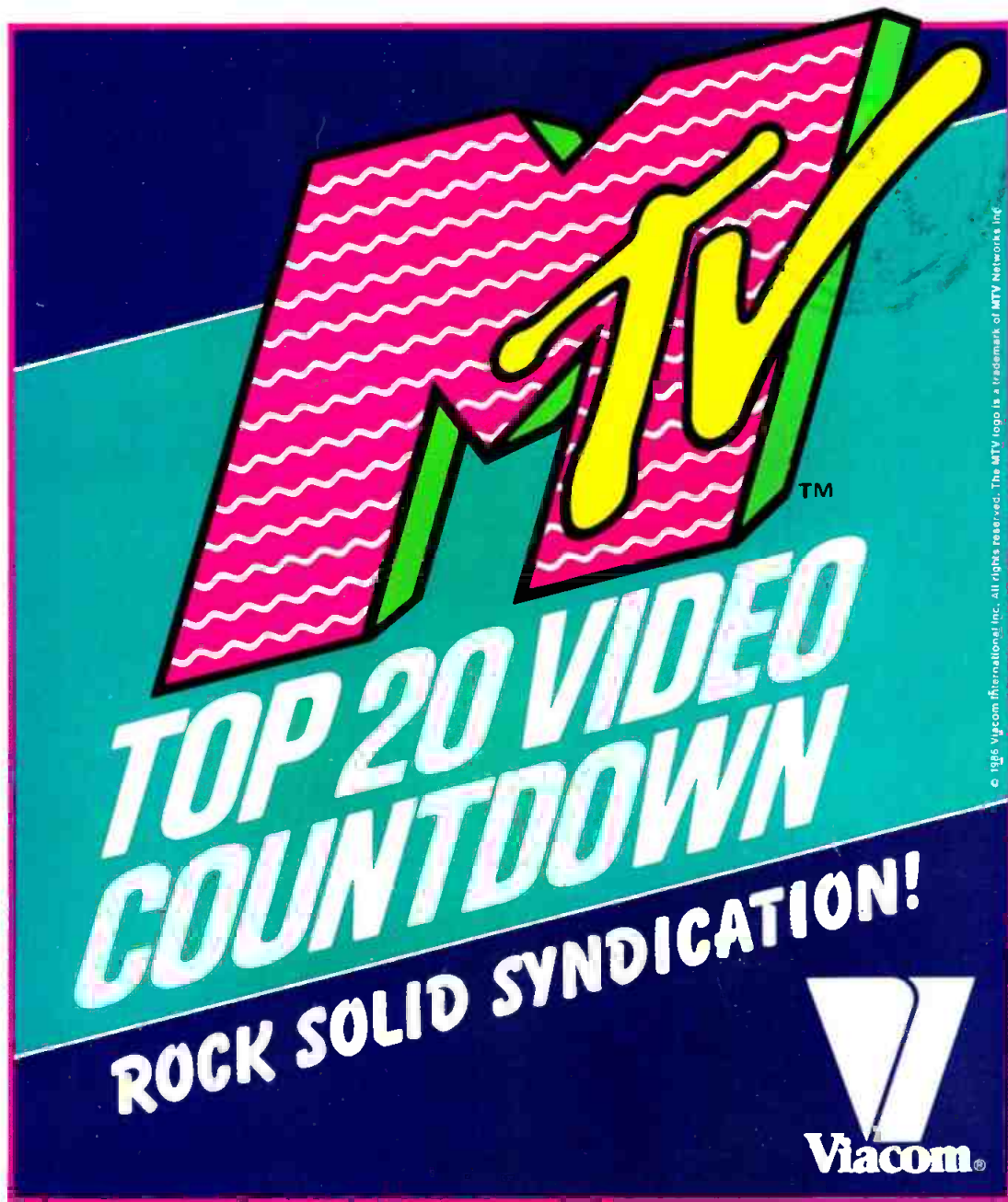


# Broadcasting Mar 3



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# Broadcasting **Mar 3**

## Must carry compromise TV in the Senate Baseball 1986

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**FINALLY IN** □ Senate votes to open its doors to radio and television coverage. **PAGE 35.**

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**BASEBALL '86** □ Local and network broadcast and cable rights payments for baseball this year will total some \$320 million. Local rights alone climb some 18.3%. **PAGES 43-61.**

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meeting in Washington hears from Danforth and Tauzin. **PAGE 64.**

**ENTERTAINMENT IS IT** □ With Coca-Cola's purchases of Columbia Pictures, Embassy and Merv Griffin, company's entertainment sector is trying to position company as premiere motion picture and television entertainment supplier. **PAGE 58.**

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**HABLO ESPANOL** □ John Blair & Co. sets up television sales rep company to sell to Spanish market. **PAGE 73.**

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**SELLING OUT** □ Doubleday sells its three remaining radio properties. Emmis Broadcasting is the buyer to the tune of \$53 million. **PAGE 81.**

**AD TALK IN NEW YORK** □ Tinker, Turner among speakers at ANA workshop where split 30's and people meters are also debated. **PAGE 82.**

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February Sweep...Primetime...

# REAR WINDOW GOES



**A KNOCKOUT!**

## **NEW YORK WPIX 11 Rating/16 Share**

- 1st run more than doubles the time period and comes in 1 point short ABC.
- Beats combined rating of all other indies.
- Rerun gets the same huge rating as the 1st run.

**LOFTY!**

## **LOS ANGELES KCOP 13 Rating/18 Share**

- 1 rating point out of 1st place.
- Ties one network, beats another.
- Doubles the time period.

**COLOSSAL!**

## **CHICAGO WGN-TV 15 Rating/21 Share**

- Beats CBS.
- Triples the time period.
- Outrates all other indies combined.

# THROUGH THE ROOF.

**WOW!**

**WASHINGTON, D.C.**

**WTTG**

**15 Rating/23 Share**

- Doubles ABC, beats CBS
- Rerun delivers a 28 share.

**DYNAMITE!**

**DENVER KWGN-TV**

**14 Rating/24 Share**

- Beats all 3 networks.
- Triples the time period.
- Giant 30 share in rerun.

Plus in Philadelphia, Boston, San Francisco, Miami, Detroit, Dallas and Houston, REAR WINDOW delivered a strong rating in its 1st *and* 2nd runs. In some cases it beat all its independent competition combined and doubled its time period rating and share.



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## Sine qua non

Insiders acknowledge that sticking point in passage of new must-carry compromise through FCC will be point two of three criteria put down by court of appeals: that there is nexus between governmental interest in area and actually forging rule. Compromise says there's valid public interest in assuring that reasonable quantum of free broadcasting signals is carried by cable. Reverse proposition—that failure to so assure coverage will harm broadcasting—must also be shown. Weak link in argument: If cable is giving up no more under deal than it would have carried in free marketplace, how are broadcasters being harmed by not having rule?

National Association of Broadcasters made stab at so showing in earlier must-carry filings but it's not clear that was enough to convince skeptics on FCC—particularly Chairman Mark Fowler and Commissioner Dennis Patrick. In appearance before NAB TV board in St. Maarten, Netherlands Antilles, National Cable Television Association President James Mooney said burden of intellectual exercise necessary to translate deal into law falls on broadcasters—position he's expected to assume in regard to FCC proceeding. "We're not sudden converts to must carry," he told commissioners last week, and while NCTA encourages adoption of rule it will not break pick in effort.

## Stand-off

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) may call hearing on must carry (no date was mentioned), industry's proposed compromise and role of FCC in handling issue. But FCC is apparently under impression that Congress won't try to force its hand. According to FCC source, FCC struck deal. For its part, FCC, to accommodate congressional interest in must carry, agreed to launch must-carry proceeding, source said; for their part, key congressmen agreed that Hill would not intervene with legislation before commission concluded its proceeding.

## Recruiters

Broadcasters lobbying last week in House for support of source licensing bill (H.R. 3520) that would repeal current blanket licensing scheme for music picked up measurable support. According to All-Industry Television Station Music License Committee, as of last Wednesday bill had

92 co-sponsors. By time broadcasters left on Friday, they had commitments from about 25 more.

