must meet to hold noncommercial educational licenses, and only those stations that satisfy that criteria and hold themselves out and operate as noncommercial educational stations should be treated as noncommercial educational licensees for the purposes of the must-carry rules."

The NCTA said a "general consensus" had emerged in support of its request that the agency eliminate, or "substantially modify," its A/B switch requirements. It also asked the FCC to dismiss petitions opposing the "fundamental structure" of the carriage rules.

Richard Leghorn, a former NCTA director, argued that the public record on A/B switches is deficient. "When the record is materially complete and when the requisite standard of review is applied, the commission must conclude its reconsideration by mandating that manufacturers provide built-in switches as a long-term solution and that as an interim solution, cable operators provide stand-alone switch devices only where all local VHF signals are not carried and only until built-in switches are generally available."

graming, also causes additional interference to clear channel stations such as station WGY."

Said the Association for Broadcast Engineering Standards: "To be consistent with its position over the years, ABES must oppose the extension of presunrise operating rights on Class I channels where a minimum power is involved. The need for a minimum is based on the recognition that presunrise protection to the protected primary groundwave and secondary skywave contours of Class I stations cannot be provided at the stated minimum. The result will be interference of a nature that cannot be offset by the 'new' services provided at the minimum power."

The Clear Channel Broadcasting Service suggested a compromise. "CCBS urges the commission to balance the public's interest in receiving interference-free service by at

least preserving the 0.5 millivolt per meter groundwave service offered by Class I stations while permitting daytimers to operate with a minimum of 10 watts," CCBS said. "To the extent that groundwave protection could be achieved, daytime stations should be authorized to employ more than 10 watts. Additionally, the presunrise operations growing out of this proceeding should replace only the time lost because of the earlier onset of daylight saving time."

WGN(AM) Chicago signed on to CCBS's recommendation. "Adoption of this compromise position would provide some relief to daytime stations adversely affected by the early onset of daylight saving time while limiting to a tolerable level the resulting interference to WGN and other clear channel stations," WGN said.

The National Association of Broadcasters said it was its expectation that the FCC's proposal would, "for the vast majority of situations," provide useful benefits for daytimers and their listeners without causing "significant interference" to other classes of stations. For those situations, NAB strongly supported the agency's plan. "Where, however, grant of 50-watt minimum power to certain daytime-only stations might significantly impair the normally protected 0.5 mv/m 'groundwave' contour of other AM stations, then NAB urges the commission to weigh carefully whether the special circumstances and unique public interest factors involved in this proceeding, including the administrative ease of adopting an across-the-board policy, support grant of 50 watts minimum PSA power, some other minimum PSA power or adoption of a hybrid approach that, while setting some minimum power,

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would afford daytimers currently not entitled to PSA operation a range of PSA power during extended DST, based on their actual interference potential," NAB said.

The Maryland-District of Columbia-Delaware Broadcasters Association urged adoption of the proposals, however. □

## Intelsat approves system coordination

**Board votes to recommend that Assembly of Parties approve four systems; vote on director general to come later this month**

The announcement of the four candidates for director general of the International Telecommunications Satellite Organization was the most dramatic news to emerge from the 70th meeting of the global system's board of governors two weeks ago (BROADCASTING, Feb. 23). But it was not the sum of it. The board acted on a number of other matters as well:

■ It decided to recommend to the extraordinary Assembly of Parties, scheduled for April 1-3, that it approve the coordination of four systems. One involves France's request for use of a previously coordinated U.S. domestic system, GSTAR I, for receive-only data services in its territory of St. Pierre and Miquelon. The second involves a request by France and Madagascar for coordination of a television signal already carried by France's Telecom 1A, which serves French overseas departments. (The board was advised that Haiti and Mauritius are likely to participate in the venture.) The third involves the U.S. request for extension of the use by the International Maritime Satellite System of the U.S. Maritime Satellite System. And the fourth involves the U.S.-Jamaica request for provision of public international telecommunications services between Jamaica and the U.S. by Teleport International via the

U.S. domestic satellites ASC-I and ASC-II. The board's favorable report on the coordination of the U.S.'s Pan American Satellite Corp.'s satellite system—adopted in December—will also be forwarded to the Assembly of Parties.

In connection with those coordination matters, the board received a report from the staff that international systems thus far coordinated have diverted 3.3% of traffic from the global system. The report, issued whenever coordination matters are on the agenda, is not based on a system on which there is general agreement among board members. Furthermore, there is no consensus on what degree of diversion would constitute economic harm. The staff has maintained that a 5% to 10% diversion would constitute a threshold of danger. The U.S. has held that employing the staff's approach—and using the 5% to 10% figure—would foreclose the possibility of separate systems beyond the Pan American Satellite Corp. system whose proposal to link the U.S. and Peru has been approved by the board.

■ The board approved sales of transponders for planned domestic use to Peru and Venezuela, and guaranteed the reservation of a transponder for Chile that plans to use it for

domestic service beginning in November. And in a related matter, in an effort to impose tighter control on the sale of transponders for planned domestic use, the board discussed a policy barring such sale agreements more than one year before the launch of the satellites involved. A sense of the board said that such a policy should be adopted. The board will consider the matter again in March.

■ The board also put on a slower track the proposed purchase of a Ku-band satellite, at least until June, after further study.

As for the candidates for the director general's post—Dean Burch of the U.S., Pedro Castello Branco of Brazil, John Hampton of Australia (the acting director general), and Pekka Tarjanne of Finland—they will be interviewed by the board on March 11, the first day of the board's 71st meeting, scheduled to conclude on March 18. The board will vote later in the week, and submit the results to the Assembly of Parties, Intelsat's ultimate authority, for confirmation at its extraordinary meeting in April. Intelsat said the new director general, who will succeed Richard Colino, dismissed in December in an investigation into alleged financial irregularities, will assume office "as soon as practicable after confirmation." □

## BIB complains of dollar devaluation

**Malcolm Forbes tells House committee that additional \$24.6 million is needed by Radio Free Europe/Radio Liberty to offset change in currency values**

The Board for International Broadcasting has made the urgent plea before, and Congress has responded. Malcolm S. Forbes Jr., BIB chairman, last week told a House Appropriations Subcommittee that unless Congress provides \$24.6 million requested in a supplemental appropriations request for fiscal 1987 to compensate for losses resulting in the sharp devaluation of the dollar, the services it funds—Radio Free Europe and

Radio Liberty—will be forced to cut back operations "leading to curtailment or suspension" of operations in July. "Bankruptcy of the corporation," he said, "would eventually ensue."

BIB's problem is that the bulk of its operations are in Europe, principally Munich, and the dollar has been falling against the German deutsche mark, the Portuguese escudo, and the Spanish peseta. Some \$27.2 million of the \$203.6 million the administration is seeking for BIB for fiscal 1988 would be set aside for mandatory foreign currency rate adjustment.

Forbes painted a horror picture of what would happen if BIB declared bankruptcy. He said the cost of liquidating obligations—including severance payments to employees, unemployment payments, funding of U.S. and German pension plans, cancellation of leases, agreements and contracts—is estimated at more than \$340 million. "I do not want to be an alarmist," Forbes said, "but I am alarmed at what the decline of the dollar has done to our budget this year."

But he also noted that every administration—and every Congress—has made up currency losses routinely. Representative Neal Smith (D-Iowa), chairman of the subcommittee, indicated the supplemental request would be granted, even in a time of Gramm-Rudman-Hollings.

BIB might have more trouble, however, in persuading Congress to grant all of the funds requested for modernization of its physical plant. The administration is seeking \$41.9 million for the final phase of a \$77.2-million, three-year refurbishment project. The money would be used to convert an existing receiving station in Portugal to a transmitting facility, providing an increase in the number of transmitters from 45 to 51. That would

### Washington Watch

**Done.** As expected, Representative Cardiss Collins (D-Ill.) introduced bill, H.R. 1090, that would codify FCC's preference policy for minorities and women. □

**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 views contrasting with those in 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 was controversial at time ads aired. □

**EEO request.** Office of Communications of United Church of Christ has asked FCC to beef up equal employment opportunity processing guidelines to require broadcasters with more than 10 full-time employees to have 75% parity with labor force overall and 75% in top four job categories. Church also requested rulemaking "seeking the institution of rules which require the FCC to utilize the annual employment reports (Form 395) it currently receives from broadcast network headquarters through mandatory full FCC oversight and review of network hiring practices."

mark the first increase in the number of transmitters, as opposed to power, in more than 20 years.

The request does not include funds for a major project to be built in Israel and shared by RFE/RL and the Voice of America. The \$287-million facility—which would include a total of 16 transmitters—would be used to reach the Moslem people of Soviet Central

Asia. BIB and VOA will not ask Congress for the money until U.S.-Israel negotiations over the site to be used are completed.

Forbes said the modernization program is essential to an overall project to overcome Soviet jamming. He said the situation, always bad for Radio Liberty, which broadcasts to the Soviet Union, has turned worse since the Soviets stopped jamming the Brit-

ish Broadcasting Corp. last month. Forbes described the Soviets as engaging in a kind of "pincer movement"—taking "a few modest steps to enliven their own media and ... making selected western broadcasters more accessible." with the aim of drawing listeners away from RFE/RL, and, at the same time, "intensifying their jamming of our signals." □

## For the Record

As compiled by BROADCASTING, Feb. 19 through Feb. 25, 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

■ KABK-FM Augusta, Ark. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Service Communications Inc. to Dixie Broadcasting Inc. for \$219,000. Seller is owned by Pete Cole, who has no other broadcast interests. Buyer is owned by Harvey Fritts and his wife, Vivian. It also

owns KMOA(AM) Kensett, Ark. and KKDI(AM) Sheridan, Ark. Filed Feb. 19.

■ KXO-AM-FM El Centro, Calif. (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of KXO Inc. from Pamela J. Muzykowski to Gene P. Brister and J. Buckley for \$143,555. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 13.

■ KLVV(TV) San Jose, Calif. (ch. 65; 3,300 kw vis.; 330 kw aur.; HAAT: 2,629 ft.)—Seeks assignment of license from Donald B. Thomson to Friendly Bible Church Inc. for \$1,725,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Ray K. Foreman and four others. It produces programming for station. Filed Feb. 13.

■ KFLJ(AM) Walsenburg, Colo. (1380 khz; 1 kw-D)—Seeks assignment of license from Floyd Jeter to Southern Front Range Broadcasting Inc. for \$75,000. Seller has no other broadcast interests. Buyer is owned by Roland Ashmore and five others. It has no other broadcast interests. Filed Feb. 12.

■ WRGI(FM) Naples, Fla. (93.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Arkellian Broadcasting Co. to AllCommunications of Naples Inc. for \$2.9 million. Seller is owned by Arthur Arkellian, who also owns

two AM's and two FM's. Buyer is owned by Allan W. Roberts and family. Filed Feb. 13.

■ WSYL(AM) Sylvania, Ga. (1490 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Faed Enterprises of Ga. from Helen H. Coursey and Donald O. McDougald to Shirley C. Mahaffey for \$210,000. Seller has no other broadcast interests. Buyer is stations general manager. Filed Feb. 18.

■ WMPP(AM) Chicago Heights, Ill. (1470 khz; 1 kw-D)—Seeks assignment of license from Jana Broadcasting Co. Inc., debtor-in-possession, to Premiere Broadcasting Inc. for \$600,000. Seller is owned by Michael Benages. It also owns KQKQ(FM) Galveston, Tex. Buyer is owned by Gaylene Domer, Bernardine C. Washington, Daisey Gaines and Zirl S. Smith. It has no other broadcast interests. Filed Feb. 11.

■ WGBF-AM Evansville, Ind. and WGBF-FM Henderson, Ky. (AM: 1280 khz; 5 kw-D; 1 kw-N; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from First in Evansville Inc. to Aiken Communications Corp. for \$750,000. Seller is owned by William J. Koewler, who has no other broadcast interests. Buyer is owned by Larry Aiken, who has no other broadcast interests. Filed Feb. 13.

■ WKYO(AM) Caro, Mich. (1360 khz; 1 kw-U)—Seeks

### 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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\*Subject to FCC approval



assignment of license from Tuscola Broadcasting Co. to Prime Time Radio Inc. for no consideration. Seller is owned by William D. Benkelman, who has no other broadcast interests. Buyer is owned by his son, Robert F. Benkelman and his wife, Lorraine. They are, respectively, station's general manager and bookkeeper. Filed Feb. 17.

■ WRDC(AM) Boyle Miss. (1410 khz; 1 kw-D)—Seeks transfer of control of WRDC Ltd. from Don Manuel to Joseph Appiah for \$132,500. Seller owns WDDT(AM) Greenville. WQAZ(FM) Cleveland, both Mississippi and KYYN(AM) Poteau, Okla. and KUUZ(AM) Lake Village, Ark. Buyer has no other broadcast interests. Filed Feb. 12.

■ KLCQ(FM) Monroe City, Mo. (106.3 mhz; 2.4 kw; HAAT: 330 ft.)—Seeks assignment of license from Lynnless Broadcasting Co. to Twain Lake Broadcasting Inc. for \$60,000. Seller is principally owned by Ambrose Quinn. It has no other broadcast interests. Buyer is owned by Quinn and Stephen F. Isserman (50% each). It has no other broadcast interests. Filed Feb. 18.

■ KYOT(AM) Great Falls, Mont. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Christian Enterprises Inc. to Verdell H. Lonquist for \$125,000. Seller is headed by Harold Erickson. It is Billings, Mont.-based group of four AM's and one FM. Buyer has no other broadcast interests. Filed Feb. 13.

■ WQNY(FM) Ithaca, N.Y. (103.7 mhz; 5 kw; HAAT: 100 ft.)—Seeks assignment of license from Kimmanger Communications Inc. to Cooney Communications Corp. for \$1,250,000. Seller is owned by George W. Kimble, two AM's, two FM's and five TV's. Buyer is owned by Matthew T. Cooney. It also owns WCHN(AM)-WKZQ(FM) Norwich, and WTKO(AM) Ithaca, both New York. Filed Feb. 13.

■ WADO(AM) New York (1280 khz; 5 kw-U)—Seeks assignment of license from Command Broadcast Associates Inc. to Radio Wado Inc. for \$15 million. Seller is owned by Nelson LaVergne, chairman. It has no other broadcast interests. Station was originally sold to Tichenor Media Systems for \$20 million, but that sale fell through. Buyer is owned by Louis Wolfson, his mother, Lynn, and brothers Mark, Andy and Tony Blank. Filed Feb. 18.

■ WMAN(AM) Mansfield, Ohio (1400 khz; 1 kw-U)—Seeks assignment of license from Richland Inc. to Treasure Radio Associates Inc. for \$2 million. Seller is owned by Vaughan P. Rubin, who has no other broadcast interests.

Buyer is owned by Harrison Furst, Cleveland attorney with no other broadcast interests. Filed Feb. 18.

■ KBWS-FM Sisseton, S.D. (102.9 mhz; 100 kw; HAAT: 496 ft.)—Seeks assignment of license from Lake Region News Corp. to Elizabeth Thomas Broadcasting Inc. for \$375,000. Seller is owned by Jack A. Adams, who has no other broadcast interests. Buyer is owned by Glen T. Mills and his wife, Diane. It has no other broadcast interests. Filed Feb. 17.

■ WIDD(FM) Elizabethton, Tenn. (1520 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Michael B. Gliner to Dale Miller and Gary Ward for \$165,000. Seller owns two AM's. Buyer is owned by Dale Miller and Gary Ward, who have no other broadcast interests. Filed Feb. 12.

■ WHDM(AM) McKenzie, Tenn. (1440 khz; 500 w-D)—Seeks assignment of license from Ed R. Perkins to William K. Schweitzer for \$150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 18.

■ WKNF-FM Oak Ridge, Tenn. (94.3 mhz; 1.82 kw; HAAT: 395 ft.)—Seeks assignment of license from FM-94 Ltd. to Group 3 Broadcasting Inc. for \$750,000. Seller is owned by Leonard M. McCoy, who also owns co-located WKNF(AM). Buyer is owned by Gordon Smith. It also owns KFH(AM)-KLZS(FM) Wichita and WSVI(TV) St. Croix. Filed Feb. 18.

■ KAGC(AM) Bryan, Tex. (1510 khz; 500 w-D)—Seeks assignment of license from The First One Broadcast Group Inc. to Divcon Associates for \$300,000. Seller is owned by John C. Culpepper and Barry Turner. They own one AM and three FM's. Buyer is owned by Bob Bell and his wife, Judith. It has no other broadcast interests. Filed Feb. 19.

■ KCLG(AM) Washington, Utah (1210 khz; 10 kw-D; 250 w-N)—Seeks assignment of license from Tri-State Broadcasting Corp. to Red Rock Broadcasting Inc. for \$275,000. Seller is Chapter 11 trustee, Steven Rupp. It has no other broadcast interests. Buyer is owned by Harold R. Hickman and family. It has no other broadcast interests. Filed Feb. 19.

■ WBBJ(AM) Abingdon, Va. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Burley Broadcasting Inc. to Edwards and Sutherland Broadcasting Co. for \$466,200. Seller is owned by Ira Southern who also owns WCIR-AM-FM Beckley, W.Va. Buyer is owned by Richard W. Edwards and Craig Sutherland. Edwards also owns

WDIC (AM) Clincho, Va., where Sutherland was general manager. Filed Feb. 17.

■ KAAR(AM) Vancouver, Wash. (1480 khz; 1 kw-U)—Seeks assignment of license from KAAR Broadcasting Inc. to Belridge Broadcasting of Portland Inc. for \$600,000. Seller is owned by Pat Patten, this is last station of Patten Communications, Southfield, Mich.-based group of five AM's and five FM's. Buyer is owned by Kenny Green and Rhonda Kramer, owner of L.A. Network. Los Angeles-based traffic reporting service for local radio stations. Filed Feb. 18.