## Going East

Look for IDB Communications, Culver City, Calif.-based satellite distribution firm, to announce it will take over operation of Staten Island, N.Y.-based Teleport, which is joint venture of Merrill Lynch Telecommunications, Western Union Communications Systems and New York Port Authority. Move should better position IDB in New York to handle satellite distribution (backhauling signals) of radio programming, for which it is known primarily, and broaden its capability for video distribution.

## Inflation note

Word last week was that FCC has agreed to seek legislation raising maximum amount it may fine broadcaster from \$20,000 to \$1 million. FCC had originally been considering seeking legislation that would raise fine to \$100,000 (BROADCASTING, Feb. 3). But Commissioner James Quello recommended seeking authority to issue \$1-million fines to give FCC alternative to taking away licenses for major transgressions.

## Price of success

Growing rating strength of *Divorce Court* has prompted its distributor, Blair Entertainment, to take two national 30-second barter spots in each program in fall of 1986, as opposed to one now, and to raise price of each spot from current \$15,000 to \$20,000-\$25,000 next fall. Blair has been heartened by Nielsen national rating of 7.2 for first two weeks of February and by decision of all five CBS-owned stations to take *Court* next September.

## Mais non

French government resistance to high-definition television studio standard under consideration internationally may leave nation increasingly isolated, but its opposition appears firmer than ever. Latest example: French were thought to have cast sole "no" vote on HDTV proposal at recent European Broadcasting Union bureau meeting, held in preparation for international gathering in Prague last month (see story, page 62). Even British representative, well-known opponent of HDTV proposal, abstained in vote, although evidence was not clear of

shift in U.K.'s uncertain stance.

France's fixed posture is now believed to come from far higher up than previously suspected, and word is that French government official at uppermost level has mind made up and is working hand-in-hand with Dutch, other adamant European opponents of HDTV proposal. Two nations are thought to be organizing continental meeting of international standards body, CCIR, next May.

## Two for two

Capital Cities/ABC chairman, Thomas Murphy, and president, Daniel Burke, will keep two business headquarters—on 39th floor of ABC headquarters on New York's Sixth Avenue and in Capcities' old digs on East 51st Street. Informed source said that Burke, who spends about half his time at ABC headquarters, will occupy what had been conference room while Murphy will move into office previously used by Everett Erlick, former ABC executive vice president and general counsel. ABC division president, John B. Sias, has permanently moved into office formerly occupied by resigned ABC president, Frederick Pierce, who, as consultant, is now occupying previously empty office at old Capcities headquarters.

## What's in a name?

Call-letter changes continue to track Fifth Estate history as recent example illustrates. Until recently WGBS was used by Miami radio station and stood for late George B. Storer—although station was long ago sold by Storer. Few months ago call letters were transferred to Philadelphia television station. Now they stand for (Milt) Grant Broadcasting System.

## Third time charm

WGN-TV Chicago, along with co-owned Tribune Entertainment and *Family Circle* magazine (owned by *New York Times*) have joined forces to produce pilot for hour-long talk/information strip for use in mornings or daytime. It's set as local show in early stages, but syndication is in sights. From same town came syndication of *Oprah Winfrey Show*, starting next fall. *Winfrey* will continue to be produced at WLS-TV Chicago. WGN-TV vice president and general manager, Joseph T. Loughlin, said pilot of new show will be produced by this summer. (Another syndicated talk show, *Donahue*, originated locally at WLWD(TV) Dayton, Ohio, but spent time in Chicago before moving to New York.

## Group W divvy

A recent presentation to investors by Tele-Communications Inc. disclosed some of the details of the Group W Cable purchase, an acquisition that also involved American Television & Communications (ATC), Comcast, Century Communications and Daniels.

The purchase, which is expected to close in June, would have an immediate cost to the buyers of between \$1.63 billion and \$1.75 billion, exclusive of taxes, with the range depending on adjustments for working capital (current liabilities and assets) and other business developments. The TCI presentation disclosed that unaudited GWC revenue for the six months ending June 1985 was \$258.4 million, and operating income was \$77 million. The GWC systems had 2,062,000 basic subscribers, but some of them are in systems already sold or about to be sold separately.

It may be several years before the corporate entity now containing the GWC systems is dissolved and ownership of the systems is divided among the five buying partners, said Bernard Gallagher, vice president and treasurer of Comcast. The determining factor will be whether the break-up of Group W could be done as a "tax-free spin off," he said, a once certain possibility that was recently thrown in doubt. One month before the GWC agreement was signed on Dec. 23, the House of Representatives passed tax legislation that would eliminate the IRS provision currently permitting such a tax-free spin-off.

Pending the final outcome of the legislation, it is likely that the systems will remain under common ownership, but with the management contracts being split among the MSO's according to original plans. Even if the IRS provision permitting a tax-free break-up of GWC is eliminated, it is possible that in a few years, the IRS might allow such a move anyway. The delay may determine whether each of the buyers can add the GWC subscribers to its total sub base in order to get discounts from program and equipment suppliers.

If and when ownership of the systems is divided, recent thinking has TCI paying the highest percentage of the purchase price, 32.6% or roughly \$540 million, for systems recently serving 629,513 subscribers. Most of the subscribers are located in the Northwest (including Seattle and Eugene, Ore.) and the north central, including (Rochester and Duluth, both Minnesota). TCI estimated that the acquired systems would add roughly \$150 million to its 1986 revenue, producing an additional \$69 million in operating income.

Getting the next largest piece of GWC would be ATC, which would pay roughly \$440 million, or 26.4% of the total. It would get systems recently serving 508,597 subscribers, most of them in Florida (including St. Petersburg) and New York (including the northern section of Manhattan). Comcast would be paying roughly \$425 million, or 25.4% of the total price, for systems recently serving at least 490,884 subscribers. Those systems are mostly located in the Southeast

(including Huntsville and Mobile, both Alabama, and Tallahassee and West Palm Beach, both Florida) and California (including San Bernardino). Century would pay about \$200 million, or 12% of the total price, for systems recently serving 231,076 subscribers, all of which are located in California, including Santa Monica and Santa Cruz. Daniels would pay \$60 million, or 3.6% of the total, for systems recently serving 68,767 subs, located in Louisiana, Minnesota and California.

## Both sides now

Broadcasting is broadcasting and cable is cable. Right? Wrong. Tele-Communications Inc., the nation's largest cable operator, is out to blur the distinction between the two.

According to TCI Senior Vice President John Sie, TCI has been exploring the feasibility of turning a cluster of cable systems into a sort of independent television station by programming a channel common to all the systems and selling advertising spots as an independent does.

For the alchemy to work, Sie said, the cluster must pass just about every home in its television market and, just as important, it must serve around two-thirds of the houses it passes. The only place TCI is close to meeting the criteria is Pittsburgh, Sie said, but other MSO's have opportunities in other markets. Cox Cable, for instance, he said, could give it a go in San Diego.

TCI is negotiating with the Pittsburgh Pirates for TV rights to games in the Pittsburgh market. If it secures the rights, Sie said, it would telecast them as part of its Pittsburgh "independent" channel.

TCI officials were in New Orleans in January roaming the exhibit floor at NATPE "trying to learn the business," Sie said. TCI is also interested in making some of its systems affiliates of the fourth network being planned by Rupert Murdoch and his Fox Television broadcast group, he said. The network should sign up TCI systems in remote areas where there are no independents to affiliate with, said Sie.

Although a Fox-TCI relationship makes sense to TCI, it apparently doesn't to Fox. Sie said TCI discussed affiliation with a Fox official, but met with stiff resistance. "It might have been an emotional problem," he said. Broadcasters and cable were on opposite sides of the must-carry issue at the time, he said.

Sie points out TCI doesn't need an affiliation agreement to carry the Murdoch-Fox programming. All it has to do is turn the network's flagship station, KTTV(TV) Los Angeles, into a superstation by putting its signal on a satellite. TCI's systems could then carry all the network's programming, although they would have to pay compulsory license fees for the distant signal.

"If their programming is good, we should," said Sie. "If we can't affiliate with them for the state of Montana and they have super-duper programming we'll bring them in and pay for the copyright fees." It makes more

sense for Fox to deal directly with TCI, Sie said. If TCI brings in the signal as a superstation and pays copyright fees, he said, Fox will receive only a small portion of the fees. "But if they affiliate with us, there is a lot more economic benefit for them."

## Holding back

Anticipating an agreement between broadcasters and cable operators on new must-carry rules, the president of the Media Institute wrote a letter to FCC Chairman Mark Fowler last week urging him not to accept the rules if they diminish the elevated First Amendment status granted cable by last summer's Quincy-Turner decision, which eliminated the old rules.

"The Quincy case was decided on First Amendment grounds," said Patrick Maines in a letter dated Feb. 25, the day before the broadcasting-cable deal on must-carry was announced (see "Top of the Week"). "Should the [National Association of Broadcasters] and the [National Cable Television Association] come up with a 'compromise' that undercuts this position in any way, the Media Institute will do all it can to expose this hypocritical and unprincipled development. At the same time, we would hope and trust that any such phony compromise would not receive the blessings of the FCC," he said.

At the time Maines wrote the letter, he did not know the particulars of the broadcasting-cable agreement. However, he said in the letter he was upset by the comments of NCTA Chairman Ed Allen, reported in the Feb. 17 issue of BROADCASTING. Among the comments: Cable operators are willing "to get a little bit pregnant... on the First Amendment" to accommodate broadcasters on must-carry.

The quotes in the article are of "great concern," he said. "Indeed, it strikes us that Allen's comments are almost incredible for their glib, if not actually gleeful, hypocrisy."

## Old hand in new job

Showtime/The Movie Channel Inc. doesn't have a policy for service to the home satellite or TVRO market after the satellite feeds of its two pay services are scrambled in May, but it has a man in charge of developing and implementing the policy. The Viacom subsidiary last week named Stephan Schulte senior vice president, direct broadcast development. Schulte, who had been senior vice president, operations and production, will continue to be responsible for post-production and certain operations functions in his new job.

## FTC on must carry

The Federal Trade Commission staff last week urged the FCC not to adopt new must-carry requirements for cable. It also joined the National Telecommunications and Information Administration and the Department of Justice in supporting repeal of cable's compulsory copyright license (BROADCASTING, Feb. 3). "In all likelihood, the economic



**WHAT  
MOVES FASTER  
AT 30  
THAN AT 60?**



**Royalty hearings.** Hearings to determine how to allocate the \$60 million allotted for program suppliers in the 1983 cable copyright royalty distribution (BROADCASTING, Feb. 3) are scheduled to begin on March 6 before the Copyright Royalty Tribunal. The Motion Picture Association of America, representing 80 program suppliers, wants 99.65% of that \$60 million and has presented a viewing study based on Nielsen data to support its claims. The National Association of Broadcasters, representing 53 broadcast stations that produce and distribute programming, is contending that MPAA's study is skewed toward the interests of MPAA members and other large syndicators. NAB is asking for 1% of the program pool—or about \$600,000—for those stations. (In a filing with the CRT, NAB said it had been willing to settle for the same 0.8% share of the allocation it has been receiving since the 1979 proceedings but that it "unfortunately" had not been able to reach a settlement with MPAA.) Multimedia is asking for 1.35% of the pool.

In other news, NAB announced it will appeal the tribunal's decision to divide that part of the royalty pool comprising the syndicated exclusivity surcharge between program suppliers and music claimants, with none going to stations (BROADCASTING, Feb. 3). NAB had originally asked for all of those monies.

costs to consumers of the must-carry rule and the compulsory license statute far outweigh any perceived economic benefits," the FTC staff said in comments at the FCC. "We agree with the Department of Justice that the greatest consumer benefits would be derived from repeal of the compulsory license statute and the absence of a must-carry rule. Because the nonimposition of a must-carry rule would likely trigger changes in the 1976 copyright act (because that act appears to presume the existence of some form of must-carry rule), the commission would have the opportunity to persuade Congress to repeal the act. We urge the commission to adopt this approach." Both NTIA and Justice made their opposition to new must-carry rules known in comments at the FCC (BROADCASTING, Feb. 3). In their comments, they also supported repeal of cable's compulsory copyright license.

### Enough is enough

Satcom Inc., a Laurel, Mont.-based cable operator that owns six small cable systems, has asked the FCC to limit the number of systems any entity may own. In a petition for rulemaking, Satcom suggested that MSO's be prohibited from owning or controlling systems serving more than 50% of the cable subscribers in any state or more than 25% of the nation's cable subscribers.

Satcom noted that the FCC had declined to adopt ownership limitations in 1982. But Satcom said changes since then warranted a reappraisal. For starters, Satcom said, since that time, there has been a rapid increase in the concentration of the cable industry. Also since then, the must-carry rules have been eliminated.

Cable concentration, according to Satcom, promises to become more pronounced with the sale of the third largest MSO's (Group W) cable properties to a consortium whose members include Tele-Communications Inc., the nation's largest MSO, and American Television & Communications, the second largest.

Satcom also said that, without the must-carry rules, cable systems now have the discretion to drop local TV signals or charge for carriage. "While the failure of an MSO to carry a local television broadcast station in isolated franchise areas may not pose a threat to diversity of video outlets, such an act by an MSO whose cluster of cable systems covers the entire viewing area of one or more television stations poses a significant threat to diversity of expression and the promotion of localism," Satcom said.

Among other things, Satcom alleged that a high level of concentration within a region will have an adverse impact on the ability of small cable systems and local broadcast stations to attract regional advertisers. It also alleged that cable concentration had already had a "stifling effect" on the development of new programming, with the largest MSO's having considerable clout over what new services can be launched. "Furthermore, the largest MSO's, with their million-plus subscriber counts, often have the leverage to secure large discounts from program suppliers—discounts which are ultimately paid for by the higher prices paid by smaller system operators," Satcom said. "Large MSO's are also having an adverse impact on the newly licensed MMDS (multichannel multipoint distribution service). MMDS operators are complaining that MSO's are putting pressure on programmers not to do business with

MMDS operators."

On the concentration issue, Satcom said TCI currently had interests in systems serving 51.6% of Montana's subscribers. With the Group W acquisition, TCI could end up serving 88% of the state's cable subscribers. "Such a high regional concentration is far beyond any concentration level the commission has ever addressed."

### Black America on BET

A live, two-hour panel discussion, "The Status of Black America," was presented Feb. 21 over Black Entertainment Television. The special, created as a part of Black History Month, featured nine panelists involved in black issues, three reporters—Barbara Reynolds of *USA Today*, Milton Coleman of *The Washington Post* and Lark McCarthy of ABC News—and moderator Paul Berry, a news anchor with WJLA-TV Washington. During the first half of the program, the reporters questioned the panelists on issues facing blacks, ranging from black leadership to poverty and unemployment to desegregation and education. During the second hour, the panelists answered questions posed by viewers and members of the studio audience. Panelists were author James Baldwin; Representative William Gray III (D-Pa.), chairman of the House Budget Committee; National Education Association President Mary Futrell; Willie Brown Jr., assembly speaker, 17th district, San Francisco; Glenn Loury, economist and professor, Harvard University; Marian Edelman, president, Children's Defense Fund; Carl Holman, president, National Urban Coalition, and Robert Woodson, president, National Center for Neighborhood Enterprise.

### Cable fund raising

Cable television will live on in America, provided The Pennsylvania State University raises \$2 million. The school has begun a project to improve the national museum and telecommunications center recently established at its School of Communications, in University Park, Pa. The money will be used to endow a faculty chair in telecommunications at Penn State (\$1 million), to establish a building program for the museum and the school (\$500,000) and to operate the museum (\$500,000). Dick Loftus, chairman of the National Cable Television Association's CablePAC, will coordinate the fund raising.

The museum, established by the Cable Television Pioneers in 1985 as "a national archive for the history and continuing development of cable television," will also be used for research, education and training, eventually including documents, technology and programming displays, an amphitheater, a seminar room, offices and reception areas.

### Full of Hope

Nine comedy movies starring Bob Hope will air on the Disney Channel beginning May 17. The films, to air on Disney under the umbrella title *Bob Hope Theatre*, will appear on the channel every two weeks. They are "Son of Paleface," "Road to Rio," "Paris Holiday," "My Favorite Brunette," "The Seven Little Foys," "The Greatest Lover," "The Road to Bali," "The Lemon Drop Kid" and "The Princess and the Pirate."