## New Stations

### New AM

■ Bryan, Tex.—Michael Venditti seeks 1380 khz; 500 w-U. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed Feb. 18.

### New FM

■ La Crescent, Minn.—Kristine Wirkus and Beverly McDowell seek 102.7 mhz; 1.35 kw; HAAT: 432 ft. Address: 525 S. Sixth St., 55947. Principals have no other broadcast interests. Filed Feb. 12.

### New TV's

■ Farmington, N.M.—San Juan College seeks ch. 15; ERP vis. 20 kw; HAAT: 344.6 ft. Principal is educational institution headed by James C. Henderson. Filed Feb. 18.

■ Janesville, Wis.—Blackhawk Broadcasting Corp. seeks ch. 57; ERP vis. 2,933.6 kw; aur. 293.4 kw; HAAT: 579 ft. Address: 2712 Capri Ct., Rockford, Ill. 61111. Principal is owned by Joseph L. Musser, who has no other broadcast interests. Filed Feb. 18.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ KBLB (990 khz) Santa Barbara, Calif.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw and make changes in ant. sys. Filed Feb. 19.

■ WYSL (1030 khz) Avon, N.Y.—Seeks mod. of CP to increase power to 1 kw. Filed Feb. 19.

##### Accepted

■ WMEX (1150 khz) Boston.—Seeks CP to make changes in ant. sys. Filed Feb. 19.

■ WNYS (750 khz) Canton, N.Y.—Seeks MP to reduce day power to 2.5 kw and change TL. Filed Feb. 19.

■ KGRL (940 khz) Bend, Ore.—Seeks CP to reduce power to 4.9 kw; change TL and make changes in ant. sys. Filed Feb. 19.

■ KLKL (960 khz) Klamath Falls, Ore.—Seeks CP to change TL and make changes in ant. sys. Filed Feb. 19.

■ WMYD (1090 khz) Rice Lake, Wis.—Seeks CP to make changes in ant. sys. Filed Feb. 19.

■ WCUB (980 khz) Two Rivers, Wis.—Seeks mod. of license to operate trans. by remote control. Filed Feb. 19.

#### FM's

##### Tendered

■ WAHR (99.1 mhz) Huntsville, Ala.—Seeks CP to change HAAT to 985 ft. and change TL. Filed Feb. 19.

■ KZRO (104.3 mhz) Marshall, Ark.—Seeks CP to change HAAT to 1,106.8 ft. Filed Feb. 19.

■ KAMS (95.1 mhz) Mammoth Springs, Ark.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 650 ft. Filed Feb. 19.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Seeks mod. of CP to change HAAT to 1,584 ft. Filed Feb. 19.

■ WINK-FM (96.9 mhz) Fort Myers, Fla.—Seeks CP to change TL and change HAAT to 1,322.8 ft. Filed Feb. 19.

■ WTNT-FM (94.9 mhz) Tallahassee, Fla.—Seeks CP to change HAAT to 984 ft. Filed Feb. 24.

■ WGOC-FM (104.5 mhz) Albany, Ga.—Seeks CP to change TL; change ERP to 92.6 kw and change HAAT to 1,003.8 ft. Filed Feb. 24.

■ KZBA (98.3 mhz) Boone, Iowa—Seeks CP to change HAAT to 330 ft. Filed Feb. 24.

■ KHLA (99.5 mhz) Lake Charles, La.—Seeks CP to

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- change TL and change HAAT to 985.25 ft. Filed Feb. 24.
- KBIU (103.7 mhz) Lake Charles, La.—Seeks CP to change TL and change HAAT to 985.25 ft. Filed Feb. 19.
- WQUE-FM (93.3 mhz) New Orleans—Seeks CP to change TL and change HAAT to 1,002.5 ft. Filed Feb. 24.
- KMSO (102.5 mhz) Missoula, Mont.—Seeks CP to change HAAT to 873.8 ft. Filed Feb. 24.
- KMZU (101.1 mhz) Carrollton, Mich.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 989.6 ft. Filed Feb. 19.
- WKHQ-FM (105.9 mhz) Charlevoix, Mich.—Seeks CP to change HAAT to 1,003.5 ft. Filed Feb. 19.
- KTMO (98.9 mhz) Kennett, Mo.—Seeks CP to change TL; change HAAT to 990.5 ft. and make changes in ant. sys. Filed Feb. 24.
- KRXL (94.5 mhz) Kirksville, Mo.—Seeks mod. of CP to change TL; change HAAT to 980.7 ft. and make changes in ant. sys. Filed Feb. 24.
- KIRK (103.7 mhz) Lebanon, Mo.—Seeks CP to change HAAT to 980.7 ft. Filed Feb. 24.
- WVLT (92.1 mhz) Vineland, N.J.—Seeks CP to change HAAT to 328 ft. Filed Feb. 24.
- KTZA (92.9 mhz) Artesia, N.M.—Seeks CP to change ERP to 100 kw. Filed Feb. 19.
- WDCG (105.1 mhz) Durham, N.C.—Seeks CP to change ERP to 100 kw. Filed Feb. 24.
- WIFM-FM (100.9 mhz) Elkin, N.C.—Seeks CP to change TL; change ERP to 770 w and change HAAT to 640 ft. Filed Feb. 24.
- WYLT (96.1 mhz) Raleigh-Durham-Chapel Hill, N.C.—Seeks CP to change HAAT to 985 ft. Filed Feb. 19.
- WQXK (105.1 mhz) Salem, Ohio—Seeks CP to change ERP to 22.4 kw and change HAAT to 869.8 ft. Filed Feb. 24.
- KNFB (94.3 mhz) Nowata, Okla.—Seeks mod. of CP to change TL. Filed Feb. 24.
- \*
- KUPL (98.5 mhz) Portland, Ore.—Seeks CP to make changes in ant. sys. Filed Feb. 19.
- KBEZ (92.9 mhz) Tulsa, Okla.—Seeks CP to change TL and change HAAT to 1,317.6 Filed Feb. 24.

*Accepted*

- KFXX (92.1 mhz) Green Valley, Ariz.—Seeks CP to make changes in ant. sys. Filed Feb. 24.
- KQLH (95.1 mhz) San Bernardino, Calif.—Seeks CP to change HAAT to 488.7 ft., and make changes in ant. sys. Filed Feb. 24.
- WNLT (95.7 mhz) Clearwater, Fla.—Seeks mod. of CP to change ERP to 100 kw. Filed Feb. 20.
- WJIZ (96.3 mhz) Albany, Ga.—Seeks CP to change TL and change HAAT to 1,125 ft. Filed Feb. 24.
- WUOH (88.9 mhz) Chicago—Seeks CP to change TL and make changes in ant. sys. Filed Feb. 24.
- WCJC (96.7 mhz) Madison, Ind.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 96.6 mhz. Filed Feb. 20.
- KRRV (100.3 mhz) Alexandria, La.—Seeks CP to change TL and change HAAT to 1,347.75 ft. Filed Feb. 20.
- WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Seeks CP to change ERP to 13 kw. Filed Feb. 20.
- WBAQ (97.9 mhz) Greenville, Miss.—Seeks CP to change TL; change ERP to 24.5 kw and change HAAT to 492 ft.
- \*KCEP (88.1 mhz) Las Vegas—Seeks CP to change ERP to 10 kw. Filed Feb. 24.
- WFXI (98.3 mhz) Washington, N.C.—Seeks mod. of CP to change TL; change ERP to 1,352 kw and change HAAT to 490 ft. Filed Feb. 24.
- KBEZ (92.9 mhz) Tulsa, Okla.—Seeks CP to make changes in ant. sys. Filed Feb. 24.
- WHIP-FM (97.3 mhz) Harrisburg, Pa.—Seeks CP to change ERP to 17 kw. Filed Feb. 24.
- KKMJ (95.5 mhz) Austin, Tex.—Seeks mod. of CP to change ERP to 86.5 kw and make changes in ant. sys. Filed Feb. 20.
- KTRR (96.3 mhz) Del Rio, Tex.—Seeks CP to change HAAT to 1,968 ft. Filed Feb. 20.
- KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change TL and change HAAT to 286 ft. Filed Feb. 20.
- KVRP-FM (95.5 mhz) Haskell, Tex.—Seeks CP to change HAAT to 1,047.5 ft. Filed Feb. 20.

- KAJA (97.3 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 984 ft. Filed Feb. 20.
- \*WMUL (88.1 mhz) Huntington, W.Va.—Seeks CP to change ERP to 1.1 kw. Filed Feb. 20.

**TV's**

*Accepted*

- WINK-TV (ch. 11) Fort Myers, Fla.—Seeks CP to change HAAT to 1,748 ft. and change TL. Filed Feb. 19.
- WFTS-TV (ch. 28) Tampa, Fla.—Seeks CP to change HAAT to 1,546.25 ft.; change ERP vis. to 2820 kw, aur. 282 kw and change TL. Filed Feb. 19.
- WLJC-TV (ch. 65) Beattyville, Ky.—Seeks MP to change ERP vis. to 73.45 kw, aur. 7.4 kw and change HAAT to 646.16 ft. Filed Feb. 19.
- KDTX (ch. 58) Dallas—Seeks MP to relocate main studio outside community of license. Filed Feb. 19.
- WVTV (ch. 18) Milwaukee—Seeks CP to change ERP vis. to 5,000 kw, aur. 500 kw and make changes in ant. sys. Filed Feb. 19.

**Actions**

**AM's**

- WLQY (1320 khz) Hollywood, Fla.—Dismissed app. to make changes in ant. sys. Action Jan. 14.
- WJFR (88.7 mhz) Jacksonville, Fla.—Granted app. to change TL; change ERP to 8 kw and change HAAT to 107.3 mhz. Action Feb. 10.
- WKZY (770 khz) North Fort Myers, Fla.—Returned app. to increase night power to 2.5 kw and make changes in ant. sys. Action Feb. 17.
- WLOP (1370 khz) Jesup, Ga.—Dismissed app. to change hours of operation to unlimited by adding night service with 2.5 kw and make changes in ant. sys. Action Feb. 12.
- WSMF (ch. 21) Florence, S.C.—Dismissed app. to change ERP vis. to 5,000 kw, aur. 500 kw; change HAAT to 1,989 ft. and make changes in ant. sys. Action Feb. 17.
- KANO (1470 khz) Anoka, Minn.—Granted app. to change hours of operation to unlimited by adding night ser-

December, 1986

This notice appears as a matter of record only.

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vice with 5 kw; increase day power to 5 kw; change city of license to Brooklyn Park, Minn.; change TL and make changes in ant. sys. Action Feb. 18.

■ **WTNY (790 khz)** Watertown, N.Y.—Returned app. to increase day power to make changes in ant. sys. Action Feb. 18.

■ **WCBX (1130 khz)** Eden, N.C.—Returned app. to increase day power to 10 kw and make changes in ant. sys. Action Feb. 18.

#### FM's

■ **WCRQ-FM (92.7 mhz)** Arab, Ala.—Granted app. to change ERP to 700 w and change HAAT to 671 ft. Action Feb. 12.

■ **KPXR (102.1 mhz)** Anchorage, Alaska—Granted app. to change TL and change HAAT to 173.8 ft. Action Feb. 13.

■ **KVMA-FM (107.9 mhz)** Magnolia, Ark.—Dismissed app. to make changes in ant. sys. Action Feb. 11.

■ **KJZZ (91.5 mhz)** Phoenix—Granted app. to change HAAT to 1,593.75 ft. Action Feb. 17.

■ **KWNE (94.5 mhz)** Ukiah, Calif.—Granted app. to

change ERP to 2.35 kw and change HAAT to 1,899.1 ft. Filed Feb. 19.

■ **WLOQ (103.1 mhz)** Winter Park, Fla.—Granted app. to change ERP to 2.63 kw and change HAAT to 351 ft. Action Feb. 13.

■ **WWEV (91.5 mhz)** Cumming, Ga.—Dismissed app. to relocate main studio outside community of license. Action Feb. 13.

■ **WMVV (90.7 mhz)** McDonough, Ga.—Dismissed app. to change TL; change ERP to 11 kw and change HAAT to 465.7 ft. Action Feb. 13.

■ **WBOX-FM (92.7 mhz)** Varnado, La.—Granted app. to change HAAT to 321.4 ft. and make changes in ant. sys. Action Feb. 13.

■ **KBSR-FM (95.3 mhz)** Hardin, Mont.—Returned app. to change TL; change freq. to 95.5 mhz; change ERP to 95.4 kw and change HAAT to 984 ft. Action Feb. 12.

■ **KIDS (98.3 mhz)** Palmyra, Mo.—Dismissed app. to relocate main studio outside community of license. Action Feb. 12.

■ **KESY-FM (104.5 mhz)** Omaha—Granted app. to

change TL; change ERP to 100 kw; change HAAT to 299 kw and make changes in ant. sys. Action Feb. 10.

■ **KPSA-FM (92.7 mhz)** La Luz, N.M.—Granted app. to change HAAT to minus 215 ft. Action Feb. 10.

■ **WKSE (98.5 mhz)** Niagara Falls, N.Y.—Dismissed app. to relocate main studio outside community of license. Action Feb. 13.

■ **WOJY (100.3 mhz)** High Point, N.C.—Granted app. to change HAAT to 1,036.5 ft. and make changes in ant. sys. Action Feb. 13.

■ **WNCX (98.5 mhz)** Cleveland—Granted app. to change TL; change HAAT to 959.7 ft. and change ERP to 16 kw. Action Feb. 18.

■ **WGNV (88.5 mhz)** Milladore, Wis.—Granted app. to change TL; change ERP to 23 kw and change HAAT to 583.8 ft. Action Feb. 17.

#### TV's

■ **WCNT (ch. 46)** Cidra, P.R.—Returned app. to change HAAT to 1,954 ft. and change TL. Action Dec. 19.

■ **WSJN-TV (ch. 24)** San Juan, P.R.—Granted app. to change ERP vis. to 533 kw; aur. 53.3 kw; change HAAT to 1,963 ft. and change TL. Action Feb. 13.

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## Call Letters

### Applications

Call	Sought by
	<b>New TV</b>
WBPH-TV	Sonshine Television Corp., Bethlehem, Pa.
WCKT-TV	Kannapolis Television Co., Kannapolis, N.C.
WBSV-TV	Venice Broadcasting Corp., Venice, Fla.
	<b>Existing AM</b>
WGAM	WPOE Green Valley Broadcasting Co., Greenfield, Mass.
	<b>Existing FM's</b>
KQQL	KSKE Western Commercial Investment Inc., Kremming, Colo.
WMLO	WHFL Ed Winton, Havana, Fla.
KHEZ	KLCI TVW Communications, Caldwell, Idaho
WWJA	WRDC Joseph Appiah, Boyle, Miss.
WEGX	WTRK Marite Guaranteed Broadcast Part- ners, Philadelphia
WMGH	WCRN East Penn Broadcasting Inc., Tamac- qua, Pa.

### Grants

Call	Assigned to
	<b>New FM</b>
KMLM	Alfred Roever III, Odessa, Tex.
	<b>New TV</b>
KFRK	Family Stations Inc., Hutchinson, Kan.
	<b>Existing AM's</b>
KIXT	KXQW Noalmark Broadcasting Corp., Hot Springs, Ark.
WQBN	WTYM WTYM Radio Inc., Temple Terrace, Fla.
WJDQ	WYAM Broadcasters and Publishers Inc., Meridian, Miss.
WJQK	WTPS Muncy Broadcasting Inc., Hughes- ville, Pa.
KWKI	KKIK Michael Hankins, Big Springs, Tex.
WJQI	WCPK Radio WJQI Inc., Chesapeake, Va.
	<b>Existing FM's</b>
WHTQ	WHOO-FM WHOO Radio Inc., Orlando, Fla.
WJDQ-FM	WWJDQ Broadcasters and Publishers Inc., Meridian, Miss.
KBMG	KLYO-FM Benedict Communications Limited Partnership, Hamilton, Mont.
KWKI-FM	KWKI Michael Hankins, Big Springs, Tex.
WJQI-FM	WNRN Radio WJQI Inc., Chesapeake, Va.
	<b>Existing TV</b>
KICN	KCVT Indian Country Network Inc., Shaw- nee, Okla.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**Broadcast executive,** 15 years of successful management experience seeks new challenge in religious broadcasting. Most recently, reorganized failing Christian AM in major market. In 1986, achieved 20 all time sales and revenue records. Box Q-104.

**Wanted: S.E. group seeks general managers** for position now and in the future. Call 912-264-6251.

**General/ sales manager** to operate newly acquired sunbelt combo. Sales oriented, energetic, good track record. Great opportunity. Resume, compensation requirements to Tom McDaniel, P.O. Box 351, Columbia, MS 39429. 601-731-2298. EOE.

**General manager.** Young, aggressive, intelligent executive, highly motivated with sales background, ability to teach and lead sales department and take responsibility for bottom line in single market of a county population of 60,000 plus. Send resume to: WCOR Radio, P.O. Box 549, Lebanon, TN 37087.

**Sales manager** wanted for AM/ FM. Must have proven ability to build and lead a winning sales team. Opportunity in fast growing area of the Carolinas. Excellent benefits with perks. Resume to Box R-18. EOE.

**Mid-Eastern medium market.** Adult contemporary Christian FM and inspirational/ talk AM. If you know who Dobson, Swindoll, and Sandi Patti are ... and can train and direct local sales force, rush resume to Box R-5. EOE.

**Group station needs manager** with proven record. Must be hard worker, good leader, and profit maker. Send resume with references to: J.B. Childress, Box 1044, Sylva, NC 28779. No phone calls. EOE.