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**Knight Rider as an Hour.**

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## KNIGHT RIDER

**MCA TV**

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A international marketing commentary from Clifford Jones Jr., China/USA Communications Inc., Dedham, Mass.

## China: a new competitive opportunity

It has been said that if you make one trip to China, you'll want to rush home to write a book about what you've seen and learned. If you make two trips to China, you'll be content to write an article. If you make three trips to China, you'd really prefer not to write anything at all—it's just too confusing.

Considering that I've made five visits to the People's Republic of China within the last 20 months, I should happily take the vow of silence. Understandably one has a natural reluctance to add to the ever-increasing volume flowing from the pens of the China "experts." Still, it is difficult to remain forever silent when one observes what is happening in the marketplace to American corporations. Simply put, we are systematically being taken to the cleaners by the competition.

Who are our competitors? If you suspect that once again it's principally the ever-present Japanese, you are right on target. Oh, you'll hear some rather naive businessmen discussing the theory that the Chinese really would rather not do business with the Japanese. After all, the two countries have spent years waging bloody wars against each other. That's historically accurate, but today, when the bids for goods or services come in at least 10% lower than any of the other bidders, you don't have to be a practicing capitalist to recognize a good deal when you see it.

Also, we assume that when the U.S. corporations have their acts together and are really ready to commit themselves to do business with the Chinese, the Chinese, in turn, will drop the Japanese like a hot egg roll. How foolish. For years, the Japanese have been nurturing, cultivating and spending heavily to gain the upper hand. What else is new? They are well entrenched. They not only have every intention of capturing their and our share of the enormous domestic market, but are well on their way to building an impressive export capability.

A few months ago, I took a group of executives from some large U.S. multinational companies to Hong Kong, Shanghai and Beijing. While there, I was able to demonstrate to them just how committed their Japanese competitors were. Our Chinese joint-venture partners at China Central Television (CCTV) (they manage the national television network) attached their Sony VCR player to their Sony Trinitron monitor and showed us television commercials being aired weekly by our clients' three major competitors. In several cases, these commercials and others like them had been running for over two years—well before their products were available to target audiences. Television in the PRC now reaches an esti-



Clifford Jones Jr. is chairman and chief executive officer of China/USA Communications Inc., Dedham, Mass., the U.S. partner in a joint venture with China Central Television, China's television network. China/USA offers consulting, marketing and advertising services to U.S. companies interested in entering the Chinese market. Jones has more than 25 years of experience in international marketing and corporate communications at such companies as American Airlines, the Stop & Shop Companies, Sonesta hotels and Dunfey hotels.

mated 200 million to 300 million viewers nightly with over 65 million television sets in homes, factories, and community centers. In addition, there are billboards and newspaper and magazine advertisements reaching a vast domestic audience.

As the number of TV sets in use in China has increased about 70-fold since 1978, it is not surprising that television has become the Chinese people's primary source of information and entertainment. From the dismal fare of the cultural revolution of 1966 to 1976, when programming consisted largely of quotations from Chairman Mao and such, the Chinese television network has made great strides in improving the quality of televised offerings. CCTV has signed a number of agreements to train technicians overseas and to purchase foreign-made shows.

Chinese viewers are becoming very sophisticated about their TV sets, as well. From the old days in the 1970's, when the Chinese could complain of TV's that gave "neither sound nor picture, but burn and smoke," consumers may now purchase sophisticated color models made in China by Telefunken and Hitachi and sold there under those brand names. The indigenous Chinese brands have kept pace with improvements in quality and added features. Of the 13 million to 15 million sets sold in 1985, some four million were color models. Although Chi-

nese-made color TV's cost more than the equivalent of the average worker's 18-month salary, demand for quality sets still exceeds supply in most areas.

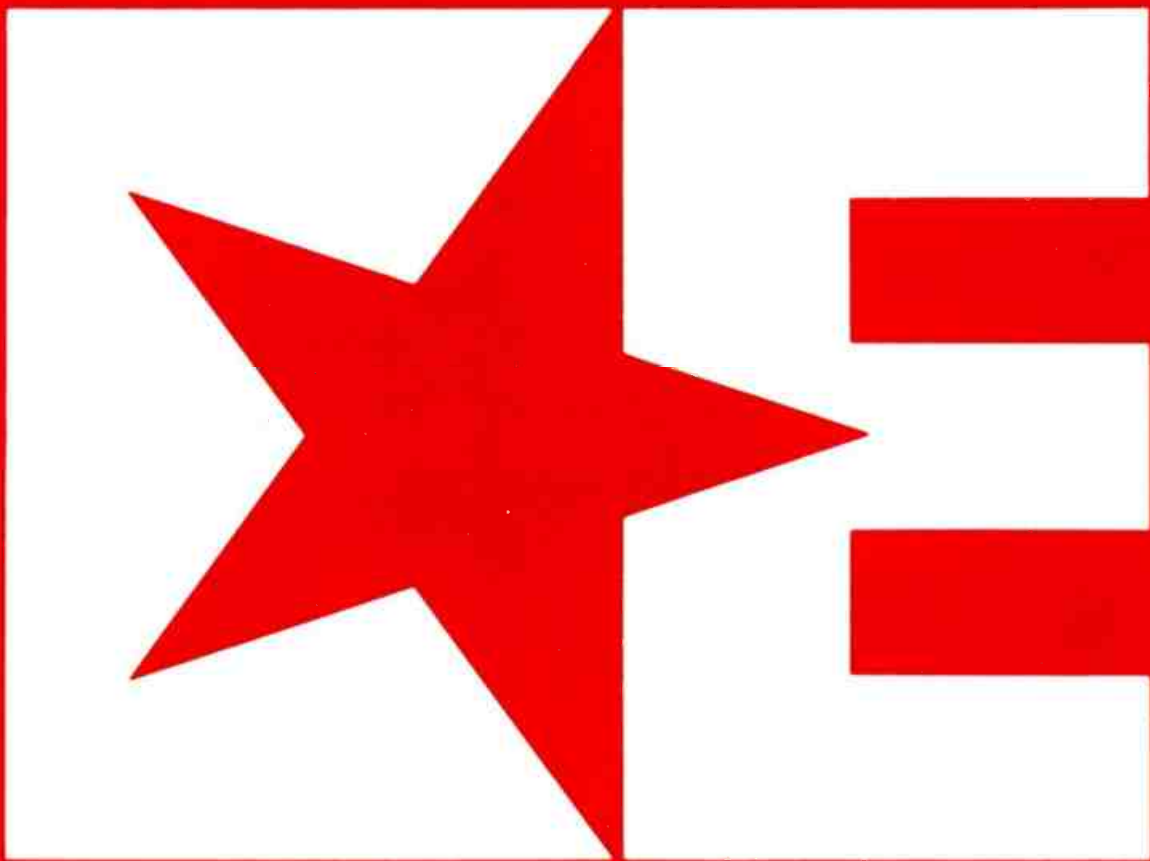
CCTV is responding to the call for more and better programs by planning for the addition of a fourth channel, by increasing the number of television stations from the current 104 to 245, and by developing new production facilities. CCTV's new \$2-million Beijing studio will be part of Australian publisher Rupert Murdoch's \$40-million media complex now under construction. The new studios will feature state-of-the-art production equipment from the U.S., Japan and China. China itself has become an exporter of sophisticated production equipment, which is sold to countries across Asia.

We are all well aware of the quarterly pressures constantly applied to U.S. corporations and their executives by shareholders, Wall Street analysts, and friendly bankers. For the most part, our system of financial accountability has been designed for short-term survival. Unfortunately, others have creatively restructured their businesses in order to wait out the economic realities associated with emerging nations. If we are going to compete efficiently we also must adapt.

Recently, our business leaders have been attempting to design environments that encourage the entrepreneurial spirit. Corporations, both large and small, fully recognize how destructive bureaucratic mazes can be. China today can be, operationally, an entrepreneur's dream come true. Those who have been involved in negotiating and implementing joint venture operations exude a pioneering fervor. The simplest of tasks requires enormous resourcefulness. Somehow you know you must solve the problem—make it happen. You're a long way from the home office and except for occasional visits, you're on your own. Your Chinese partners are quick to learn, anxious to improve their life style, and are genuinely appreciative. It's a rare opportunity.