**Ailing small market station** needs manager with drive, enthusiasm, community involvement and desire to own part or all. Carolina station with good potential in growing diversified community. Salary/ commission/% of profits. EOE Box R-38.

### HELP WANTED SALES

**If you will be one of the most successful salespeople** of tomorrow and are looking for a chance to prove it in a small California, coastal town, we are young dedicated, professionals building a positive, communications "empire." We believe successful people find a way; failures find excuses. If you're ready, your first step is to convince me why we should talk. Send your best presentation to Scott Marcus, Drawer 1139, Arcata, CA 95521. Do what it takes... but do it now!

**General sales manager:** Connecticut suburban FM station in great market close to NYC has opening for GSM. Excellent salary and benefits package. Applicants must possess necessary experience and qualifications. Reply to Box R-15. EOE.

**Openings immediately** in Northern Shenandoah Valley and on the Delmarva Peninsula near Ocean City, Maryland. Growing company; chance for advancement. Our sales people earn more because ownership/ management is sales oriented and on the street. Replies to Bill Prettyman, Prettyman Broadcasting Co., Box 909, Salisbury, MD 21801. EOE.

**One of our veteran account executives** has developed a terminal case of complacency. Top list at top billing station, Big 10 college town. If your successful sales background is in small to medium size markets, reply to Box R-22.

**California.** KFIG AM/ FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744. EOE, M/ F.

**Make money** in the sun at the country's southern most radio station. WIIS/ FM-107 is looking for a sales professional with the ability to close. Only serious inquiries pleas: Mark Bass, Holder Communications, P.O. Box 25855, Tampa, FL 33622.

**South Georgia combo** WLOR/ WHMJ looking for up and coming sales professional, person in area urged to inquire. Mark Bass, Holder Communications, P.O. Box 25855, Tampa, FL 33622.

**Sales assistant** will work with sales department in finding new revenue. Need aggressive self-starter. Marketing background preferred. Send resume to Joyce McCullough, Personnel Manager, WLPO/ WAJK, P.O. Box 215, LaSalle, IL 61301.

**Fastest growing station** in Columbia, SC looking for aggressive, sales professional who is willing to work hard and make a lot of money. Call or write Linda Sobotowicz, GSM, WTCB, P.O. Box 5106, Columbia, SC 29250. 803-796-7600. EOE.

**The number one AM station** in northern New York and its fast growing FM sister station seeks a professional sales person with management potential. Rapid market expansion, excellent commission, bonus incentives and good company benefits. Send resume to James E. Brett, WTNV/ T93FM, 134 Mullin Street, Watertown, NY 13601. EOE.

**Southern New England** medium market leader needs one hitler street sales person/ sales manager to complete staff. Pick up on air list and new accounts for attractive compensation package...pros only. Your income and lifestyle will grow quickly with our major new group. EOE. M/ F. Box R-2.

### HELP WANTED ANNOUNCERS

**Part-time/ relief announcers** needed for New York FM radio station. Big band/ standards experience preferable combo. Box Q-72.

**Chicago based home shopping show** looking for Top-40 DJ to move up to television. Must be able to describe and sell merchandise. Send audio or video demo; include picture. Shopping Place, P.O. Box 590, Deerfield, IL 60015. EOE.

**Wanted announcer/ technician** for northern California radio station. Consultant available when needed. P.O. Box 205, Merrill, Oregon 97633.

**Wanted announcer** for small market near large market. Some experience. Extra for PBP. Confidential. Mgr. 314-586-8577. 9 a.m. to 3 p.m. CST only.

**Announcer/ program director** Experienced, creative person for new Class A-FM scheduled for late spring 1987. Forward resume and tape to Ray-Mar Broadcasting Co., 6502 Melshore Drive, Mentor, OH 44060.

**Legendary midwestern major** seeking strong, experienced basketball and football play-by-play announcer with and opinion and a personality to join a great sports department. We carry the pros! Resume with references and salary history to: Box R-34. E.O.E.

### HELP WANTED TECHNICAL

**Chief engineer:** 50KW FM and 5KW AM. Beautiful southern New England facilities. Winning company. Resume, materials and salary requirements: box Q-19. EOE.

**Engineer:** Experienced in AM-FM maintenance. Excellent opportunity in expanding group. D. Thurston, Berkshire Broadcasting, Box 707, North Adams, MA 01247 EOE.

**Chief engineer** group operation midwest market 50 kw clear channel/100 KW tall tower class C. Five years related experience required. Only those qualified to maintain station this size need send resume and salary requirements. E.O.E. Box R-31.

## 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.

**News:** authoritative voice, growing AM in NJ. Opportunity for advancement. Resume and tape to P.O. Box 150, Washington, NJ 07882.

**News reporter:** Small market AM/ FM combo seeks aggressive, self-starter for entry level position. Experience a plus. Send tape, resume, salary requirements to Chuck Van Cure, WLOI/ WCOE, 902 1/2 Lincolnway, LaPorte, IN 46350. 219-362-5290.

**News reporter** for AM/ FM combo S.E. NY state. Experience in radio news a must. Contact: News Director, WBNR/ WSPK, Box 1703, Poughkeeps, NY 12601.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**News:** Talk leader in northeast medium market seeks experienced talk host/ program director to grow with our major new group. Excellent compensation, opportunity and lifestyle for the right moderator/ programmer. EOE, M/ F. Box R-3.

**A mature AM/ FM station** in Florida panhandle needs experienced program/ music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549.

**Voice impersonators** needed for radio commercials. Call 1-800-325-3633 for details.

**Production director** for central Pennsylvania powerhouse stations WKOK AM and WQKX FM. Must assume full responsibility for commercial production with emphasis on quality control. Excellent voice, production skills and command of English language required. Send resume, sample of work (including one straight voice spot), and salary requirement to: Joseph McGranaghan, Executive Vice President, Sunbury Broadcasting Corporation, P.O. Box 1070, Sunbury, PA 17801. Equal opportunity employer. M/ F.

**A mature AM/ FM station** in Florida Panhandle needs experienced program/ music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549.

### SITUATIONS WANTED MANAGEMENT

**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.

**Program director.** Producing an audience and customer services as quality commodities for marketing by your salesteam is different than "programing a radio station." Don't you agree? I'm results - oriented, armed with fundamental psychological tools, program/ production technique, and 17 years of various excellent experiences in team leadership, programing, sales, research, and people. Medium/ major market track records of impressive quality service and equity growth. Seeking, mutual philosophy and enthusiasm. Ready to lead research, plan, prepare, implement, and succeed day-part by day-part when you're ready. Ready? 305-296-4016. Frank.

Ever wish you had another you, someone with your ambition and ability who could team up with you to make things happen? Entrepreneurial broadcaster looking for that same kind of person is ready to meet you. Call me at 915-367-4646.

**Operations manager** with GM duties looking for GM position preferably on the eastern seaboard. Ten years experience. Can lead and motivate. Have done it all. Eventual acquisition desirable. Box Q-26.

**GMs and SMs** to form group to acquire stations and start working for ourselves. Send background to Box Q-91.

**Community oriented operations manager** ready for general manager responsibilities. Promotions, programming and sales oriented. Excellent budget person. Ten years experience ready to put to work for you. Box R-8.

**Operations manager** with GM duties looking for GM position preferably on the eastern seaboard. Ten years experience. Can lead and motivate. Have done it all. Eventual acquisition desirable. Box Q-26.

**Temporary general manager, anywhere.** All market sizes, experienced, qualified, bonded. Not just baby sitter. Take that trip, have the operation. I'll put out the fire, hold the fort till the troops come. Call Charlie, 901-377-6379. Charlie Trub, Box 28627, Memphis, TN 38128.

**Experienced GM/ GSM** presently employed small market network affiliate but station being sold. Small to medium market background, start up experience, hard working bottom liner. Great track record and references. Box R-32.

**Experienced GM** with proven track record of management and turnaround, looking for opportunity with group and chance of ownership. Let's talk bottom line. Box R-30.

#### SITUATIONS WANTED SALES

**6-years experience** in sales and sales management! aggressive young, sales professional seeks new opportunity, Box R-39.

#### SITUATIONS WANTED ANNOUNCERS

**Three years experience** and ready for the next step. Daytime, call Bill, 308-532-3344.

**Broadcast Meteorologist.** Major market midwest based. Accurate and concise forecasts for your city. State of the art equipment. AMS seal. Reasonable cost. Box R-13.

**Six-year veteran sportscaster** looking for new pbp opportunities. College basketball, football, soccer experience. Also MISL, NBA on TV. Box R-19.

**Annrc:** 18 years experience. Seeks fulltime on-air position. Country, MOR or Oldies format. D.C. or Northern Virginia area. Call Ed for T&R. 703-799-0739. Salary negotiable.

**Family man** dedicated and reliable, news, announcer CW. Small market. Call Ray after 4. 505-865-1670.

**Experienced AOR jock** wants change of scene. Anything considered. John 319-353-1508.

**Experienced professional!** Now doing country sign-on in midwest metro fringe. Available to Country, MOR, or Adult full service operation! Versatile and affordable. Box R-26.

**South Florida,** easy listening, 24 years experience, announcer, PD. Neil Sher, Hollandale Apts., 20F Clifton Park, NY 12065. 518-383-0239.

#### SITUATIONS WANTED NEWS

**National award winning** radio journalist seeks news director position top 40 market, or anchor position top 10. Prefer full service format. 12 years experience in medium and major markets includes reporting, anchoring, staff supervision. All regions considered. Box R-28.

**Hungry, hard working,** highly referenced radio sportscaster available for a position. 7 years call in host; Division I basketball + football pbp experience. Baseball pbp. Sportcasts. Commentaries. Team player. Please call Jon at 318-474-6418 or 433-1641.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Information and entertainment my forte!** Country, MOR or adult full service formats my speciality! Desire airshift, production, programming or operations combo! Box R-1.

**Experienced PD** looking for medium market slot. Twenty+ years in broadcasting, 11 years as PD. MOR/ AC as well as news/ talk. With number one station for 7 years as PD. Solid background, no floater. Work well with people, good communications skills. Excellent knowledge of promotions, music, news, sports, community-involvement, full-service radio. Call 918-451-2661.

**Experienced medium market programmer** and morning personality available. Six years P.D. Seven years mornings. B.B.A and M.B.A. Good ratings/ bottom line oriented. J.R. Greeley 314-474-6259.

**PD/ OM.** Looking to put my 17 years in programming, management, sales, marketing, administration to good use. Can you use an energetic, creative flexible and knowledgeable PD or OM? Then write Box R-33.

**A winning combination:** experienced country programmer, excellent morning man. Seeking PD position in Kentucky. Call Mike, 606-573-5043 or 573-1470.

**Hello San Diego!** I have 14 years of valuable experience and need part-time work because after a 2 year sabbatical, I'm settled in America's finest city to become a full-time starving college student at age 35! Last job was major market operations manager, but I'll help where you need it. Commercial/ production wizard, computerized traffic/billing expert, any-format announcer, fast, creative copywriter. Need help or know someone who does? Please call Paul Roger 619-238-0266.

#### MISCELLANEOUS

**Wanted:** Associated, Lang-Worth and Thesaurus transcription libraries Write: Jazz and Swing Foundation, Box 52252, Atlanta, GA 30355.

## TELEVISION

#### HELP WANTED MANAGEMENT

**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.

**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.

**TV Station manager: Chicago.** Must have independent TV start-up hands-on experience and strong sales orientation. Demonstrated leadership and the ability to select and motivate key personnel. Incentive and excellent salary. Send resume and salary history in confidence to: Personnel, P.O. Box 446, Orinda, CA 94563.

**National sales manager:** WOKR-13 seeking aggressive person with a creative approach. National experience preferred. Opportunity to join outstanding ABC affiliate, group owned. Contact: Kent Beckwith, WOKR-13, P.O. Box L, Rochester, NY 14623. Tel: 716-334-8700. EOE.

**WXEL,** a community owned public television and radio station in West Palm Beach, Florida is accepting applications for director of marketing. Individual must be highly motivated, self-starter, with proven track record in all phases of public broadcast marketing and sales. Responsible for corporate and foundation underwriting: magazine advertising, planning, and administration. Must possess outstanding written and oral skills, with a minimum of five (5) years experience. Send salary history and resume to Executive Vice President/General Manager WXEL, P.O. Drawer 6607, West Palm Beach, FL 33405 EOE M/F. Deadline for resume/application 3/11/87.

#### HELP WANTED SALES

**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.

**Local sales manager.** Group affiliate, Top 30. Experienced in co-op, vendor programs ad presentations. Proven ability to lead an established sales staff. Resumes Box Q-101. EOE.

**Local television account executive** needed immediately - must be aggressive, articulate, persistent, possess working knowledge of Nielsen and Arbitron ratings and look like a professional. We'll pay to get the right person. Outstanding opportunity for advancement. If you don't have guts, don't call. For more information call Dave Murphy, Operations Manager, at 904-725-4700 or send resume to: Mr. Rob Fields, Gen. Sales Mgr., WNFT-TV, 2117 University Blvd., S., Jacksonville, FL 32216. WNFT-TV, Jacksonville, FL is an equal opportunity employer.

**Local sales manager.** Broadcast sales management experience or extensive sales background required. Group owned midwestern NBC affiliate. Send resume and salary requirements to GSM, WMTV, 615 Forward Dr., Madison, WI 53711, no later than 3/20/87. No phone calls. EOE.

**Account executive.** Broadcast sales experience required. Group owned midwestern NBC affiliate in attractive university community. Send resume and salary requirements to GSM, WMTV, 615 Forward Dr., Madison, WI 53711, no later than 3/20/87. No phone calls. EOE.

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**TV sales rep needed** to handle major list at southeast network affiliate station. Minimum 3 years Media sales desired. Send letters and resumes to: Sandy Rodgers, P.O. Box 12, Richmond, VA 23201.

**Midwest CBS television affiliate** has regional account executive position open. Major established list. Must have minimum of 3 years broadcast sales experience and strong background in dealing with agencies and negotiations. Send resume to: Dave Bailey, GM, WTHI-TV, 918 Ohio St., Terre Haute, IN 47808. Phone 812-232-9481 EOE.

**General sales manager** position available in one of the midwest's most progressive and growing cities. Applicants must be an aggressive leader possessing experience in national/local sales, and will be responsible for a local staff plus a regional office. This is a growth opportunity in an "up and coming" station and broadcast group. Send replies to General Manager, KSFY-TV, 300 North Dakota Avenue, Sioux Falls, SD 57102. EOE.

#### HELP WANTED TECHNICAL

**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.

**Expanding NYC 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 opppty/nice people. Box Q-9.

**Chief engineer:** Excellent opportunity for hands-on chief. New RCA full-power UHF transmitter and state-of-the-art studio and production facilities. Growing independent with aggressive production schedule. Send resume and salary requirements to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

**Vacation relief engineer:** KRIV-TV, Fox Television, Houston, is seeking a qualified vacation relief engineer. Must have minimum 1 year MCR experience. FCC license preferred but not necessary. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Mike Chase. EOE.

**Transmitter supervisor.** 3 years high power UHF experience required. Studio maintenance experience preferred. Connecticut's leading independent. Pay commensurate with experience. EOE. Call Charles Allen 203-575-2020.

**Chief engineer:** Immediate opening for chief engineer at leading VHF southwest independent. Must have a thorough knowledge of transmitter and studio equipment. Administrative, budgetary, and supervisory skills a must. Excellent opportunity with group owned station. Excellent fringe benefits including retirement. Send resume and salary history to Box R-20.

**Chief engineer.** CBS, Greenville, Mississippi. Good company and benefits. If you are number 2 but feel you should be number 1, this is your opportunity. Reply to Joe Macione, WXVT, 3015 E. Reed, Greenville, MS, or call 601-334-1500. EOE.

**Maintenance engineer:** Tremendous opportunity to work in a state-of-the-art video production center. Our facilities are extensive and consist of three studios, three edit rooms, satellite downlink, master control room and a three camera remote production truck. The complex is designed for maintenance. Experience with the following equipment is desired: Grass Valley 1680, Ampex ADO3000, VPR2B, Sony BVU800, Ikegami HK302, HL79EAL, HL95B, Tektronix sync equipment, Chyron RGU-2. Digital experience a plus. Excellent benefits and working environment. Send resume to: Mr. Joseph Valerio, Chief Engineer, Hofstra University Television Institute, 1000 Fulton Avenue, Hempstead, NY 11550. AA/EOE.

**Engineering supervisor:** Compact modern Christian Television station seeking capable hands-on engineer to maintain Townsend 60kw UHF transmitter and studio equipment in pleasant Northern California surroundings. Please send resume and salary requirements to Rev. Kenny Foreman, KLXV-TV Box 5252, San Jose, CA 95150.

**Assistant chief** wanted for southwest medium market affiliate. Needed skills: cameras, videotape, maintenance. Must be able to motivate shop crew of 4 plus take charge of construction projects. Interviews are possible at NAB. Resumes to Box R-9.

**Transmitter engineer** needed for Southwest UHF affiliate. RCA stereo transmitter plant in very pleasant surroundings. Must be a take charge person, capable of keeping the whole plant functioning. Microwave STL & ENG plus satellite receive experience needed, but not mandatory. Interviews at NAB. Reply Box R-10.