With little or no effort, it is easy to list all the reasons why it is too early or too risky to leap forward into the fray. After all, look at the number of companies that have been burned, have spent thousands, in fact millions, of dollars with little if any return on their investments. Do the Chinese really have the disposable incomes necessary to purchase goods and services? What about distribution channels? How about servicing and maintaining sophisticated equipment? Who should provide the necessary technical training? In addition, there's the major issue of recovering foreign exchange for products and services generating domestic Chinese currency. All these are challenging issues. However, others, notably the Japanese, are accepting the challenges and designing effective strategies to cope. ■

# The Leader.



A Proud History

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An Exciting Future

 **EMBASSY**

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

© 1985 EMBASSY TELECOMMUNICATIONS

## TV ONLY

**Lysol** □ Test campaign for disinfectant began last week in Kansas City, Mo., and several other undisclosed markets. Test will continue for six months. Commercials will run in dayparts including daytime and fringe. Target: women, 18 and older. Agency: SSC&B; Lintas USA, New York.

**Playboy Magazine** □ Second flight of campaign featuring interrupted commercial concept has begun to run in New York, Chicago and Los Angeles and will continue until March 10. Third flight will operate from late March through early April, ending three-month advertising test of interrupted commercial concept in which there is 15-second teaser commercial for Playboy, followed by commercial from unrelated advertiser and then followed by another 15-second Playboy spot. ABC and independent stations have accepted concept but CBS and NBC have not. Commercials will be carried in all dayparts. Target: men, 18-44. Agency: Smith Burke & Azzam Advertising, Baltimore.

**Sterns & Foster** □ Advertiser launches three-month flight this week to promote its new line of bedding. Campaign will go on hiatus in summer but resumes in fall. Ads will air on three major network's morning news programs. Target: women, 25-44. Agency: Wyse Advertising, Cleveland.

**Normark Corp.** □ Dr. Juice fish scent for lures will launch four-week flight beginning March 1. Ads will run in 24 markets, in New York, Pennsylvania,



Michigan, Minnesota, Mississippi, Illinois, Ohio and Kentucky, adjacent to sportsman's shows, particularly Al Lindner's *The In Fisherman*. Target: men, 25-54. Agency: Carmichael-Lynch, Minneapolis.

**Down year for network TV advertising.** The news was sobering, but not totally unexpected: Network television advertising spending in 1985 declined by about 3% to \$8.3 billion, according to Broadcast Advertisers Reports.

The comforting news for the TV industry was the 1985 performance of spot television. According to BAR, spot TV's total last year reached \$4.5 billion, an increase jump of 8%.

Television networks had cautioned during the year that expenditures for 1985 might be lower than in 1984. The latter was both an Olympic and election year, traditionally heavy network spending events.

The drop from 1984 is believed to be the largest single-year decline in the history of television. Expenditures decreased from 1984 to 1985 by \$241.8 million, according to BAR figures.

**Time Inc.** □ Four-quarter advertising flight for *People* magazine continues until Dec. 16. Ads run in day, early and late fringe, prime and prime access dayparts, Tuesday through Friday only. Target: all households. Agency: Media Basics, New York.

**Field Meat Packing Co.** □ Advertiser launches nine-week flight for ham products this week. Ads will run during all day parts in five markets, including Nashville and Louisville, Ky. Target: women, 25 plus. Agency: Patrick Nugent & Co., Boston.

**Billy Graham** □ Promotional ads for Billy Graham's Sheffield, England, crusade will be run in most spot TV markets this week. Variety of dayparts will be used for 30-second spots. Target: adults, 18 plus. Agency: Walter F. Bennett Co., Chicago.

## RADIO ONLY

**Mobay Chemical Corp.** □ Agricultural chemical firm will begin spring campaign in mid-March for 11 weeks in about 225 markets. Commercials will run in programs and dayparts. Target: farm audiences. Agency: Valentine-Radford, Kansas City, Mo.

**CNA Insurance** □ Campaign is set to start in late March and continue for 20 weeks in Chicago and Nashville. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Frank C. Nahser Advertising, Chicago.

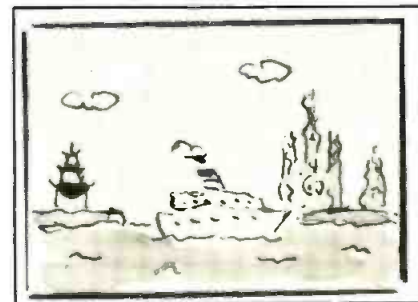
**Kraft** □ Breyer's yogurt will be promoted in two- to four-week flights beginning this week in 25 markets. Various dayparts will be used. Target: women, 25-54. Agency: N W Ayer, New York.

**Sears, Roebuck & Co.** □ Spots for Business Systems computer line will run three days each month primarily in morning and afternoon drive times, continuing through 1986. Target: men, 25-54. Agency: Ogilvy & Mather, Chicago.

## RADIO AND TV

### Cruise Lines International Association

□ CLIA launches its first multimedia advertising campaign this week, 13-week test effort on spot TV and radio in St. Louis and Kansas City, Mo. Campaign will emphasize theme, "Stop Dreaming: And Take Your First Cruise." Radio spots will be in all dayparts and TV commercials will appear in prime time and early and late fringe. Target: adults, 25-54. Agency: Doyle Dane Bernbach, New York.



**Noble Roman's Pizza** □ Advertiser launches flight this week, featuring three Chicago Opera performers, to continue through 1986. Three 30-second TV and three one-minute radio spots will run in prime dayparts. Radio spots will air in Bloomington, Kokomo, Lafayette, Muncie, Terre Haute and Indianapolis, all Indiana, and Columbus, Ohio. Spots for both radio and TV will run in Indianapolis; Fort Wayne, Ind., and Dayton and Lima, both Ohio. Target: adults, 18-34; 18-49. Agency: Dawson, Johns & Black, Chicago.

**Subaru** □ Advertiser launches second-quarter flight in six Pennsylvania and New Jersey markets. Flight begins in late March-early April and will run for four weeks in radio and seven weeks in TV. Target: men, 35-49. Agency: McAdams & Ong, Philadelphia.

**John Deere & Co.** □ Farm equipment

**When we said  
that we were going  
to produce three  
network quality  
first-run comedies  
for syndication,  
the industry laughed...**

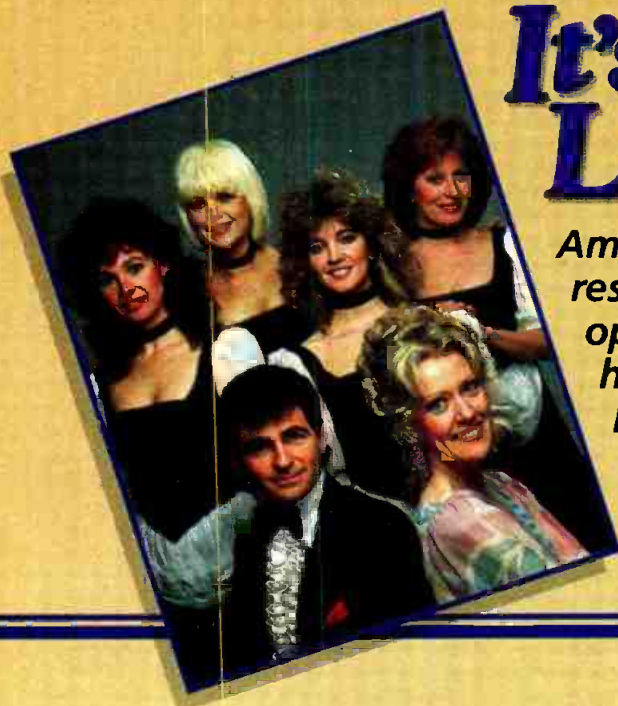
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**And this fall, they  
be laughing all the**

**WPIX • KNBC • KTLA • WGN • W  
KHTV • WTAE • WDZL • KMS  
WTOG • KDNL • KWGN • KCRA  
XETV • WXIX • KSHB • WZTV  
WHNS • KOCO • WDBB • WKF  
WPMT • WTAT • WRGT • WXXA  
WAWS • KDSM • WUHF • KPTM  
WFFT • KVVU • WDAY • WTAT • V**