**Chief engineer** with growth potential and good technical know-how for Gulf Coast VHF. EOE. Box R-23.

**Qualified TV maintenance engineer:** WPCQ-TV has an immediate opening for a qualified maintenance engineer. 3/4 inch tape machine experience highly desirable. Must have sound background in electronics and component level troubleshooting. Applicant must be familiar with all aspects of television operations. Send resume to: Rick Anderson, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Engineer: Computer editing.** WFSB, a Post-News-week station, seeking a videotape editor whose experience includes: computer editing, character generator, still store, production switcher, audio, DVE and creative editing. Applicant should have strong editing background. Send resume to: Bill Conticello, Asst. Chief Engineer, WFSB 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Wanted: chief engineer** for sunbelt market, WTLV-TV, Jacksonville, FL. Individual should have communication skills ability to work with and manage people as well as creative technical expertise. EOE. Send resume to: Linda Rios Brook, P.O. Box TV12, Jacksonville, FL 32231.

**Master control operator:** KRIV-TV, Fox Television, Houston, TX is seeking a qualified master control operator. Must have minimum 2 years prior MCR experience. FCC license or SBE certification required. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Wendell Wyborny, VP/Chief Engineer, EOE.

**Vacation relief engineer:** KRIV-TV, Fox Television, Houston, is seeking a qualified vacation relief engineer. Must have minimum of 1 year MCR experience. FCC license preferred but not necessary. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Mike Chase. EOE.

**TV maintenance technician/satellite truck operator.** Requires self-starter with valid drivers license and a good driving record. Two or more years maintenance experience on 3/4" tape, Ike cameras, microwaves, audio equipment, satellite transmission & communications system. A two year electronics degree or equivalent and FCC license preferred. Some travel required. Contact Marty Peshka, Maintenance Supervisor, WTNH, 8 Elm Street, New Haven, CT 06510 203-784-8888. An equal opportunity employer.

#### HELP WANTED NEWS

**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.

**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.

**No 1, award-winning NBC affiliate** in Sunbelt is seeking an aggressive, no-nonsense assignment manager. Help lead an already excellent staff to better things. Send resume to Box Q-98. EOE.

**Reporter** with minimum 2 years experience wanted for 30 member news team in fast growing sunbelt market. Ability to anchor a plus. Send resume to Box R-24. EOE.

**We're still looking** for a qualified weatherperson. Top station in small Florida resort coastal market. Beautiful area, great recreation. #1 station with total commitment to its news operation. Contact Joe Moore, WJHG-TV, POB 2349, Panama City, FL 32402.

**News producer.** Sunbelt net affil looking for talented news producer with 1-2 years experience. Excellent writing skills, editing and good news judgement. Box R-11. EOE.

**News producer.** News organization in fast growing sunbelt market seeks beginning producer with news judgement, writing and editing skills. Send resume to Box R-12. EOE.

**Reporter** qualified to handle general news assignments plus weekend sports and/or weather. South Texas VHF. EOE. Box R-27.

**The Channel 12 Eyewitness News Team** is looking for an experienced photographer/editor. This person must be a team player with the ability to work with standard ENG equipment. This person must also be an aggressive worker with preferred experience in live remotes. Please send resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

**Wanted:** Multi-talented person to anchor early morning news cut-ins, co-produce noon newscast, anchor weathercast on noon newscast and report news 1-2 hours per day. Immediate opening. WTVW-TV, Evansville, Indiana. Call Jerry Birge at 812-422-1121 by 3-6-87.

**Looking for weekend anchor/reporter.** Strong reporting, producing skills a must. Rush tapes, resumes to Ray Wick, News Director, 1181 East Mason, Green Bay, WI 54301. EOE. No phone calls.

**News producer:** Immediate opening for an experienced 10:00 p.m. producer. If you have good news judgement, are knowledgeable in production techniques and can write creatively, send your tape and resume now! Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE, M/F.

**Meteorologist** must be good communicator with experience in computer graphics. A good opportunity to join the market news leader. Send tape and resume to Bill Huffman, News Director, WVA-TV, Rt. 460 Bypass, Bluefield, WV 24701. EOE/MF.

**Photographer/reporter:** Join an aggressive staff of young professionals. Desire, imagination, and dedication are what we're after. Send tape and resume to Bill Huffman, News Director, WVA-TV Route 460 Bypass, Bluefield, WV 24701. EOE/MF.

**Sunbelt meteorologist.** Dominant, progressive CBS affiliate in fast-growing capital city seeking experienced broadcast meteorologist. Degree in meteorology or atmospheric sciences, or AMS seal of approval a must. Looking for strong personality/communicator. Send resume, tape, salary requirements to Mike Rucker, POB 3048, Tallahassee, FL 32315. 904-893-6804 after 6:30PM.

**10:00 producer.** Number-one rated CBS affiliate seeks experienced new producer. Writing skills a must. Resumes attention News Director, P.O. Box 7528, Waco, TX 76714-7528.

**Sports anchor/reporter.** Must be a sports journalist first, and an air talent, second. We are an aggressive, competitive and quality-conscious-oriented organization. Candidates should be, also. Send tape and resume to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls. We are an equal opportunity employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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, WCBF-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

**WPTA-TV** is looking for an executive producer and a news photographer. We're number one and we're looking for experienced people to keep it that way. P.O. Box 2121, Ft. Wayne, IN 46801. An equal opportunity employer.

**Senior graphic artist:** Top 10 affiliate has immediate opening for talented and creative television graphic designer with at least 3-5 years experience in design. Must be strong concept person with unlimited energy. Responsibilities include: news graphics, electronic graphics, print and illustration. Experience with Still Store, Aurora or Paint Box helpful. Thorough knowledge of print and typography a must. Send tape/slides/samples/resumes to: Bob Helsley, Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. (No phone calls.) EOE.

**Commercial photographer:** Some college and 3-5 years in field production. Will shoot video for commercials, promos, and PSAs. Edit materials which he/she shoots: maintain inventory of materials. M&R of equipment used. Maintain video library - 3/4" and 1" and departmental files. Send resume with salary requirements and tape to Nick DiFoggio, WGHP-TV, 2005 Francis St., High Point, NC 27263. An equal opportunity employer.

**News promotion writer/producer.** South Florida net affiliate seeks experienced promotion producer to become part of creative team. Responsible for writing and producing innovative on-air, print and radio advertising for daily news and news series. Hands-on, off-line 3/4" editing and strong writing skills required. Resumes to Box Q-93. Equal opportunity employer.

**Copywriter** to develop creative promotion and commercial copy from storyboard to finished video. Gulf Coast VHF EOE. Box R-25.

**Promotions manager:** WTHI-TV, Terre Haute, IN is seeking a creative person to plan and manage the promotions of news as well as local station promotions. Must have three years experience in promotions. Department of 4 people. Will be some programing duties. Send resume to Dave Bailey, GM, WTHI-TV, 918 Ohio St., Terre Haute, IN 47808. Phone 812-232-9481 EOE.

**Media production specialist II,** TV production manager. Equiv. to 4 yr degree, 2 yrs production exp; hands-on type, minimum 5 yrs exp with full range of broadcast/industrial video equip preferred. Starting salary 26.5K Closing date: 4/1/87. Apply Personnel Office, Cal Poly, San Luis Obispo, CA 93407. 805-546-2236. AA/EEO/Title IX/Rehabilitation Act of 1973 employer.

**Videographer/editor,** nationally syndicated, award-winning documentaries. Proven shooting talent, ability to field produce cinema verite, self-starter/teamwork. Much travel. Knowledge of computer editing helpful. Minimum 3 years experience. Send resume and tapes to: Post-Newsweek Documentaries, 1851 Southampton Road, Jacksonville, FL 32207.

#### SITUATIONS WANTED MANAGEMENT

**General manager!** 35 years practicing television, since age 25! 27 years management! For 8 stations, including 2 groups and one major market independent, has achieved quick turnarounds; produced spectacular sales, profits, prestige! Expertise: management, sales, news, programing, promotion, turnarounds; group management. Nationally recognized, quality manager, developer, consultant; outside director. Compensation based on superior performance. Box R-4.

#### SITUATIONS WANTED NEWS

**Meteorologist,** with AMS seal and plenty of Monday-Friday experience at network affiliate, seeking position in larger market. 912-598-0071.

**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.

**Talented, experienced,** hardworking sportscaster, looking for a job in a medium size market. Experience in anchoring, reporting, and editing. Call Ron 412-221-4338.

**Reporter/anchor:** - former cable network and major market reporter/anchor position. Master's degree, producing, assignment and management experience. Excellent remote and tape editing skills. Steve: 412-776-5962.

**Knowledgeable entertainment editor/film critic,** versatile general assignment reporter. Currently employed. Many awards. Want to move to upper medium or large market. Box R-6.

**Looking for internship** with small news department in small to medium market. Experience in top ten market. Interested in relocating. Available to start the end of April. Michelle 415-772-9710

**Seeking to break in on-air.** Black male can shoot, edit. Anchor potential. Columbia masters. Solid print experience. Tape. Marvin Greene, 301-997-1475.

**Experienced,** versatile broadcaster with degree seeks morning and/or midday anchor position. Can do news and sports. Call Mark, 618-235-2700, ext. 287.

**Broadcast meteorologist:** (B.S. degree). Television (computer graphics) and radio experience. Parttime work with various national weather services. Your viewers want reliable forecasts as well as someone who can communicate it to them as people, not meteorologists. Looking for eastern market, excellent references. Tony 401-821-8950.

**Small markets!** ND/anchor position sought by veteran medium-market anchor who's done it all, including producing, live, editing, and photography. Contact through: 607-785-8128.

#### 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.

**Hardworking major market producer/assignment editor** seeks top-20 opportunity or news director, smaller market. 22 years experience. Major awards. Box R-14.

**Creative, take-charge producer,** five years experience producing game shows, music, variety, sports and live events. Seeks challenging position in warm climate. Reply R-29.

**Asking HL79E owners** consider my experience and equipment BVW25 Jlabs good sound supporting your shoots. Wynne Service Co., 84 Bluff Avenue, Rowayton, CT 06853. 203-838-6067.

#### MISCELLANEOUS

**Job-hunting?** We canvass companies daily for fresh availabilities nationwide. News and production personnel, leaders in management and sales, plus specialists in research, promotion, and public relations. 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.

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center. 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country 212-206-8063.

**Primo People** is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Need a job?** We actively canvass companies daily for fresh leads nationwide, and our list of exciting availabilities is tops in the industry! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

**Attention TV program directors** You are invited to downlink four new programs in the series "Austria: The Festive Europe". Date-March 11th & 12th. Time-EST 9:30 AM. Satellite-Westar Four Trans. 10-D Audio 6.2 & 6.8. Each program 28:30. Free and unrestricted use. Additional info Northstar Productions, 3003 O St., NW, Washington, DC 20007. Phone 202-338-7337.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Three graduate assistants** (TV station manager, radio station manager and news director) will be available Sept. 1, 1987. Each position requires 20 hours per week. Assistant will receive \$400 per month plus a partial-to-full tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4211. Application deadline: April 1.

### HELP WANTED INSTRUCTION

**The University of Wyoming** Department of journalism and Telecommunications is currently accepting applications for the position of assistant professor of tele-communications. 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 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 ranges in southeast Wyoming. The community offers 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.

**Communications** (broadcasting): (Search reopened) The Department of Communications and Theatre Arts of Susquehanna University seeks an experienced professional with an M.A. degree to direct its 12,000 watt FM radio station and to teach courses in broadcasting. Salary is competitive. Position begins July, 1987. Deadline: April 1. Susquehanna is an equal opportunity, affirmative action employer. Write Dr. Henry Diers, Dean of Fine Arts and Communications, Susquehanna University, Selinsgrove, PA 17870. For further information or to apply, call 717-372-4288.

**Full-time instructor** of communications (Radio & TV). Commercial radio & TV experience required and teaching experience preferred. Send resume: Personnel Director, Alvin Community College, 3110 Mustang Road, Alvin, TX 77511, 713-331-6111. E.O.E.

**Norwich University:** Instructor or assistant professor of communications for fall 1987. Ph.D. preferred; Masters with professional broadcast experience considered. Duties include teaching mass communications, broadcasting techniques, video production; developing a student news and entertainment center. We are looking for a generalist with expertise in several areas in the following priority: corporate video, documentary production, electronic news gathering, advertising, speech, photojournalism. Send application letter and vita by March 1, 1987, to Dr. Scott Fields, Chair, Screening Committee, Communications Center, Norwich University, Northfield, VT 05663, and equal opportunity employer.



**Assistant professor of video production.** Major responsibility to be in teaching video production. Applicant should also have competence for teaching one or more of these additional subject areas: writing for the electronic media, media criticism, media business. Candidate will have major responsibility for overseeing undergraduate production course, but will also teach on the graduate level and oversee internship program which entails the maintenance of close contacts with professional organizations in the Boston area. Requirements include master's degree and professional experience in production. Experience teaching the college level is desirable. Send letter of application, a vita, and the names and addresses of three references to: Faculty Search Committee c/o Ms. Joyce Rogers, Boston University, College of Communications, 640 Commonwealth Avenue, Boston MA 02215. Deadline for receipt of application is March 15, 1987. Boston University is an affirmative action, equal opportunity employer.

**Missouri College** seeks teacher of communications with managerial skills. Specialty in television production, 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, 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.

**Dean, School of Journalism and Mass Communication,** University of Colorado-Boulder. For information about the positions, please contact Prof. Sandra E. Moriarty, Chair, Dean Search Committee, Journalism and Mass Communications, Campus Box 287, University of Colorado, Boulder CO. 303-492-1451. We're particularly interested in hearing from minority and women candidates.

**Graduate assistantships** at Southern Illinois University - Carbondale in radio-television M.A. program available Summer, 1987. 30 hour thesis/ non-thesis program, \$7,500 stipends (\$625/month x 12, plus tuition waivers. Call 618-536-7555.

**Radio-TV dept. chair and station manager.** Tenure track, 12-mo., available June 1, 1987. Master's degree required, Ph.D. preferred. Experience in promotion, communication, dealing effectively with students. Will supervise radio-TV program includes WAJC-FM, a 24 hour National Public Radio station plus some teaching. Send letter, vita and recommendations to: Dr. Richard D. Osborne, Chairman Search Committee, Jordan College of Fine Arts, Butler University, 4600 Sunset Avenue, Indianapolis, IN 46208. Butler University is an equal opportunity affirmative action employer.

**Television production.** The University of Montevallo, Alabama's state supported liberal arts university, invites applicants with strong background in studio and remote television as well as post production for tenure track faculty position. Salary open depending upon qualifications. Teach basic and advanced TV production, supervise programming of local access cable channel, direct internship program. Ph.D. preferred. ABD or MFA may apply. Documented effective college teaching and professional experience required. Begins August 1987. Send resume and three letters of recommendation by March 23, 1987 to Karl A. Perkins, Communication Center, Station 625, University of Montevallo, Montevallo, AL 35115. EEO, affirmative action 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

**3M Company** Broadcasting and related products division is searching for an experienced video broadcast engineer who is ready to join one of the fastest growing teams in the industry. If you have five or more years in hands-on service of video switching equipment, character generators, graphic systems, and studio video distribution equipment, we are interested. We are looking for a BSEE who can travel from time to time, who can take on the challenge of customer interface as a technical service engineer. You will work directly with technical personnel at customer sites, to detect faults and facilitate correctional procedures. Send your resume, job history, and qualifications to: 3M Company, 2100 West Ferry Way, Huntsville, AL 35801. Attn: D. Montgomery. We are an equal opportunity employer. No phone calls, please.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Video engineer:** Full service teleproduction facility seeks maintenance engineer, experienced in Sony and Grass Valley broadcast equipment. Staff position available. Good starting salary and benefits. Film editor: Must have experience editing 35/16 mm film and 3/4" videotape off-line editing. Staff position available. Good starting salary and benefits. Contact: Lee Anderson, Executive Director, Post Productions, United Way Productions, 701 North Fairfax Street, Alexandria, VA 22314. 703-836-7100.

#### 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.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guaratee 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.

**FM antenna (S):** Will buy used FM broadcast antenna(s) any make-any model - call 806-372-4518.

**Low band VHF 30kw transmitter.** Not over 10 years old. John Simmons 404-323-3333.

#### FOR SALE EQUIPMENT

**AM and FM transmitter** —used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

**Harris SX-1, 1KWAM, 1985,** mint group up in power, Transcom Corp. 215-884-0888.

**Bargain:** excellent condition: Collins 5kw FM transmitter with new exciter & final - \$8000 firm. 601-563-4664.

**25KW FM—Harris FM 25K(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) 20KW FM-CCA 20000D(1973). Transcom Corp. 215-884-0888. Telex 910-240-3856.

**5KW FM\*\*Elcom Bauer 605B (1984), \*\*3KW Fm-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM Sparta 602A(1977), Collins 831D2(1980), ITA 1000c(1965), Transcom Corp. 215-884-0888. Telex 910-240-3856.**

**50KW AM Continental 317B (1964), RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5T(1965), Collins 21E(1964)\*\*1KWAm GatesBCIT-(1963)\*\*Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.**

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology, 30kw, 60kw redundant, 120kw, 240kw. Bill Kitchen, Television Technology 303-465-4141.

**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.** HCA closeout. Fast delivery. Price reduced to \$85,000. 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.

**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, Marti, 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, Amphol, 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-Corn, 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, Telescript, Telex, Vertex, Videotek, Vinten, Wilko, Winsted, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

**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.

**\$150,000 video production equipment,** Grass Valley 16000B switcher, COHU/ Eastman 16mm film chain, Sony VideoTek, Tektronix, Thomson, CVS Panasonic, IVC 500A (3 1/2" Plumbicon) cameras, ITI tripods dollys, Winstead racks, desk, etc. All now operating as a unit. Call Bob Lindahl 1-800-547-2252 for more information.

**Currently on-air Cetec 7000** automation system; Beehive B-100 CRT; Four stereo ITC playback machines; Four stereo 24-cart SMC carousels; extra source boards, KSPL, Box 2150, San Marcos, TX 78666 or 512-396-3354.