**And the list k**



## ***It's a Living***

*America's craziest  
restaurant is  
open for its third  
hit season of  
hilarious adult  
comedy. A  
Witt/Thomas  
Production.*



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***Quality Advertiser Supported Programming For This Fall.***



"ALL FIRM  
**GO'S**"

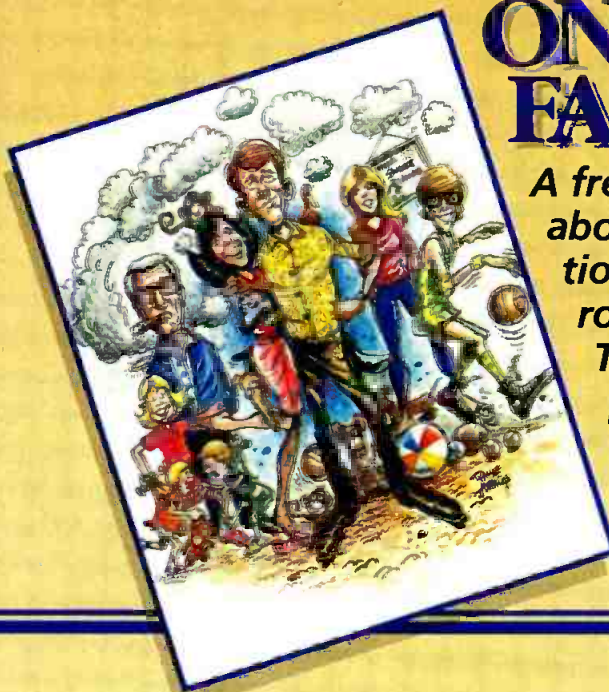
**These stations will  
go way to the bank!**

**L • WJLA • KTVT • KTXA • WUAB  
WSB • WGNX • KSTW • KCPQ  
WTTV • WTXX • WTIC • KPHO  
WVTV • WGNO • WCCB • WUTV  
KSTU • WPTY • WSTG • KABB  
KLRT • WKRG • KGSW • KMPH  
WRSP • WDSI • KVOA • KHGI  
AK • WTWC • KJTV • KVHP • KIDY**

**Popularity is growing!**

## **MAMA'S FAMILY**

*Witty "Mama" is  
back by popular  
demand, ready  
to take on every-  
one with her  
sharp-tongue.  
A Joe Hamilton  
Production.*



## **ONE BIG FAMILY**

*A fresh new comedy  
about three genera-  
tions living under one  
roof. From Witt/  
Thomas Productions,  
producers of "SOAP,"  
"BENSON," "IT'S A  
LIVING" and this sea-  
son's runaway hit,  
"GOLDEN GIRLS."*

**LORIMAR-Telepictures™**

will be promoted in Detroit, Cincinnati and Cleveland beginning mid- to late-March and continuing through June. Early and late news dayparts will be used, as well as sports shows. Target: men, 25-54. Agency: Louis J. Sautel, Pittsburgh.

**New England Dodge Dealers** □ Two-week flight is scheduled to break in mid-March in eight television markets and six radio markets. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Quinn & Johnson/BBDO, New York.

## Advantage

**Modern ad age.** A.C. Nielsen Co. is currently testing new fully integrated spot TV buying computer system, called Spotbuyer, with five advertising agencies across country. Computer software package contains same information available to Nielsen book subscribers, but gives spot buyer easier access to that data. It makes more intricate calculations of ratings, shares, dayparts, demographics, etc. feasible. For instance, it speeds analysis of ratings, cost efficiency and cost-per-thousand of spot TV buys. Software package allows for numerical adjustments to data at spot buyer's discretion. System integrates all 220 Nielsen markets and all books; it can be purchased for single market or for number of markets. Nielsen, which is offering service in conjunction with its book subscriptions, hopes to make software available to all agencies later this month. Nielsen says comparatively low price of Spotbuyer and its adaptability should make it appealing to smaller advertising agencies.

□  
**BBDO predicts.** Media department of BBDO Inc., New York, projects that by 1990 advertisers will be paying 54% more than today for 30-second television network commercial in prime time. In addition, clients will be faced with 80% higher cost-per-thousand on prime time. Report issued by BBDO says combination of factors, including declining viewership of prime time network programming, will contribute to situation in 1990. Agency notes that combined audience share has fallen to 73 and BBDO estimates it will shrink to 65 by 1990. BBDO attributes share loss to aggressive moves taken by independent TV stations on which programming has improved and schedules have become more consistent. BBDO said network networks have been criticized by viewers for their "quixotic" programming changes in prime time.

□  
**TV and travel.** Travel Industry Association of America and Television Bureau of Advertising have joined hands to co-sponsor TIA/TVB Travel and Tourism Commercials Competition. TIA-TV B will present four awards in categories of nonprofit and profit-making organizations. Entries will be limited to 1,250 members of TIA, including transportation companies, travel agencies, bus and rail lines, hotels and tourism organizations. Entry forms may be obtained from TVB at 477 Madison Avenue, New York, N.Y., 10022. Each commercial submitted must be accompanied by \$35 entry fee.

□  
**Eastman Radio data.** Analysis by Eastman Radio shows that 25-54 availabilities remained strong throughout 1985 and accounted for 43% of all business opportunities, ranking ahead of next three target demos combined: 18-49, 19%; 25-49, 9%, and 18-34, 9%. Eastman said metro area led with 94% of requests and one-to-four weeks was favored campaign length, on 75% of availabilities. Eastman noted there would be some research changes in 1986 with expansion at Arbitron and improvements in Birch service, plus increased computerization by research clients.

□  
**Printing money.** January advertising revenue for 147 national magazines was up 7.6% over same month last year, according to Publishers Information Bureau. Advertising pages were up 1.3% over first month of 1985.

### Broadcasting Publications Inc.

Founder and Editor  
Sol Taishoff (1904-1982)

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

## The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036  
Phone: 202-638-1022

□  
Lawrence B. Taishoff, publisher.

### Editorial

Donald V. West, managing editor.  
Leonard Zeidenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Harry Jessell, associate editor.  
Doug Halonen, Matt Stump, Kim McAvoy,  
John Eggerton, assistant editors.  
Susan Dillon, A. Adam Glenn (technology),  
Scott Fitzpatrick, Jeanne Omohundro,  
staff writers.

Anthony Sanders, systems manager.  
Randall M. Sukow, research assistant.  
Todd F. Bowie, Cheryl L. Miller, production.

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

Editorial Consultant  
Rocco Farnghetti (New York)

### Broadcasting ■ Cablecasting Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor.  
Lucia E. Cobo, assistant manager.

### Advertising

Washington  
John Andre, sales manager (equipment and engineering).

Robert (Skip) Tash, Southern sales manager.  
Doris Kelly, sales service manager.  
Meg Robertie, classified advertising.

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

Hollywood  
Tim Thometz, sales manager.

### Circulation

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

### Production

Harry Stevens, production manager.  
Rick Higgs, production assistant.

### Administration

David N. Whitcombe, vice president/operations.  
Philippe E. Boucher, controller.

Albert Anderson.  
Irving C. Miller, financial consultant.  
Wendy J. Liebmann.

Corporate Relations  
Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, John Lippman,  
associate editors.

Vincent M. Ditingo, senior editor: radio.  
Geoff Foisie, assistant editor.

Scott Barrett, staff writer.  
June Chauhan, Karen Maynard,  
advertising assistants.

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

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.

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

Founded 1931. Broadcasting-Teletexting \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.



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NAB booth 2620

## The Best Little Satellite Programmer on Earth

## SATMASTER

Program the Satmaster to intermix a satellite signal with your local announcements and walk away!

The Satmaster will guard against silence, resync to satellite if something goes wrong and print a list of aired events... all at an astounding low cost!

**MEI MICROPROBE  
ELECTRONICS INC**

910 Sherwood Drive, #19  
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(312) 295-2606

# METROMEDIA CHECKED IT OUT. AND GRABBED IT!

SO DID OTHER SMART STATIONS  
ALL ACROSS THE NATION!  
SO GET SMART...

**CHECK IT OUT!**  
**STARRING**  
**DON ADAMS**



The hilarious new supermarket sitcom that's already a triple winner!

- \* Based on the enormously successful British sitcom, *Trippler's Day*.
- \* Already a major hit on Canada's CTV Network.
- \* And a runaway winner on USA Network.