**Used 30kw UHF Ampex transmitter** mid band. Partial owner financing possible. Also 1kw EMCCE transmitter, Bogner BU24 antenna. Call 203-668-1423.

**Vital 114 switchers,** Grass 100 and 1600 switchers TK-44s, TK-760s, TK-76s, TK-29, TP-66s, TR-600s, TCR-100s, ACR-25B, Ampex 4000-H switcher, Marconi Mark VIII cameras, BVH-1100s, TVM-6A microwave, Pal VPR-2. Call Media Concepts 919-977-3600.

**Copper!** For all your broadcast needs. #10 ground radicals, 2, 4, 6, 8", strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

**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, mounling, etc. \$29,900 package. Maze Broadcast. 1-205-956-2227.

**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.

**Have 2 SMC automation systems** to lease or arrange finance purchase. Private owner. Call 216-499-5221.

**Used Scientific Atlanta model 7300 receiver** and model 7325 digital processing unit. Good condition. Must sell, new equipment arriving. 614-264-7771.

**SMC automation system:** Nearly new ESP-2 with CRT. Five carousels, two 721 players. four Otari AR5100 decks. Contact 806-372-4518 for details and pricing.

**Maze Broadcast, Inc.** will be in booth 107 at NAB. Come by and lets discuss your used equipment needs.

**Sony BVE-200/500 3/4" editing system.** Reconditioned. \$3500 Paltex ABR-1 AB editor for 5850's \$4500. Maze Broadcast, Inc. 205-956-2227.

**RCA TTU-60 UHF transmitter,** stainless G-7 936' tower and 1000' 6 1/8" transmission line. Will sell as package or piece mil. Maze Broadcast, Inc. 205-956-2227.

**RCA TP-66 16mm Telecine** refurbished \$11,995: RCA FR-35B 35mm telecine low hours \$16,000: RCATP-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.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

## RADIO

### Help Wanted Management

#### GENERAL SALES MANAGER



This proven sales professional should have a minimum of 5 years successful sales management experience working a top 20 market. The individual must be an "on the street" sales type and have a strong direct sales background. Contact Steven Dinetz, Executive VP, TK Communications, 5217 Ross Ave., Dallas, TX 75206. KLUV is owned and operated by TK Communications, Inc., an equal opportunity employer.

#### MANAGERS

Pacifica is now accepting applications for manager positions at KPFA-FM (Berkeley) & WBAI-FM (NYC) \$25-27,500/year. Extensive experience required in community radio or arts administration, or management of progressive organizations. Write Executive Director, Pacifica Foundation, 2207 Shattuck Ave., Berkeley, CA 94704

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## Help Wanted Sales

### WE NEED A GREAT UP-AND-COMING RADIO SALESPERSON FOR A GREAT UP-AND-COMING RADIO STATION IN A GREAT UP-AND-COMING MARKET

SIX YEARS AGO, WE BEGAN BUILDING A FACILITY THAT WOULD COVER THE CHARLESTON, SOUTH CAROLINA MARKET BETTER THAN ANY OTHER RADIO STATION. IT WAS A MARKET WORTH COVERING. DYNAMIC GROWTH, GREAT RECREATIONAL FACILITIES. ONE OF THE WORLD'S FINEST PORTS....IT'S ALL HERE...AND AS THIS GREAT MARKET CONTINUES TO "COME ON", Q107 HAS BEEN MAKING IT HAPPEN. THE BEST TECHNICAL FACILITY COUPLED WITH CAREFULLY PLANNED MUSIC, THE BEST PERSONALITIES, FUN PROMOTIONS AND INCREASINGLY DEEPER ROUTES IN THIS MARKET HAVE BROUGHT US SLOW BUT STEADY GROWTH. IT INSURES OUR UP-AND-COMING LONGTERM DOMINANCE.

NOW WE ARE PUTTING TOGETHER THE KIND OF SALES ORGANIZATION THAT WILL SUPPORT THIS 100,000 WATT MONSTER.

**HERE IS WHAT WE ARE LOOKING FOR: A RADIO SALESFREAK.** WE KNOW THERE ARE NOT MANY OF THEM, BUT, ALL WE NEED NOW IS ONE. IT'S A PERSON WHO LOVES RADIO, LISTENS CONSTANTLY, UNDERSTANDS WHAT IT CAN DO AND ENJOYS DEMONSTRATING HOW RADIO, BETTER THAN ANY OTHER MEDIUM, CAN SOLVE BUSINESS PROBLEMS. IT'S A PERSON WHO HAS THE APPEARANCE AND PERSONALITY TO DRAW OUT CLIENTS. IT'S A PERSON CAPABLE OF PERSUADING BUSINESS PEOPLE TO OPENLY DISCUSS THEIR BUSINESS PROBLEMS. IT'S A PERSON WHO CAN SOLVE THESE PROBLEMS WITH THE CREATIVE USE OF RADIO. IT'S A PERSON WHO UNDERSTANDS NUMBERS, ENJOYS WORKING WITH THEM AND WOULD NOT BE AFRAID TO USE OUR COMPUTER TO PUT THOSE FIGURES TO WORK.

WE'VE GOT BIG PLANS FOR THIS STATION. IT ALREADY OUT CUMES EVERYONE IN THE MARKET BUT WE NEED YOUR SALES HELP TO PUSH US TO NEW HEIGHTS. IF YOU'RE INTERESTED, RUSH YOUR RESUME TO:

PRESIDENT  
TRIDENT COMMUNICATIONS  
4995 LACROSS RD, SUITE 1600  
N. CHARLESTON, SC 29418

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Developing new Radio Advertisers in the Number One Market  
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- Doesn't require "Instant Gratification"

Attractive compensation plan. Limitless challenge. Work with best group of station managers and sales managers in America.

If you can do the job, call Maurie Webster, Executive Director  
(212) 490-6950 for information and job description.



## Help Wanted Sales Continued

### LET'S SELL PORTLAND, OREGON

...on Q105. KXYQ needs a local sales manager with the courage to be new! Your attitude is more important than "years" of experience. Knowledge of the Portland market a plus. We'll pay for your expertise - earn what you're worth. The need is NOW. Call Denice Swanson 503-364-8433. EOE.

## Help Wanted Technical

### RADIO PRODUCTION TECHNICIAN

Great job in pleasant surroundings for detail oriented technical person with audiophile interests to assemble music formats on tape as well as maintain and troubleshoot state-of-the-art studio. Other technical and format development projects likely from East Coast base for person who believes in audio excellence. EOE, M/F.

BOX R-36

## Situations Wanted Management

### WINNING GM IS LOOKING FOR GROWTH!

Current successful VP/GM of a top 20 market AM-FM, seeks same position with a sweat equity opportunity. Track record is second to none. Sales oriented management and exceptional cost controls have resulted in record profit margins. Ratings success has been equal to sales success. Most markets will be considered depending on potential. Box R-16.

## Situations Wanted Announcers

### SPORTS TALK HOST

Major league baseball broadcaster available. From your station or my office. Spring training is underway. Let's make a deal. Steve Shannon 212-789-1530 Suite 1903.

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## TELEVISION Help Wanted Technical

### Public Television Network Director of Technical Services

Georgia Public Television / Peach State Public Radio has an immediate vacancy for the Director of Technical Services located in Atlanta, Georgia.

The incumbent will direct all technical and administrative activities of the Engineering Division as it relates to the production, broadcast and distribution of television, radio and other electronic media.

A minimum of six years paid experience in a television studio and television broadcast station which involved the design, installation, operation and maintenance of electronic equipment, with four years experience in a position of engineering administration or management of a television broadcast station or television production facility, is required. B.S. degree in electronics, electrical engineering or related field or vocational technical education with equivalent engineering experience required.

Salary is commensurate with experience and qualifications. Excellent fringe benefits.

Qualified applicants should forward a resume, letter of interest and salary requirements by March 20, 1987 to:

ATTN: Debi Doverspike  
Georgia Public Television  
1540 Stewart Avenue, S. W.  
Atlanta, Georgia 30310.  
EOE / AA

## Help Wanted Management

### MANAGER, SALES, PRESENTATIONS AND PROMOTION

Position requires a minimum of five years experience in television research and/or marketing (preferably at a television rep), thorough knowledge of Arbitron and Nielsen, Simmons and/or MRI, strong organizational and motivational ability. Will supervise seven presentation writers and analysts who are developing new-to-television dollars, and addressing problem accounts utilizing marketing and research tools. Agency background also helpful. Send resumes to:

Christine McCaughey  
CC/ABC National Television Sales  
1345 Avenue of the Americas - 28th Floor  
New York, New York 10019  
An equal opportunity employer M/F/H/V

## Help Wanted Management Continued

### PROGRAM MANAGER

Top fifty group owned NBC affiliate in Midwest; prefer candidates with 3-5 years experience; responsibilities include research, program negotiation, budgeting, public file, FCC reports, license renewal, overseeing public affairs, production and film departments. Send resume to Box R-35. EOE, M/F.

## Help Wanted Sales

### MARKETING DIRECTOR

This is an opportunity to work at one of the leading independents in the country. Strong market research background preferred. Working knowledge of television rating books. Also, the ability to write and produce TV commercials and video tape presentations. Positive attitude a must. All resumes will be confidential. Reply to: General Sales Manager, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. An equal opportunity employer.

### SALES MANAGER

#1 Market In N.H. Income

WLIG-TV—Long Island's only commercial TV station—seeks an experienced sales manager to direct its expanding sales force. Responsible for hiring, training and day-to-day management of sales effort. Industry experience a plus. Excellent growth position with salary, bonus, car and full company benefits. Send resume with salary history to:

Mary Chauvin, GM  
WLIG-TV, P.O. Box 84, Woodbury, NY 11797. EOE

## Situations Wanted Management

### TV GENERAL SALES MANAGER (NOW AVAILABLE)

Portfolio of experience covering local, national and regional sales management - with strong rep experience. I enjoy what I am doing - a commitment to excellence. Does this sound like it will make you profit?

Write Box R-37

## Situations Wanted News

### AWARD WINNING NEWS EXEC.

News Director, major market anchor, reporter, producer, photographer. Looking to re-locate in quality, well-equipped, news-oriented market. Would consider combination management/anchor position. Proven specialist in building ratings. Family man wants to be part of a winning team in a good community. Your inquiries confidential to: Box Q-107.

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**Employment Service  
Continued**

**JOB HUNTING?**

If you need a job, you need MediLine. 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). MediLine, P.O. Box 10167, Columbia, MO 65205-4002.



**Miscellaneous**

**YOU MAY BE  
ELIGIBLE**

to participate in a 10-day partially subsidized media tour of Israel open to broadcasters, news directors, public affairs panelists, producers, talk show & call-in hosts, etc. Participants will have an opportunity to meet with leading Israeli personalities, Arab leaders, counterparts, tour Israel, etc. Leaves NYC 3-22-87; returns NYC 4-1-87. Full cost: NYC to NYC, \$699. Write or call:

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FEDERATION  
515 PARK AVENUE  
NEW YORK, NY 10022  
212-371-7750**

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**ATTENTION  
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Our national sports mag. TV show, needs you. We have the financial strength to produce for you. Call 415-742-5768 (SF).



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CLASS C FM MAJOR MKT WEST  
\$3.1 Mill. CASH.

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\$2.1 Mill. TERMS.

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\$500,000 TERMS

Call **BURT SHERWOOD, INC.**  
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**CALIFORNIA FM**

Station located in fast-growing community. Asking \$1.4 million with \$350,000 down. Good terms to qualified buyer.

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Miss.	Combo	\$360,000
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Ala.	Fulltime AM	550,000
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Fla.	Daytimer	580,000
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Martha Thorburn, Associate

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w/real estate \$250,000 KS

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Buyers

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**SOUTHEAST FM**

Serving fast-growing resort area. Asking \$350,000 with \$90,000 down. Contact:

**MITT YOUNTS  
(202) 822-8913**



AM STATION FOR SALE IN BEAUTIFUL NORTH CAROLINA EXCELLENT FACILITY. SOLID REPUTATION, GROWING MARKET. ONLY STATION IN COUNTY OF 30,000. SHARP OPERATOR CAN EASILY NET \$100,000 ANNUALLY. \$650,000 WITH \$250,000 DOWN. WRITE OWNER. 36533 BEESON ROAD. WINSTON-SALEM, NC 27105.

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**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.

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**NORTH TEXAS AM/FM**

Located in growing market. Solid cash flow. Asking \$1.3 million with 30% down.

**BILL WHITLEY**  
 (214) 680-2807



**FOR SALE MIDWEST**

Class A - North Central Indiana. Serves twin cities of approximately 16,000-single station. Amazing financial story of success. Complete automation for Satellite Music plus 2nd dish for network. 2 Marti's. All new equipment. \$50,000 building and land. 600M Cash - less than twice gross. \$100,000 cash flow on six months solid projections and normal formula.

Wisconsin Major Market 100,000 metro. Under radioed. AM Daytimer. Low dial spot. 500 watts. IBM computerized billing, programming, word processor. Fully automated for your choice. Digital satellite receiver and Satcom 1R dish. 425M Cash. Less than twice gross. Good cash flow under standard practices.

Must give financial references before full information will be released.

**Packerland Consultants & Sales**  
 414-235-2625

- Florida fulltimer. Covers 1.5 million people. West Coast. Bargain at \$1.25 million. Terms.
- AM/FM in middle TN. \$800,000. Good value. Terms.
- Buying or selling! Make appointment with us at NAB. Loew's Anatole Hotel.

**Business Broker Associates**  
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**FOR SALE OR LEASE**

Wide coverage area AM station near Minneapolis - St. Paul. Excellent facilities and signal in fast growing area. Ideas as community station or could be metro.

Box Q-92. Owner

**UPPER MIDWEST**  
**Class III regional AM**

5000 watts day, 1000 watts directional nights. Underdeveloped property located in stable economic area. University community, with growing tourism business. Ideal property for sales oriented owned/operator. Local financing negotiable. Station must be sold. Box R-17.

**IMMEDIATE AVAILABILITY**

COVERS ANCHORAGE  
 CLASS C FM, 10KW AM UNLIMITED  
 \$460,000RMS  
 CONTACT: STEPHANIE SOMMER  
 202-663-9037

**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.

**FOR SALE**

AM station in vibrant and growing small market near major metropolitan area in Tennessee. Station has outstanding potential as the result of tremendous economic expansion in area. Price: \$500,000 cash. Reply Box R-21.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

**AUCTION:**

**RADIO STATION**  
 Plus 13.2+/- acres valuable real estate  
**WSMB-AM**

Canal Street (New Orleans, LA)

To Be Sold In Bulk Only - Auction to take place:

**Sheraton Hotel and Tower - 500 Canal Street**  
**Thurs., March 19th at 1:00 p.m.**

FCC Broadcast Specs: Frequency - 1350 KHZ AM Nominal Power 5 KW Non-Directional

Terms of Sale: Deposit of 20% of bid price in cash or certified check at time and place of auction. For complete terms of sale contact auctioneer.

Inspection: Studio located at 921 Canal Street, New Orleans, LA. Real Estate (towers) located on Behram Rd. Both locations Wed., March 18th from 12 noon - 3 pm or by appt.

For illustrated brochure contact LA Lic #782-87

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# Fates & Fortunes

## Media

**James Cox Kennedy**, executive VP. Cox Enterprises Inc., Atlanta, named chairman. **William A. Schwartz**, president and chief operating officer, named president and CEO.



Kennedy



Schwartz

Kennedy and Schwartz succeed **Garner Anthony**, chairman and CEO, following his announced resignation ("Fates & Fortunes," Feb. 23). Appointments become effective at end of 1987 when Anthony steps down.

**Charlie Ochs**, acting general manager. Infinity Broadcasting Corp.'s WBMW(FM) Washington, named general manager, co-owned WQYK-FM Tampa-St. Petersburg, Fla.

**David L. Bailey**, general sales manager. WTHI-TV Terre Haute, Ind., named VP and general manager. **David Liston**, station manager, WTHI-AM-FM, named VP and general manager.

**David Jernigan**, general sales manager. WITN-TV Washington, N.C., joins WMBB(TV) Panama City, Fla., as general manager.

**David C. Weinfeld**, VP, radio operations. Vanguard Communication Inc., West Hartford, Conn., group of three AM and two FM stations, joins WKPE-AM-FM Orleans, Mass., as general manager.

**Bruce Markman**, general manager. KLBB(AM) St. Paul, named to same position. KHOP(FM) Modesto, Calif.

**Wilma H. Jordan**, former chief operating officer. Esquire Magazine Group Inc., and consultant to The Hearst Corp., named to board of directors. LIN Broadcasting, New York. **Daniel B. Stokes**, corporate controller. LIN, named VP and controller.

**Lee Hills**, editorial chairman emeritus. Knight-Ridder Inc., Miami, retires. He served on K-R board since 1955. He will remain vice chairman and head of planning of Knight Foundation.

**Carl Andersen**, general manager. KMA(AM) Shenandoah, Iowa, retires. He joined station in 1961 and will remain active as tour director, legislative liaison and consultant.

**Ellen Filipak**, Western division business manager. United Cable Television Corp., Denver, named general manager. Annapolis and Lexington Park, Md., cable systems.

**Irene Christophers**, manager. Jones Inter-cable's Castro Valley, Calif., system, named manager. Turnersville, N.J., system.

**Jennifer Powell**, organization development specialist. Westinghouse's Institute for Resource Development, New York, named human resources manager, co-owned WJZ-TV Baltimore.

**Bill Stedman**, program director. KSAN-FM San Francisco, named operations manager. KSAN-FM and co-located KNEW(AM).

**Matt Stevens**, announcer. WVNH(AM) Salem, N.H., named operations manager.

## Marketing



Savard

**Joseph P. Landy**, executive VP and general manager, Washington and Baltimore offices. DDB Needham Worldwide, named president of those offices. Appointments at DDB Needham Worldwide. Chicago: **Robert Savard**, director of client services, to executive VP; **Ronald Bess**, group account director, to senior VP and director of client services; **Susan Gillette**, group creative director, to senior VP and director of creative services; **Jan Diamond**, creative department manager, and **Tom Scharre**, creative director, to VP's; **John Ducheny**, associate, marketing decision systems, to supervisor, marketing decision systems; **Roberta Harnois** and **David Kissel**, media assistants, to media planners.

**Bernard (Bud) Hirsch**, VP, sales. NBC Television Stations, New York, named VP, sales and marketing.

Saatchi & Saatchi Compton Worldwide announced new division. Saatchi & Saatchi Compton International. Named joint chair-

men: **Jeremy Sinclair** and **Alban Lloyd**, both currently chairmen of European operations of Saatchi & Saatchi Compton Worldwide. **Roy Warman** and **Terry Bannister**, joint chief executives of Saatchi & Saatchi Compton London, named joint chief executives of new international operation.

**Linden Davis**, senior VP and research director, and **Thomas Wilson**, senior VP and media



Davis



Wilson

director. McCaffrey & McCall Inc., New York, named executive VP's.

**James Lucas**, VP and account supervisor. Gardner Advertising, St. Louis, joins D'Arcy Masius Benton & Bowles there as VP and account group supervisor. **Ben Fernandez**, broadcast producer. J. Walter Thompson, New York, joins DMB&B in St. Louis in same capacity.

**Mary (Betty) Lyons**, assistant budget director. Kenyon & Eckhardt, New York, joins Bergelt Litchfield there as chief financial officer.

**Karen Ball**, media planner. Wyse Advertising, Cleveland, named senior media planner.

**Mark L. Cooper**, executive producer. New York Mets broadcasts. WHN(AM)-WAPP(FM) New York, joins Blair Radio there as sports sales director. **Caroline J. Riley**, account executive. Balir Radio, Chicago, named account executive. New York.

**James Minton**, video design marketing specialist. Ampex Corp., San Francisco, joins Tribune Broadcasting Co., Chicago, as design director, creative services group.

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Jim Taszarek, Tim Menowsky: Kansas City 1-800-521-2250 Joe Archer: Detroit 1-800-222-4898



**Helping hands.** A Committee for Fred Hirsch has been formed to raise money for the president and general manager of WDMF-AM-FM Dover-Foxcroft, Me., who was seriously injured in a skiing accident Jan. 3. Hirsch remains in the intensive care unit at Eastern Maine Medical Center, Bangor, Me., and is expected to be confined to a wheelchair upon his recovery. A goal of \$25,000 has been set to help defray medical expenses and the cost of alterations to the studio to accommodate Hirsch. About four years ago, Hirsch, a train buff, received media attention when he bought an Amtrak railroad car at auction and converted it into studios for WDMF-AM-FM. He is a board member of the Maine Association of Broadcasters, and serves as Maine's legislative liaison to the National Association of Broadcasters. Donations are to be sent to: Committee for Fred Hirsch, Maine Association of Broadcasters, PO Box Pl, 385 Western Avenue, Augusta, Me., 04330.

**Appointments at BBDO.** Chicago: **Linda Fischer**, senior media planner, to media supervisor; **Linda McKay**, media planner, to senior media planner; **Nancy Ellis**, **Elizabeth Landsman**, and **Philip Siegel**, research analysts, to senior research analysts; **Debra E. Picker**, marketing manager, Com-Sci Systems, Chicago, to research analyst; **Valerie Langan**, estimator, to assistant buyer.

**Robin J. Anderson**, **Richard L. Gagnon**, and **Deborah L. Grezelecki**, assistant media planners, FCB/Leber Katz Partners, New York, named media planners. **Lisa S. Floch**, assistant buyer, named buyer, local broadcast unit.

**Mark Kaline**, media supervisor, Campbell Ewald, Chicago, national broadcast department, joins Ogilvy & Mather Advertising there as network supervisor, radio department. **Linnae Young**, network planner, DDB Needham, Chicago, joins Ogilvy & Mather as network planner.

**Tracey Williams**, former media buyer, Ogilvy & Mather, Chicago, joins Kelly, Scott & Madison Inc. there as media planner and buyer.

**Jim Cronin**, account executive, TBS Sales Inc., New York, named national sales manager, Atlanta market sales.

**Marlene Meshel**, media assistant, Kresser, Craig/D.I.K., Los Angeles, joins Jacobs & Gerber Inc. there as media coordinator. **Coletta Benson**, from J. Walter Thompson, Los Angeles, joins Jacobs & Gerber as traffic manager.

**Celeste Morris Acinapura**, production manager, Contemporary Marketing, Philadelphia, joins Montgomery & Associates Inc., King of Prussia, Pa., advertising agency in same capacity.

**Micki Byrnes**, creative services director, Cox's WSB-TV Atlanta, joins co-owned KTVU(TV) San Francisco as director of marketing.

**Joe DelGrosso**, general sales manager, KATV(TV) Little Rock, Ark., named director of sales and marketing. **Wendy Paquette**, formerly with Jefferson-Pilot Data Services, Charlotte, N.C., and WRTV(TV) Indianapolis, joins KATV as sales operations manager.

**Herman H. Stern**, general sales manager, WDZL(TV) Miami, joins KOFY(TV) San Francisco in same capacity.

**Jim MacDonald**, general sales manager, WUPW(TV) Toledo, Ohio, named VP and general sales manager.

**Michael Kibbey**, from KRIV-TV Houston, joins WHCTV Hartford, Conn., as general sales manager.

**William Gagliardi**, local sales manager,

WROW-AM-FM Albany, N.Y., named sales manager and marketing director. **Michael-Anne Piccolo**, assistant marketing director, Latham Circle Mall, Albany, joins WROW-AM-FM as marketing director.

**Kathy Taylor**, former account executive, KKIS (AM) Pittsburg, Calif., joins Katz Continental Television San Francisco as account executive.

**Stephen Berger**, from WBCN(FM) Boston, joins Spotwise, Boston broadcast commercial production company, as account executive.

**Theresa M. Ancona**, account executive, WOWT(TV) Omaha, and **Peter Stavenhagen**, from KZKC(TV) Kansas City, Mo., join Seltel, Chicago as account executives.

**Kim MacQueen**, from WVUE-TV New Orleans, joins KTZZ-TV Seattle, as assistant to director, marketing.

**Greg Mizii**, account executive, WZZD(AM) Philadelphia, named local sales manager.

**Gayle Garrett**, VP and general sales manager, KZKC(TV) Kansas City, Mo., joins KTTY(TV) San Diego as national sales manager.

**Ernest Rizzuti**, sales manager, Independent Television Sales, San Francisco, joins WCIX(TV) Miami, as national sales manager.

**Lori Banikin**, account executive, WNWS(AM)-WLYF(FM) Miami, and **William C. Wilmot**, account executive, WIOD(AM)-WGTR(FM) Miami, join WCIX as account executives.

**J.C. (Corkey) Custer**, local sales manager, WMSN(TV) Madison, Wis., named national sales manager.

**Peter Cooney**, general manager, Kelly's Furniture, San Francisco, joins KGO(AM) there as director, sports marketing.

**Donna Bembenek**, account executive, WOKY (AM) Milwaukee, named sales manager.

**Scott L. Flury**, account executive, WESO(AM)-WQVR(FM) Southbridge, Mass., named sales manager.

**George H. Cohen**, general manager, WCUE(AM) Cuyahoga Falls, Ohio, joins WZAK(FM) Cleveland as senior account executive.

**Scott Leslie**, from WCRI-FM Jacksonville, Fla., joins WTLV(TV) there as account executive.

**Christine Ann Stobbs**, from KQTV(TV) St. Joseph, Mo., joins KOLR(TV) Springfield, Mo., as account executive.

**Katharine C. Gilbert**, from Petry Television, Denver, joins KUTP(TV) Phoenix as account executive. **Brian L. Calkins**, layout artist, *Daily News Sun*, Phoenix, joins KUTP as graphic artist.

## Programing

**Michael Grossman**, senior VP, Coca-Cola Television's Columbia Pictures Television, named executive VP, Coca-Cola Telecommunications Inc., newly formed unit of Coca-Cola Television. **Lance Taylor**, VP, current programs, Columbia Pictures Television, Los



Grossman



Taylor

Angeles, named corporate VP, creative affairs, Coca-Cola Telecommunications. He will be responsible for development of programming for first-run syndication, pay TV and basic cable.

**Earl Bellamy**, senior VP, production, Universal Television, Los Angeles, named executive VP, production.



Green

**Paul Green**, VP and general manager, TEN Media, New York, national sales subsidiary of The Entertainment Network, named senior VP and general manager.

**Richard Baker**, controller, MCA Inc., Los Angeles, named VP.

**Mary Van Houten**, VP,

production controller, Lorimar Productions, named senior VP, production controller. **Bea Blondell**, director, estimating, Lorimar-Telepictures, Culver City, Calif., named VP, estimating, Lorimar Productions.

**Alan Berkowitz**, VP, media/marketing, Blair Entertainment, Los Angeles, named senior VP, marketing and media sales. **Mari Kimura**, account executive and director of broadcast, Syndicast Services, New York, joins Blair Entertainment there as account executive.

**Michael Levine**, director of creative affairs, NBC Productions, Los Angeles, joins New World Television there as VP, dramatic development. **Karen Magid**, general counsel, Group W Productions, Los Angeles, joins New World Television as VP, legal affairs.

**Carol Helfert Harmon**, director, administration, J2 Communications, Los Angeles-based production and distribution firm, named VP, business and legal affairs.

**Appointments.** Home Shopping Network, South Clearwater, Fla.: **Bill DeLany**, VP, network operations, to senior VP, network operations; **Bob Knott**, VP, programming, succeeds DeLany; **Jane Olson**, telemarketing manager, to director of customer service.

**Susan Donefer**, manager, employe benefits, Univision, New York, named VP, human resources, of parent, Univisa Inc. **Appointments at Univision:** **Karen Anderson**, nation-

al sales manager, WLTW(TV) Miami, to director, regional market sales; **Lindsay Bloomfield**, account executive, Katz Communications, New York; **John Doscher**, former account executive, KTXA(TV) Fort Worth, and **Sandi Mendelson**, account executive, WGBS-TV Philadelphia, to account executives.

Appointments. MGM/UA Television Syndication, Los Angeles: **Charles Atkins**, **Robert Horen** and **Peter Preis**, sales directors, to VP's, and **Phil Smith**, national sales manager, to VP.

**Stuart A. Kunicki**, VP and regional sales manager, CitiCorp Service, Atlanta, joins Sky Merchant Inc., Englewood, Colo., home shopping service, as VP, affiliate relations.

**Stephen Chao**, director, situation comedy development, television production division, 20th Century Fox Film Corp., Los Angeles, named director, development, Fox Television Stations.

**Mary Ryan Munisteri**, television writer, named director of daytime serial head writer development program, CBS Entertainment, New York.

**David Horowitz**, former president and chief executive officer, MTV Networks Inc., joins board of directors of Laurel Entertainment, New York.

**Keith Pierce**, from various production posts, *The Fall Guy*, Glen A. Larson Productions, Los Angeles, joins Viacom Productions there as director of current programming, comedy. **Patricia Green**, television writer and producer, Los Angeles, joins Viacom Productions there as writer-producer.

**Rene Garcia**, senior producer, special programming, MTV: Music Television, New York, named supervising producer, special programming. **Linda Corradina**, managing producer, music news, MTV, named news director, music news, MTV. **Sal Locurto**, manager, music programming, VH-1/Video Hits One, MTV Networks Inc., New York, named director, music programming, VH-1/Video Hits One.

**Jim Salmon**, director, broadcast media, National Wildlife Foundation, Washington, joins Odyssey Productions Inc., Portland, Ore., production company, as executive producer.

Appointments at Jim Owens Companies, Nashville, producer of syndicated TV shows, *Crook & Chase* and *This Week in Country Music*: **Brad Busse**, co-producer, *Crook & Chase*, adds duties as producer, *This Week in Country Music*; **Randy White**, news production supervisor, WSMV(TV) Nashville, to director, *Crook & Chase* and *This Week in Country Music*; **Barrie Hollins**, associate producer, WSMV, to assistant to producers: **Jan Snider**, morning news anchor, WRBL(TV) Columbus, Ga., to reporter and fill-in host, *Crook & Chase* and *This Week in Country Music*.

**Annamarie Macy**, administrator, Charter Entertainment, Los Angeles, named manager, sales administration. **Tom Sykes**, account executive Ingram Video, Jessup, Md., joins Charter Entertainment, Chicago, as central regional sales manager.

**Michael Portney**, sales executive Television Program Enterprises, Los Angeles, joins

Coral Pictures Corp., San Diego, as Western region sales manager.

**Larry Roe**, production manager, WKRN-TV Nashville, named programing director.

**Ted Cramer**, program director, WDAF(AM) Kansas City, Mo., joins WKY(AM) Oklahoma City in same capacity.

**James C. Corbin**, news and production photographer, WWNY-TV Carthage, N.Y., named production manager.

**Mark S. Grove**, public service director, WHAG-TV Hagerstown, Md., named assistant production manager. **Don Schaller**, film director, named field production assistant.

**Mitch Michaels**, from WLUP(FM) Chicago, joins WCKG(FM) Elmwood Park, Ill., as announcer.

**Michael Davis**, from WTRG(FM) Raleigh, N.C., joins WETC(AM) Wendell-Zebulon, N.C., as program director.

**Montgomery Fraser**, producer/director, KZKC(TV) Kansas City, Mo., named production manager.

**Bob Papaleoni**, senior director, WIXT(TV) Syracuse, N.Y., named executive, producer.

**Mike Oliver**, morning anchor, KIXS-FM Killen, Tex., joins KBTS(FM) Austin, Tex., as music director.

**Tom Conroy**, announcer, WPOC(FM) Baltimore, joins WCAQ(AM) there as Sunday gospel music show host.

**Ric Mitchell**, from WTRY(AM) Troy, N.Y., joins WKLI(FM) Albany, N.Y., as morning announcer.

**Carl Watanabe**, part-time announcer, non-commercial WEVO(FM) Concord, Conn., named evening announcer and jazz producer. **Walter Carroll**, English teacher, Mitsui & Co., Tokyo, joins WEVO as afternoon announcer.

## News and Public Affairs

**Ron Steinman**, senior producer, specials, NBC News, New York, named supervising producer, NBC News's *Today*.

**Paula Nelson**, contributor, *Hour Magazine*, and **Liz Trotta**, correspondent, CBS News, named correspondents, CNN Business News, Atlanta.

**Chris Morgan**, reporter/producer, non-commercial WMFE-TV Orlando, Fla., named director of news and public affairs, non-commercial WXEL-TV West Palm Beach, Fla.

**Pat Mochel**, anchor/street reporter, WBAL-TV Baltimore, named news and public affairs director, WMIX(FM) Baltimore.

**Pat Fitzgerald**, news editor, KKYX(AM)-KLLS(FM) San Antonio, Tex., named news director.

**Jeff McCracken**, independent consultant and former executive news producer, KGO-TV San Francisco, joins Group W's Newsfeed Network, New York, as field services representative.

**Janice Evans**, field producer, Washington bureau, *CBS Morning News*, joins KSL-TV Salt Lake City as news executive producer.

**Sharon Raiford Crews**, freelance reporter,

WPCQ-TV Charlotte, N.C., named public affairs director there.



Frank

**Neil Frank**, director, National Hurricane Center, Miami, joins KHOU-TV Houston as chief meteorologist. Frank joined Hurricane Center in 1961 and has been its director since 1974.

Appointments at WVVA(TV) Bluefield, W. Va.: **Bill Huffman**, producer and anchor,

to news director and anchor; **Barb Holder**, assignment editor, to producer; **Ty Grant**, news director, WHIS(AM)-WHAJ(FM) Bluefield, to assignment editor.

**Jim Gray**, director of communications for Judy Koehler, 1986 Republican candidate for U.S. Senate from Illinois, named news director, WIRL(AM) Peoria, Ill.

**Constance Glende**, part-time promotion assistant, WMTW-TV Poland Springs, Me., named public service director.

**Michael Barkann**, sports reporter and anchor, New Jersey Network, joins KYW-TV Philadelphia as sports reporter.

**Jim Volkman**, announcer, "Sportsphone," phone-sports score update service operated by Phone Programs of Illinios, Chicago, joins WCKG(FM) Elmwood Park, Ill., as sports director and morning sports anchor.

**Dennis L. Ketterer**, from WTTG(TV) Washington, joins KMGH-TV Denver as weathercaster.

**Jim Moret**, from KABC-TV Los Angeles, joins KCBS-TV there as general assignment reporter.

**Brian Brunet**, weather producer, KRIV-TV Houston, joins WCJB(TV) Gainesville, Fla., as meteorologist.

**Elisa Jaffe**, reporter and weekend anchor, WATE-TV Knoxville, Tenn., joins KOMO-TV Seattle as general assignment reporter.

**Joey Popp**, producer and reporter, WBTW(TV) Charlotte, N.C., joins WLOS(TV) Asheville, N.C., as general assignment reporter.

Appointments at WSPA-TV Spartansburg, S.C.: **Richard Manieri**, reporter and anchor, KTVE(TV) El Dorado, Ark., and **Carole Standard**, weathercaster and reporter, WATE-TV Knoxville, Tenn., to general assignment reporters: **Nora Shimoda**, producer, anchor and reporter, Viacom Cable News, San Francisco, to night reporter; **Gregory Caradine**, investigative reporter, weekend anchor and producer, KCCI-TV Des Moines, Iowa, to Greenville, S.C., reporter; **Robin Lynch**, sports photographer, WOI-TV Ames, Iowa, to news photographer.