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STARTING IN APRIL**

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KTTV	LOS ANGELES
WFLD	CHICAGO
WGBS	PHILADELPHIA
KBHK	SAN FRANCISCO
WLVI	BOSTON
WXON	DETROIT
WFTY	WASHINGTON
KRLD	DALLAS
WOIO	CLEVELAND
KRIV	HOUSTON
WBFS	MIAMI
KMSP	MINNEAPOLIS
KDNL	ST. LOUIS
KDVR	DENVER
KOVR	SACRAMENTO
WBFF	BALTIMORE
WTHR	INDIANAPOLIS
KPHO	PHOENIX
WTTX	HARTFORD
KUSI	SAN DIEGO
WCPX	ORLANDO
KSHB	KANSAS CITY, MI
WCGV	MILWAUKEE
KUTV	SALT LAKE CITY
WBRE	WILKES BARRE
WXXA	ALBANY, NY
KSAS	WICHITA
WBIR	KNOXVILLE
KGSW	ALBUQUERQUE
WSTM	SYRACUSE
WOI	DES MOINES
KLJB	DAVENPORT
KSKN	SPOKANE
WTVQ	LEXINGTON
WTHX	JOHNSTOWN
KOLD	TUCSON
KDEB	SPRINGFIELD, MO
WZDX	HUNTSVILLE
KVVU	LAS VEGAS
KASK	LAS CRUCES
KXRM	COLORADO SPRINGS
KVRR	FARGO
KBRR	THIEF RIVER FALLS
KNRR	PEMBINA
WMSN	MADISON
WCOV	MONTGOMERY
WDIO	DULUTH
WMAZ	MACON
WBSP	GAINESVILLE



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# Datebook

## This week

■ **March 3**—"The Cable Television Marketplace: Competitive Economics or Regulatory Oversight?" sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 737-8563.

■ **March 4**—Conference on farm crisis and economy of rural America, sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

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

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

**March 5**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring John Jay Iselin, president, WNET(TV) New York. Copacabana, New York.

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

**March 6**—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Honorees: Representative Cardiss Collins (D-Ill.), House Subcommittee on Telecommunications; Representative Charles Rangel (D-N.Y.), House Ways and Means Committee, and Representative Tim Wirth (D-Colo.), chairman, House Subcommittee on Telecom-

munications. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

**March 6**—"CinemaScope, Widescreen and Beyond," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

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

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

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

**March 7**—*Ohio Association of Broadcasters* Cleveland managers' meeting. Hollenden House, Cleveland.

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

**March 7-9**—*Radio-Television News Directors Association* region six meeting with Society of Professional Journalists. Ironmen Inn, Coralville/Iowa City, Iowa. Information: Bob Priddy, (314) 634-3317.

## Also in March

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

**March 11**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: daytime network television. Panelists: Michael Brockman, CBS Entertainment; Giraud Chester, Goodson-Todman Produc-

tions; Jo Ann Emmerich, ABC Entertainment; Joseph Hardy, *Ryan's Hope*, and Diane Seaman, NBC-TV. Moderator: Warren Boorum, ABC-TV. Viacom Conference Center, New York.

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

**March 11**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

**March 11**—*Women in Cable, New York chapter*, meeting. Topic: Investing in cable stocks. HBO Media Center, New York. Information: Rita Ellix, (212) 661-4500.

■ **March 11**—*Society of Satellite Professionals, Southern California chapter*, meeting. Speaker: Gary Worth, president, BrightStar Communications. Sheraton Miramar, Santa Monica, Calif. Information: Ruth Macy, (213) 451-9851.

■ **March 11**—*Media Research Club of Chicago* monthly meeting. Speaker: Karen Dixon-Ware, media manager, McDonald's restaurants. Lawry's on Ontario, Chicago.

**March 12**—*American Women in Radio and Television* Commendation Awards luncheon. Honorary chairpersons: Barbara Walters, ABC, and Helen Hayes, actress. Waldorf Astoria, New York. Information: (212) 664-2003.

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

**March 12-15**—*National Association of Broadcasters and Radio-Television News Directors Association* seminar-retreat, "News and Team Management," for general managers and news directors. InnIsbrook Re-

■ Indicates new entry

## Major Meetings

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

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

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

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

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

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

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

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

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

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

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

**June 2-5**—*ABC-TV* annual affiliates meeting. Cen-

tury Plaza, Los Angeles.

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

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

**June 14-18**—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

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

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

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

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

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

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

hibition center, Brighton, England.

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

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

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

**Jan. 23-27, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

**Feb. 1-4, 1987**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington.

**Feb. 6-7, 1987**—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Feb. 7-10, 1987**—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

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

# The rep VS. the conglomererep.

*By Jerry Schubert, President, Eastman Radio.*



The selling of America's radio stations is in the throes of change. Most of the industry's major rep firms have caught the mergermania fever that is sweeping the business community.

They are fast becoming "Conglomerereps" whose main selling efforts are packaging stations into so-called "networks."

### **Is the "Conglomererep" the future?**

We wonder if the packaged or commodity approach to selling radio is indeed the way to go.

It's not that we're against networks. Eastman is a member of Supernet because it does provide some ease of buying advantages for agencies and can deliver some benefit in reaching specialized audiences.

But we try to keep the concept of a network in perspective. For at Eastman, we have reservations about the impact of this approach on the quality stations across the country. Stations that have more to sell.

As we see it, the faceless network will submerge the identities of the individual stations.

The faceless network will blur the competitive differences between stations.

The faceless network will make the sale on price, not value. (How do you sell value if, as in the case of one Conglomererep, you handle fifteen stations in one market?)

### **Eastman's view of the future.**

With more network selling, we see the need for a rep firm to sell value, not just numbers.

We see the need for a firm to represent the best stations in all markets.

We see the need for a firm to train its people to know its markets, its stations and to know how to sell value instead of price.

Since that has always been our approach, we see Eastman as that firm.

### **Eastman. The largest independent Rep.**

If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomererep, Eastman is not only your best choice, it's your only choice.

Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



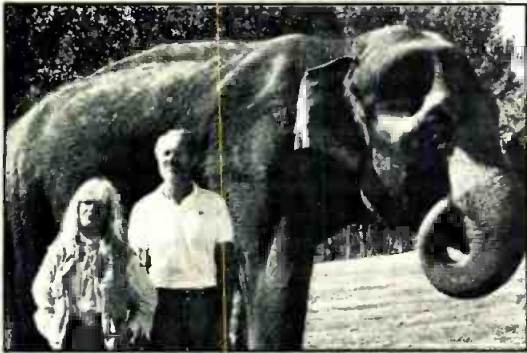
**EASTMAN RADIO**

## Stay Tuned

A professional's guide to the intermedia week (March 3-9)

**Network television** □ **ABC:** *The Children of Times Square* (drama), Monday 9-11 p.m. **CBS:** *A Deadly Business* (drama), Tuesday 9-11 p.m.; *Fast Times\** (comedy series), Wednesday 8-8:30 p.m.; *Tough Cookies\** (drama series), Wednesday 8:30-9 p.m.; *Classified Love* (romantic comedy), Saturday 9-11 p.m.; *Blind Justice* (dramatization), Sunday 9-11 p.m. **NBC:** *You Again\** (comedy series), Monday 8-8:30 p.m.; *Valerie\** (comedy series), Monday 8:30-9 p.m.; *Matlock* (drama), Monday 9-11 p.m.; *Dress Grey* (two-part mini-series), Sunday and next Monday, 9-11 p.m. **PBS** (check local times): *Folk/Rock Crossroads* (music performances), Wednesday 10-10:50 p.m.; *Great Performances: Irving Berlin's America* (profile and clips), Friday 9-10:20 p.m.; *Saving the Wildlife* (documentary), Saturday 7-9:30 p.m.; *Peter, Paul & Mary* (folk music concert), Saturday 9:30-11:20 p.m.; *Masterpiece Theatre: Fifteen Years* (anniversary salute), Sunday 9-11 p.m.