## Technology

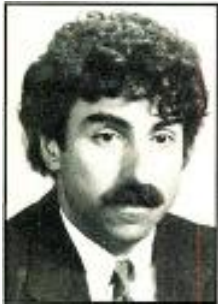
**Chris Bourne**, general sales manager, United Video, Tulsa, Okla., satellite program carrier, named general manager, text/marketing sales. **Anne Wilkerson**, promotion director, named general manager, video marketing/sales.

**Steve Smith**, engineering section manager,



video editing systems. Ampex Corp., Redwood City, Calif., named marketing manager. audio tape products.

**A.J. Menozzi**, VP, marketing and sales, dbx, Newton, Mass.-based manufacturer of signal processing, electronic equipment and loudspeakers, named president and general manager.



Menozzi



McPherson

**John McPherson**, director, marketing, video communications productions division, Sony Communications Products Co., Park Ridge, N.J., named VP, video communications productions division.

**Judith A. Weaver**, assistant production manager, Centerlight Television, New York production and post-production facility, named production manager.

**Martin J. McGreevy**, regional manager, Thompson-CSF Broadcast Inc., Stamford, Conn., joins B.T.S. Broadcast Television Systems Inc., Pensacola, Fla., as Southeast regional manager.

**Peter Cohen**, video editor, Post Group, Los Angeles, joins Digital Post there as artistic editor.

**Wayne A. Younkins**, engineer, WDIV(TV) Detroit, joins WHAG-TV Hagerstown, Md., as chief engineer.

## Promotion and PR



Tripodi

**Louis A. Tripodi**, senior VP and corporate director of public affairs, DDB Needham Worldwide, New York, named executive VP.

**Herbert J. Katz**, former senior director, public relations, Gulf & Western, New York, joins Darcy Masius Benton & Bowles

there as senior VP and director, corporate communications.

**Marty von Ruden**, account executive, Robert Marston & Associates, New York, named manager, advertising and marketing publicity, MTV Networks, New York.

**James A. Boyle**, publicist, NBC-TV, Washington, joins Hanes & Associates Inc., Washington public relations firm, as senior account executive.

**Jerry Minnucci**, director of creative services, KGTV(TV) San Diego, named director, communications, KCBS-TV Los Angeles.

**Sandy Weinberger**, publicity coordinator,

Macy's, New York, joins WPIX-FM there as promotion director.

**Linda K. Dallas**, former writer, Ayer Public Relations, New York, joins Kaufman & Associates, Washington, as public relations writer.

**Marion E. Jablon**, news promotion manager, WMAR-TV Baltimore, joins WCAU-TV Philadelphia as manager, on-air promotion.

**Kelly Cassidy-Vanek**, special events coordinator, May Corp., Kaufmann's division, Pittsburgh, joins WZZD(AM) Philadelphia as promotion director.

**Karen Pedersen**, public services director, WMTW-TV Poland Springs, Me., named promotion manager.

**John Schoonover**, production manager, KAYU-TV Spokane, Wash., joins KTZZ-TV Seattle as writer and producer, on-air promotion. **Jonathan Dietrich**, recent graduate, Boston University, joins KTZZ-TV as assistant, on-air promotion.

## Allied Fields

**Newton Minow**, partner, Sidney & Austin, Chicago law firm, and former chairman, FCC, named director, The Annenberg Washington Program in Communications Policy Studies of Northwestern University, to commence July 1.

**John D. (Jack) Chapman**, senior VP, corporate affairs, Taft Broadcasting Co., Cincinnati, joins R.C. Crisler & Co., Cincinnati communications brokerage, as VP.



Harrad

**Mark Harrad**, director, affiliate public relations, Home Box Office Inc., New York, named communications director, anti-piracy, Motion Picture Association of America, New York.

**Douglas Greenlaw**, VP, advertising sales, CBN Cable Network Virginia Beach, Va.,

named chairman, Cabletelevision Advertising Bureau National Sales Advisory Board. NSAB, made up of senior sales executives from advertiser supported cable networks, guides CAB's national sales activities.

Officers elected to Arizona Cable Television Association, Phoenix: **Scott Barbee**, Warner Cable, Flagstaff, president; **Richard Houghton**, Cable Arizona Corp., Phoenix, VP; **Aldo Casartelli**, Masada Corp., Phoenix, secretary-treasurer; **Robert Bird**, Scientific-Atlanta, Tempe, associate representative.

Honored by Graduate School and University Center of the City University of New York for "outstanding leadership and contributions in the field of corporate social responsibility":

**Kay Koplovitz**, president and CEO, USA Network; **Edward H. Meyer**, chairman and CEO, Grey Advertising, and **J. Richard Munro**, chairman and CEO, Time Inc.

**Dennis Williams**, acting chief, FM Branch, Mass Media Bureau, FCC, named permanent chief.

**Bernadette McGuire**, VP, research and planning, National Association of Broadcasters, Washington, joins National Association of Public Television Stations there as director, research.

**Susanne Barrett**, manager, client services, advertiser/agency television sales, Arbitron Ratings, New York, named account executive.

**Maureen Chase**, promotion coordinator, WNEV-TV Boston, joins Cable Publications Inc., Boston publisher of TV guides for cable industry, as affiliate services representative.

## Deaths



Susskind

**David Susskind**, 66, talk show host, TV and stage producer and talent agent, died of natural causes Feb. 22 at Windam hotel, New York. He died day before he was to enter Lennox Hill hospital there for heart condition.

Susskind achieved national fame as host of syndicated talkshow, *Open End*, so named because it had no time limit. Susskind's style was to continue show until he felt his audience was tired. On most stations that it aired, show would begin at 10 p.m. and be followed by sign-off. People interviewed under this format included Harry Truman, John F. Kennedy, Richard Nixon, and Nikita Khrushchev. *Open End*, which debuted in 1958, was renamed *The David Susskind Show* in 1967 and aired under two-hour time limit. He continued to host show until September 1986. Susskind, 1942 Harvard graduate, served in U.S. Navy during World War II. After working as publicist and talent agent in New York, he formed production company, Talent Associates, there in 1952. He remained president of Talent Associates until 1977, when it merged with Time-Life Inc. Susskind was then named senior executive producer, Time-Life Films. He served as executive producer of several network and syndicated TV series in 1950's-70's, including *Armstrong Circle Theater*, on NBC, and *East Side, West Side; On Our Own*, and *People* on CBS. He is survived by three daughters and one son.

**Hugh Carleton Greene**, 76, retired director general, British Broadcasting Corp., London, died Feb. 19 of cancer in London. Greene joined BBC in 1940 as head of German news service. After World War II, he was based in British zone of Germany and was head of Eastern European service. He was appointed director general in 1960 and retired from post in 1969.

**James Coco**, 56, movie, stage and TV actor, died Feb. 25 at St. Vincent's hospital, New York. Coco made several appearances on network television series and won Emmy in 1983 for role in episode of NBC's *St. Elsewhere*. In 1970's he was star of two short-lived series, *Calucci's Dept.* on CBS and *The Dumpings* on NBC.

## Derk Zimmerman: uniting Fox's independents

In the midst of last January's NATPE convention, Derk Zimmerman, president and chief operating officer of Fox Television Stations, created quite a stir when he put a \$375,000 ceiling on the price the seven-station group would pay for any off-network comedy. The surprise announcement from the head of the nation's largest group owner of independent television stations generated headlines and focused attention on the lackluster state of the syndication market.

Zimmerman would later say, "We can't operate these stations if all we're doing is taking money from advertisers and giving it to suppliers.... All we are doing is some heavy lifting."

But that wasn't the only time Zimmerman has taken a hard line—what he calls a "realistic" line—with distributors.

When some syndicators were prepared to offer breaks to struggling independents seeking bankruptcy protection, Zimmerman had this to say: "If stations are seeking relief based on general economic conditions—for example, spot and local ad revenue did not go up by 15%—then it is appropriate for [Fox] to seek the same terms and conditions because we are affected by that same advertising revenue base. To do anything else would be anticompetitive." Zimmerman's strong words came as no surprise to syndicators. "Derk... can cut right through the bull," says Jim McGillen, president of first-run syndication for Lorimar Telepictures. "He's fine at making pleasantries, but once the negotiations begin he gets right down to business. He can see through the salesmanship."

"I say what's on my mind," says Zimmerman. "Sometimes it works and sometimes it doesn't. But I think it's important to be honest and open." That ability Zimmerman exhibits at the bargaining table, gained during 30 years in the station business, and his willingness to speak his mind, has earned him a leadership role in the industry.

His skills as a programmer and manager helped land him atop the single largest segment of the media empire built by Australian-born businessman, Rupert Murdoch. Murdoch's News Corp. spent \$1.5 billion last year to acquire six Metromedia stations and another \$28 million for WXNE-TV Boston (now WFXT-TV) in January. Zimmerman hopes to make the company's massive investment pay off by turning the stations, which cover nearly 25% of the country, into the best independents in their markets.

To accomplish the feat, he says, Fox will focus on the "three P's": programming, presentation and promotion. The strategy, he says, involves instilling a "sense of localism our stations can have as we move from being traditional independent stations to the Fox



CARL DERTHICK ZIMMERMAN—president and chief operating officer, Fox Television Stations Inc., Los Angeles; b Aug 11, 1934, Buffalo, N.Y.; BA, speech, Hiram College, Hiram, Ohio, 1956; producer-director, WEWS(TV) Cleveland, 1957-61; producer-director, Westinghouse's KDKA-TV Pittsburgh, 1961-64, and KPX(TV) San Francisco, 1964-67; program director, WLWT(TV) Cincinnati, 1967, program director, WKBG-TV Boston (now WLVI TV), 1968-72 and KBHK TV San Francisco, 1972-78, and VP, general manager, WFLD-TV Chicago 1978-81; senior VP, programming, planning and administration, Group W Satellite Communications, 1981-82, Stamford, Conn.; VP, general manager, WFLD-TV 1983; present position since Feb. 1, 1986; m Susan Burrige, Aug. 5, 1972, children—Drew, 11; Luke, 8; Jonathon, 6; children by previous marriage—Mark, 30; Leslie, 29.

Broadcasting Co. affiliation."

As much as 10% of the programming for Fox stations (which, in addition to Boston, include WNYW-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, WTTG-TV Washington, KDAF-TV Dallas and KRIV-TV Houston) will come from internal production and local outside sources, he says.

Zimmerman's fondness for local programming stems in large part from his own experiences. At age 52, he has spent most of his life in local television, and his enthusiasm for his work is undiminished. "If anybody ever becomes jaded in this business," he says, "they'd better get out because they're bound to fail."

Having always possessed a "strong natural curiosity" about the way things work, Zimmerman knew from an early age that he wanted to learn more about communications. "I always imagined being a reporter for a local newspaper," he says. But when a friend got a job as a sports announcer at a Buffalo, N.Y., radio station, Zimmerman's mind was made up. "I thought that was the best job in the world," he says.

Zimmerman majored in speech in college, and decided to pursue a career in the emerging field of television. He never had any interest in going in front of the cameras, however. "The most exciting thing about this business is to be involved in creating product, putting it on the air, nurturing it and

seeing it become a success."

In 1957, a year after graduating from college, Zimmerman got his first broadcast job at WEWS(TV) Cleveland. He began as a floor man for the station, then went on to become an associate producer and finally a producer-director. Those early years of live television made a strong impression on Zimmerman. "We probably did more local live programming at that station than at any other station in the country," he says.

For the next 21 years, Zimmerman worked at a number of stations as a producer-director and, beginning in 1967 while at WLWT(TV) Cincinnati, a program director. In 1978, he made the leap to management when he became vice president and general manager of WFLD-TV Chicago. Zimmerman had two stints in the post. The second time around, the former Fields Communications' station belonged to Metromedia. When Fox purchased Metromedia, Zimmerman was tapped to head the group.

It took him several months to adjust from managing a single station to a group with seven general managers and 1,500 employees. He credits News Corp. and Fox Chairman Barry Diller with needed support. "It is a different set of dynamics."

Zimmerman jokes about his first few months on the job: "I'm not the first guy who underestimated the problem or overestimated his ability." But those who deal with Zimmerman regularly don't share those doubts.

"I think Derk knows the business as few others in his position do," says Lucie Salhany, president of domestic television and video programming for Paramount. Salhany met Zimmerman 15 years ago when she succeeded him as program director at then WKBG-TV Boston. Now that Salhany and Zimmerman often find themselves on different sides of the bargaining table—and some issues—she says she has learned firsthand that "he's not a pushover. He knows programming extremely well."

Zimmerman works closely with the seven general managers and program departments of his stations, paying them visits at least once a month—from his home base on the 20th Century Fox lot in Los Angeles—to keep his hands on the day-to-day operation.

Zimmerman wants to provide a consistent look at all the Fox stations while retaining their individual characteristics. Through the creation of new computer-generated station identification logos, Zimmerman says he is well on the way toward obtaining his goal. "I just think presentation is very important," he says. "It's the face you put forward to your audience. Unless it's absolutely first-rate, you don't deserve to be taken seriously."

Zimmerman takes his job seriously, but he still considers his sense of humor an important asset. Zimmerman noted the traits needed to be a good manager: "brains, hard work, and an understanding of people and their problems. It sounds so basic." ❏



**CBS Television Network executives are scheduled to brief affiliates this week on alternative proposals for revising way compensation is paid.** Exact details were not available last week, but based on discussions at recent regional affiliate meetings it's almost certain network will propose adjusting rates on daypart-by-daypart basis, while keeping in mind fact that smaller markets will be especially sensitive to drops in compensation. Network is trying to restructure compensation so that payments provide incentive for affiliates to clear programs. For example, CBS pays 32% of station's hourly rate for prime time compensation, where clearance is about 99%, and 10% of hourly rate in late night compensation, where clearance is only 90%. Question at CBS is whether those and other payments can be readjusted to improve network's overall clearance. Network pays out about \$174 million in compensation annually and officials suggest that it can remain at that level in future only if clearances come up to 100% or very close to that.

**FCC has approved TVX Broadcast Group's \$240-million acquisition of Taft Television and Radio Co.'s five independent TV's** on condition that John R. Whitman withdraw from TVX's board. Whitman is also vice president and director of Citicorp Venture Capital, which holds attributable interest in group owner Price Communications Corp., and his continued interests in both companies would, among other things, find him with interests in more than 12 TV stations permitted by multiple ownership rule. (TVX, according to FCC, has indicated that it intends to seek permission to enable Whitman to serve on both boards for one year.) FCC also granted TVX six-month waiver of multiple ownership rule to divest

**MCA cashes in with 'Home Shopping Game.'** MCA TV Enterprises reported last week it had cleared The Home Shopping Game on the CBS-TV owned-and-operated stations, making it the first strip coming out of the NATPE convention to be cleared with a network-owned group. The deal is one of the few signs of success in a market where distributors have had a difficult time in launching new strips.

The addition of the four CBS stations now gives the show coverage of 50% of U.S. television households. MCA TV Enterprises President Shelly Schwab said the CBS deal does not yet make the show a firm go but paves the way for additional clearances that should put it over the top. The Home Shopping Game, produced by the Home Shopping Network, in association with Krage & Co. and MCA TV, is being cleared on a barter basis for a mid-June start, with four minutes for stations and three minutes for MCA TV. Stations will also get 3% of sales generated on the air. Stations buying the show have an option to renew at the end of 13 weeks, a move designed to decrease the risk to stations and to motivate sales.

One of the reasons new home shopping shows had an uphill fight in gaining clearances stemmed from the recommendations of several rep firms against buying the shows. Schwab said the CBS deal would help break the stigma that home shopping shows are independent-driven program forms. (The only other home shopping show now on the air is Lorimar's ValueTelevision, whose base of clearances is the Fox stations).

Alan Shaklin, vice president of programing, news administration and station services for the CBS-TV station division, said the half-hour show will be carried either at 9 or 9:30 a.m. on WCBS-TV New York and WCAU-TV Philadelphia, and at 11 or 11:30 on KCBS-TV Los Angeles and WBBM-TV Chicago. The group buy was made by Shaklin and CBS Television Stations President Peter Lund, along with Ray Solley, director of development and creative affairs. CBS will have input into the show through Solley, who will be present on the set of the show during its production, a presence that Schwab said MCA TV welcomed.

MCA TV also plans to launch another home shopping program with HSN to air overnight. It will also be made available in June on a barter-plus-revenue-sharing basis.

**Cosby closings.** Viacom closed four more markets on The Cosby Show last week, with network affiliates: ABC affiliate KOLO-TV Reno (reserve price \$2,500); CBS affiliate WTVH-TV Syracuse, N.Y. (\$6,000); ABC affiliate WKRN-TV Nashville (\$12,500), and ABC affiliate KVMY-TV Nampa, Idaho (Boise). Markets that will be closed by next week are San Diego; Jacksonville, Fla.; Lincoln, Neb.; Charlotte, N.C., and Omaha. Viacom will make presentations in Norfolk and Richmond, both Virginia; Spokane, Wash.; Augusta, Ga.; Columbia, S.C., and Eugene, Ore.

construction permit for WNYB-TV Buffalo, N.Y. Divestiture would be required to bring TVX back down to 12-station maximum.

FCC Commissioner **Patricia Dennis has issued statement questioning agency proposal to eliminate rule limiting assignment of call letters** beginning with K to stations west of Mississippi River and those with W to those east of river (BROADCASTING, Feb. 16). Rule-making also proposes to permit broadcasters to use any basic call sign (that is, first four letters, without AM or FM) that's not already assigned to another station in same service. "While I fully support the commission's efforts to remove regulatory burdens which serve no valid public interest purpose, I do not favor change simply for the sake of change," Dennis said. "In some instances, we best serve the public interest by providing an environment of orderliness, constancy and continuity. Our call letter assignment rules may constitute one such instance." FCC has released text of rule-making. Comments are due April 17; reply comments May 4.

**Oprah Winfrey is currently negotiating with ABC-TV and Reeves Entertainment Group** over possible development of **reality-based situation comedy**, concerning life behind scenes of daytime talk show in Chicago. If show were to make it to air, Winfrey would be both real talk show host (*The Oprah Winfrey Show*) and fictional host. Winfrey is also in negotiation for starring role in ABC mini-series based on Gloria Naylor's "Women of Brewster Place."

**Members of Writers Guild of America voted last Wednesday (Feb. 25) to authorize their negotiators to call strike against ABC and CBS,** including some of networks' O&O's, if new agreement could not be reached by midnight, March 1, when current contract expired. WGA spokesman said that of 449 people who voted in New York, Washington, Chicago and Los Angeles meetings, 420 (93.5%) favored measure. About 525 people are affected, WGA said, including news writers (some of whom are also producers), editors, desk assistants, researchers, production assistants, promotion writers and graphic artists. (Network spokespersons, however, put number affected slightly higher: about 175 people at ABC and about 400 at CBS.) Among newscasts involved are network evening and morning news programs. Should strike occur, network management would assume duties of producing affected programs. WGA said contract discussions are for Guild units at ABC and CBS network TV and radio in New York and Washington, WABC-TV New York, WCBS-AM-FM-TV New York, WBBM-AM-FM-TV Chicago and KCBS-TV and KNX(AM), both Los Angeles. Among concerns of WGA members are "scheduling abuses, overly heavy workloads and excessive use of temporary employees who do not receive fringe benefits," WGA said, adding that networks have sought right "to lay off and fire people at will without arbitration, unlimited use of temporary and part-time employees, and the right to sell off their operations without having the union contract pass on to new owners."

**National Association of Broadcasters will support use of television station boosters** provided that study by association's science and technology department shows boosters create no additional interference. Last month, FCC voted to institute rulemaking to authorize new TV booster service (BROADCASTING, Feb. 9). NAB is also filing in opposition to FCC's proposal to eliminate its rule limiting assignment of call letters beginning with K to broadcast stations



vest of Mississippi river and restricting assignment of calls beginning with W to areas east of river. NAB does not favor changing rule, but would support streamlining procedures for call sign swaps and transfers.

□

**buena Vista Television** has announced **Win, Lose or Draw** as firm goes on air. Show is now cleared on all-affiliate lineup of **70 stations covering nearly 60% of country**, for play during evening, according to Buena Vista. Among clearances for show are five network stations—WCBS-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WRC-TV Washington and WKYC-TV Cleveland. *Win, Lose or Draw* is based on sketch-pad charade game played for years in Bert Reynolds home.

□

**FCC** can expect to hear from **Capitol Hill on land-mobile sharing of JHF frequencies**. Senator Al Gore (D-Tenn.) is preparing letter to commission that will state his concerns about FCC's intentions to permit land-mobile operators to use more UHF TV spectrum in eight of the 10 largest markets rather than save spectrum for development of high-definition TV. And in House, Democratic and Republican Telecommunications Subcommittee members are expected to write FCC urging agency not to foreclose an opportunity or development of HDTV with premature decision.

□

As promised by Senate Commerce Committee Chairman **Ernest Hollings** (D-S.C.), Senate Communications Subcommittee is **holding hearing March 18 on fairness doctrine** (see story, page 41). Hollings is introducing bill to codify doctrine. House Telecommunications Subcommittee also is convening hearing on fairness, but has not set date.

□

Representative **Mario Biaggi** (D-N.Y.) last week introduced **bill that would establish "ethnic and minority affairs clearinghouse" at FCC**. Biaggi offered measure in past two Congresses because he feels there is need to respond to complaints filed by public "offended by negative ethnic and/or racial programming by radio and television." Biaggi said number of complaints is increasing, with 297 filed at FCC in 1986 as compared to 175 in 1985.

□

With only one week remaining of scheduled five-week **World Administrative Radio Conference in Geneva**, industrialized and developing countries last week remained at odds over basic question of using **computer-planning system in developing plan for use of shortwave frequencies**. But question is now being debated in terms of bands in which that system would be used. Options range, at least theoretically, from all bands to only those new ones on which assignments have not yet been made. This apparently represents concession by industrialized to developing countries; industrialized countries had been opposing proposal implying commitment to use of computer-planning system. All countries were in general agreement at start of conference that software used in test of such system by International Frequency Registration Board failed to satisfy countries' needs. But discussion of computer-planning system is based on assumption that it would be improved. One matter on which agreement has been reached is need for additional frequencies for shortwave broadcasting. WARC will call on International Telecommunication Union's Administrative Council to convene conference to consider such reallocation.

□

**Broadcast Television Systems**, Bosch-Philips joint venture company, has reached agreement with **Thomson-CSF Broadcast** to take over its **Vidifont-Viditext** graphic generator line. Financial terms of arrangement were not disclosed by companies. BTS, based in Darmstadt, West Germany, will handle product development, production, sales and service for product lines, with U.S. manufacturing moved to BTS U.S. headquarters in Salt Lake City.

□

**ML Media Partners**, New York, owner of cable systems and ATC(TV) Lafayette, La., has hired **Christopher J. Conley** as president and chief operating officer, ML Media Cable TV and senior

**Carriage dispute**. The cable industry is disputing public television's assertion to the FCC that there has been wholesale dropping by cable systems of public stations. National Cable Television Association President James Mooney, in a letter last week to FCC Chairman Mark Fowler, challenged a list sent by the National Association of Public Television Stations last month saying there were more than 150 cases of cable systems deleting public television stations (BROADCASTING, Feb. 9).

"We find the NAPTS list to be both ridden with errors and fundamentally misleading even where its 'facts' are technically accurate," Mooney wrote. "Many of the so-called incidents of 'dropped signals' involve signals that were never carried, or were dropped years ago, or were not local signals in the first place, or haven't been dropped at all. NAPTS further complicates the matter by including in its list incidents in which they claim that discontinued carriage has been 'threatened,' a vague and unexplained circumstance incapable of being proved or disproved."

NCTA found, Mooney wrote, that "out of the 57 incidents that we were able to examine in our effort to corroborate NAPTS' allegations, 19 appear to contain factual errors." According to the cable association, NAPTS claimed that CTV of Durango, Colo., dropped KUED(TV) Salt Lake City. However, NCTA pointed out, CTV of Durango (which is located 300 miles from Salt Lake City) has never carried KUED.

NAPTS President Peter Fannon took issue with Mooney's letter. Fannon wrote Fowler: "This trend is real, Mr. Chairman, and it is far too apparent in local communities to be based on some sort of 'manipulation' of statistics by NAPTS, as suggested by NCTA." Fannon said he was disturbed by "NCTA's assertion that NAPTS is distorting facts by listing a cable system's drop of a public station where that cable system still carries a public station."

vice president of Media Management Partners and RH Media Management, limited partners in ML Media. Conley was president and managing general partner of Conley & Associates, Pelham Manor, N.Y., electronic media consultant, formed in 1981. He will be responsible for partnership's finances and administration and operation of cable operations.



**VOA anniversary**. Six former directors of Voice of America returned to Washington last week for observance of 45th anniversary of first VOA broadcast, on Feb. 11, 1942, two months after America's entry into World War II. Shown in picture with present director, Richard Carlson, are (l-r) Mary Bitterman (March 5, 1980-Jan. 20, 1981); Robert Button (July 19, 1956-July 27, 1958); Henry Loomis (July 28, 1958-March 5, 1965); Carlson; Kenneth Giddens (Sept. 5, 1969-April 4, 1977), and Jim Conkling, Aug. 6, 1981-March 23, 1982. Gene Pell, who had served as director, in acting and official capacity from September 1984 to October 1985, participated in observance but left before picture was made. That first VOA broadcast, in German, telling German audience, "The news may be good or bad. We shall tell you the truth," helped lay basis for organization that today broadcasts more than 1,220 hours weekly in 42 languages to what VOA says are at least 130 million regular listeners.



# Editorials

## Do it now

Nineteen eighty-seven is beginning to look like the year of decision on the fate of the fairness doctrine—if the FCC can be persuaded to vote the way it has been talking in recent years. Easier to say than do. Luncheon speeches can't be overturned by courts or by acts of Congress.

It must be assumed that things are turning out the way Mark Fowler hoped they would turn out, if not perhaps the way he planned. If he leaves the FCC chairmanship as promised, in another month or so, he will not be there to vote for the repeal of the fairness doctrine that he has been vehemently berating for all his years of FCC service. Or at least that seems to be the prospect that he was implying two weeks ago when he told a Senate subcommittee that the FCC would defer a vote on the decisive *Meredith* case—which could make or break the doctrine—until it submits a report that Congress wants on enforcement of the doctrine. That report is not due until next September.

Does Fowler really want to leave before finishing what he has made the world believe was a first-priority work? Does *Meredith* have to wait until the commission tidies up an enforcement report that is certain to cause political reprisals, unless the FCC suddenly decides that the doctrine is just swell?

Several responsible organizations last week urged the FCC to proceed promptly with *Meredith*. The court sent *Meredith* back to the FCC with instructions to decide whether the fairness doctrine violates the First Amendment. The commission can duck that assignment only by finding that the doctrine is contrary to the public interest and cannot be enforced. There is no need, said the Radio-Television News Directors Association, the National Association of Broadcasters and others last week, for the FCC to put off that decision. It has all the facts and research it needs—collected in preparation of its 1985 Fairness Report—and all the legal arguments to confirm, say, tomorrow afternoon its tentative conclusions of 1985 that the doctrine is both unconstitutional and an offense to the public interest.

True, whatever the FCC decides in *Meredith* will be tested in the courts, and if it votes its asserted convictions, it will start an eruption of fairness legislation on the Hill. But as the court said in *Meredith*, the FCC cannot "ignore a constitutional challenge to the application of its own policy merely because the resolution would be politically awkward."

Why not put *Meredith* to the real test of the present FCC's philosophy while the principal articulator of that philosophy is still on the job?

## Rent control

Chalk one up for cable, and the FCC, and the Constitution, and even Tim Wirth, the former chairman of the House Telecommunications Subcommittee who recently disappeared into the U.S. Senate. The Supreme Court left no doubt about what it thinks of the 1985 decision by the U.S. Court of Appeals for the 11th circuit in the *Florida Power* case. The appeals court decision had been attacked by cable interests—including the National Cable Television Association, Group W Cable (while there still was a Group W Cable) and Cox Cablevision Corp., which petitioned the Supreme Court to overturn the ruling as without sanction in precedent, law or the Constitution. The high court concurred.

By a definitive 9-0 vote last week, it reversed a lower court's decision that had ruled unconstitutional the 1978 Pole Attachment Act, a decision that had stripped the FCC of its authority to

determine pole-attachment rates and, by association, had called into question the commission's regulatory powers over any utility, including the telephone companies.

The Supreme Court held that the act did not "authorize a taking of property within the meaning of the Fifth Amendment." As a result, the appeals court finding of unconstitutionality because of the act's supposed usurpation of "judicial determination of just compensation for takings" was mooted.

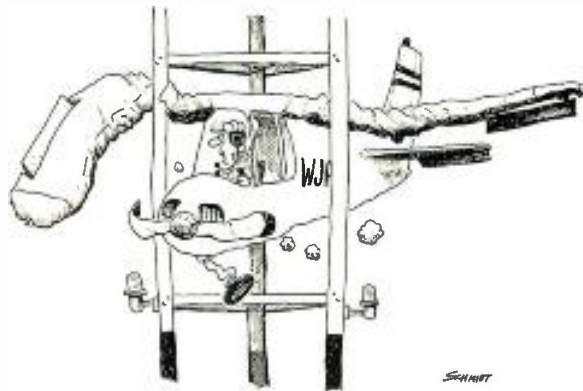
The FCC's mandate has been restored, but it must still find a formula to adjudicate rate disputes in a way that will satisfy another appeals court, which decided in a different pole-attachment case, *Alabama Power*, that the methods the FCC had applied under the Pole Attachment Act in that instance were illegal.

As for Tim Wirth, the decision is a measure of vindication. His version of a pole-attachment bill, introduced in 1976, was reportedly the first piece of communications business to bear the then-congressman's stamp. He has been remembered for worse things.

## The right stuff

The FCC needs to re-evaluate its local ownership rules, and review its newspaper, broadcast and cable crossownership rules. Taking into account market changes since the rules were adopted, the commission's goal should be to "tailor the rules to different levels of competition in different size markets." Those were the encouraging words from FCC Commissioner Mimi Dawson to attendees of NAB's state leadership conference in Washington last week. Dawson told the group she had no problem with permitting joint ownership of AM-UHF stations in larger markets, nor would she rule out any combination in "very competitive markets." But more important for her audience to take to heart was her political advice. The key to revisiting the rules in the "comprehensive fashion" she favors is, she suggests, in Congress's perception of the motive behind it. Capitol Hill will be most receptive to the idea, she said, if it is assured that the FCC is acting out of a concern for increased competition—a concern she has made clear is her own—and not simply to "deregulate."

Of her fellow commissioner and future chairman, Dennis Patrick, Dawson said that he is "willing to explore new ideas." True to her style, Commissioner Dawson will continue to be a fount of them.



Drawn for BROADCASTING by Jack Schmidt  
 "There's a traffic tie-up watching an unusual accident near our transmitter."

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By Jay Robert Nash and Stanley Ralph Ross

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- G** Color or Black & White
- H** Cast and Roles
- I** Synopsis, Analysis and Anecdotal Review
- J** Production Credits
- K** Film Genre
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Entries also include British and foreign titles when applicable.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>BEING THERE*****</b>					
(1979) 130m Lonmar/UA c <b>G</b>					
Peter Sellers ( <i>Chance</i> ) Shirley MacLaine ( <i>Eve Rand</i> ), Melvyn Douglas ( <i>Benjamin Rand</i> ), Jack Warden ( <i>President Bobby</i> ), Richard Dysart ( <i>Dr. Robert Allenby</i> ), Richard Basehart ( <i>Vladimir Skrapinav</i> ), Ruth Ataway ( <i>Louise</i> ), Dave Clenon ( <i>Thomas Franklin</i> ), Fran Brill ( <i>Sally Hayes</i> ), Denise DuBarry ( <i>Johanna Franklin</i> ), Oteil Burbridge ( <i>Lola</i> ), Ravenel Ketter III ( <i>Abbaz</i> ), Bran Comgan ( <i>Policeman</i> ), Alhedine Brown ( <i>Old Woman</i> ), Donald Jacob ( <i>Daud</i> ), Ernest M. McClure ( <i>Jeffery</i> ), Kenneth Patterson ( <i>Butler</i> ), Richard Venture ( <i>Wilson</i> ), Arthur Grundy ( <i>Arthur</i> ), W.C. "Mutt" Burton ( <i>Lewis</i> ), Henry B. Dawkins ( <i>Billings</i> ), Georgine Hall ( <i>Mrs. Aubrey</i> ), Nell Leaman ( <i>Constance</i> ), Villa Mae Barkley ( <i>Teresa</i> ), Alice Hirson ( <i>First Lady</i> ), James Noble ( <i>Kaufman</i> ), Sandy Ward ( <i>Sen. Shipshod</i> ), Danna Hansen ( <i>Mrs. Shipshod</i> ), Mitch Kreindel ( <i>Dennis Watson</i> ), Kathenne De Hetre ( <i>Kinney</i> ), Sam Weisman ( <i>Cobon</i> ), Elya Baskin ( <i>Karpatos</i> ), Thann Wyenn ( <i>Ambassador Gaufrnd</i> )					
<p>Perfection. Never have two hours and ten minutes gone by so quickly. Sellers is an innocent illiterate who has lived in a house with an old man ever since he can remember. The old man dies and Sellers must leave the cocoon. He has never been in the real world and only knows of it through watching television, his one and all consuming passion. On the streets, he is hit by a limousine owned by MacLaine who is married to a kingmaker—a man behind all the President's men (Douglas). Sellers' honesty is charming and his prosaic answers seduce Douglas and MacLaine, and eventually the President (Warden in a sensational performance). Sellers becomes a national celebrity by appearing on his favorite medium—television. His answers to complex questions are beautiful. We, the audience, realize that he is talking about gardening (he had been a gardener at his former residence) but the audience in the film finds all sorts of hidden meanings to his simple words. His truthfulness attracts the policy makers in the political party and by the film's end they are seriously considering Sellers as a presidential nominee. That, in a nutshell, is the story, yet the details would take many nutshells to cover. Sellers hadn't been this good since his warty, British comedies. MacLaine is sincere and funny as the sex-starved wife. Douglas is such a presence on screen that it's difficult to look at anyone else in a scene if Douglas is there. The movie was made in Los Angeles, Washington, D.C. and at The Biltmore, Vanderbilt's incredible North Carolina mansion. As in the case of ONE FLEW OVER THE CUCKOO'S NEST, BEING THERE took many years to get done. It was worth the wait. Though ostensibly labeled a comedy, BEING THERE goes way beyond comedy, beyond satire, and out into a world of its own.</p> <p>p. Andrew Braunsberg, d. Hal Ashby, m. Jerry Kosinski (based on his novell), ph. Caleb Deschanel (Technicolor), m. John Mandel, ed. Don Zimmerman, art. d. James Schoppe, set. d. Robert Benton, makeup. Charles Schram, Frank Westmore</p>					
<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>		

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