**Cable** □ **Arts & Entertainment:** *The Music of Man\** (eight-part series), Thursday 8-9:30 p.m.; "I Was Monty's Double" (adventure), Friday 8-10 p.m.; "Out of the Blue" (farce), Saturday 10 p.m.-midnight; *Buffalo Bill\** (comedy series), Sunday 8-8:30 p.m. **Bravo:** *The Haunted Heroes* (documentary), Monday 8-9 p.m.;



Saving the Wildlife on PBS



Mr. Ed on Nickelodeon

*Così Fan Tutte* (opera), Monday 9 p.m.-midnight; "And Nothing But the Truth" (drama), Wednesday 8-10 p.m.; *Proust Remembered* (ballet), Wednesday 10-11:30 p.m.; "Brief Encounter" (romance), Friday 8-9:30 p.m.; *Bat Dor Dances Ellington & Ailey*, Friday 9:30-10 p.m.; *Toshiko Akiyoshi: Jazz Is My Native Language* (profile), Friday 10-11 p.m.; *The Jazz Lesson With Sonny Rollins* (music instruction), Sunday 7-8 p.m. **Cinemax:** "Desperately Seeking Susan" (comedy), Tuesday 8-10 p.m.; *Michael Davis—The Life of the Party* (stand-up comedy), Wednesday 9:30-10 p.m.; "Fast Forward" (comedy), Saturday 8-10 p.m.; "The Purple Rose of Cairo" (romantic fantasy), Sunday 8-10 p.m. **The Disney Channel:** "The Boy Who Talked to Badgers" (adventure), Wednesday 9-10:30 p.m.; "Tales of the Apple Dumpling Gang" (adventure), Thursday 7-8 p.m.; *The Mind's Eye: The Experience of Learning* (documentary), Thursday 8-9 p.m.; "Never a Dull Moment" (spoof), Saturday 7-8:45 p.m.; *The Wind in the Willows* (52-part animated novel adaptation), Sunday 7-8:30 p.m. **HBO:** "The Killing Fields" (drama), Wednesday 9-11:30 p.m. **The Movie Channel:** "Chariots of Fire" (drama), Monday 8-10 p.m.; "Madame Rosa" (foreign film), Tuesday 10-11:50 p.m.; "The Killing Fields" (drama), Wednesday 8-10:30 p.m.; "Red Shoes" (drama), Wednesday 10:30 p.m.-12:45 a.m.; "The Lavender Hill Mob" (comedy), Thursday 7:30-9 p.m.; "Norma Rae" (drama), Friday 8-10 p.m.; "Black Narcissus" (drama), Saturday 7-9 p.m.; "Barry Lyndon" (drama), Sunday 10 p.m.-1:15 a.m. **Nickelodeon:** *Mr. Ed\** (comedy series), Monday 8-8:30 p.m.; *The Magic of Dr. Snuggles* (animated children's special), Sunday 2-3:30 p.m.; *Rabbit Pulls His Weight* (drama), Sunday 3:30-4 p.m. **Showtime:** "The Killing Fields" (drama), Tuesday 11 p.m.-1:30 a.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *James Dean: The Television Work*, screenings of 25 live television performances, through April 29. *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

**The National Jewish Archive of Broadcasting** (1109 Fifth Avenue, New York) □ *Music in March*, hour-long virtuoso performances from the Jerusalem Music Centre, continuing with "Leonard Rose," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

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

sort and Conference Center, Tarpon Springs, Fla.

**March 13**—"Fiber Optics vs. Satellites," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

**March 13-15**—"Television as a Social Issue: Realities and Visions," conference sponsored by *Society for Psychological Study of Social Issues*, underwritten by CBS, Sheraton Center, New York. Information: SPSSI, P.O. Box 1248, Ann Arbor, Mich., 48106.

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

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

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

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

**March 17**—National Academy of Cable Program System ACE awards ceremony, during *National Cable Television Association* convention (see above). Dallas Convention Center theater. Information: Susan Detwiler, NCTA, (202) 775-3611.

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

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

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

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

**March 19**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Pat Robertson, president, Christian Broadcasting Network and CBN Cable Network. Copacabana, New York.

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

**March 20**—"Engineering for Producers," seminar sponsored by *International Television Association, Philadelphia chapter*. Bell of Pennsylvania, Philadelphia. Information: (215) 546-1448.

**March 20**—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

**March 21**—Deadline for entries in eighth annual Windy Awards, for excellence in creative use of radio as advertising medium, sponsored by *Radio Broadcasters of Chicago*. Information: Megan Bueschel, (312) 263-2500.

**March 23**—*Academy of Television Arts and Sciences*

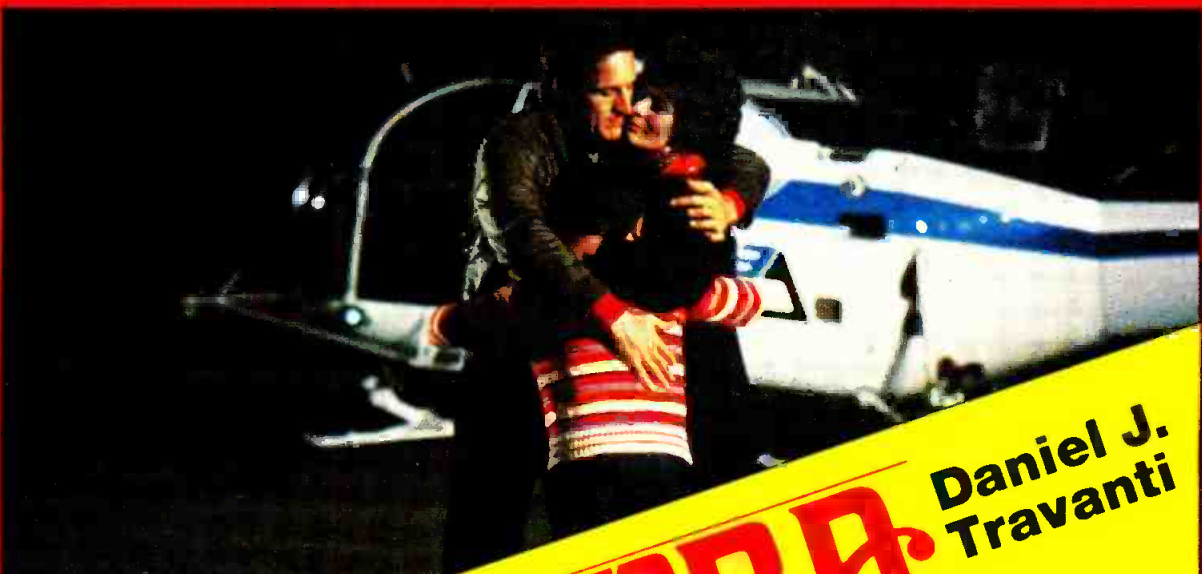
## Errata

Cheryl Kerns was named general sales manager of WDAF-TV Kansas City, Mo., not VP, general manager, as incorrectly reported in "Fates & Fortunes," Feb. 24.

□

STTI, industry association referred to in story on page 40 of Feb. 14 issue, is **Satellite Television Technology International**, not Satellite Television Industry Association, which is better known as SPACE. SPACE was acronym for Society of Private and Commercial Earth Stations, original name of Satellite Television Industry Association.

**Another  
Great Motion Picture From ITC  
SOON AVAILABLE FOR SYNDICATION SALE**



**Sophia  
Loren**

# **AURORA**

**Daniel J.  
Travanti**

**A Desperate Search To Help Her Blind  
Son ... And Find Her Lost Love**



**SOPHIA LOREN DANIEL J. TRAVANTI**  
in "AURORA"

Introducing Edoardo Ponti

Starring Angela Goodwin Ricky Tognazzi Marisa Merlini Anna Strasberg with Franco Fabrizi  
and PHILIPPE NOIRET as ANDRE

Music by Georges Delerue Editor Michael Brown Supervising Producer Alessandro Von Normann

Director of Photography Roberto Gera di Executive Producers Roger Gimbel Tony Converse Produced by Alex Ponti

Teleplay by John McGreevey and Franco Ferrini Gianni Menon Maurizio Ponzi Directed by Maurizio Ponzi

**... And There's  
More To Come**



**ENTERTAINMENT**

**“...so I looked  
competition bo**



**SONY**

**BVC-E10**

**SO**

LE CONTRE  
E DE TELE

**SO**

BARCODE WRIT  
CLAVIER D'ECRI

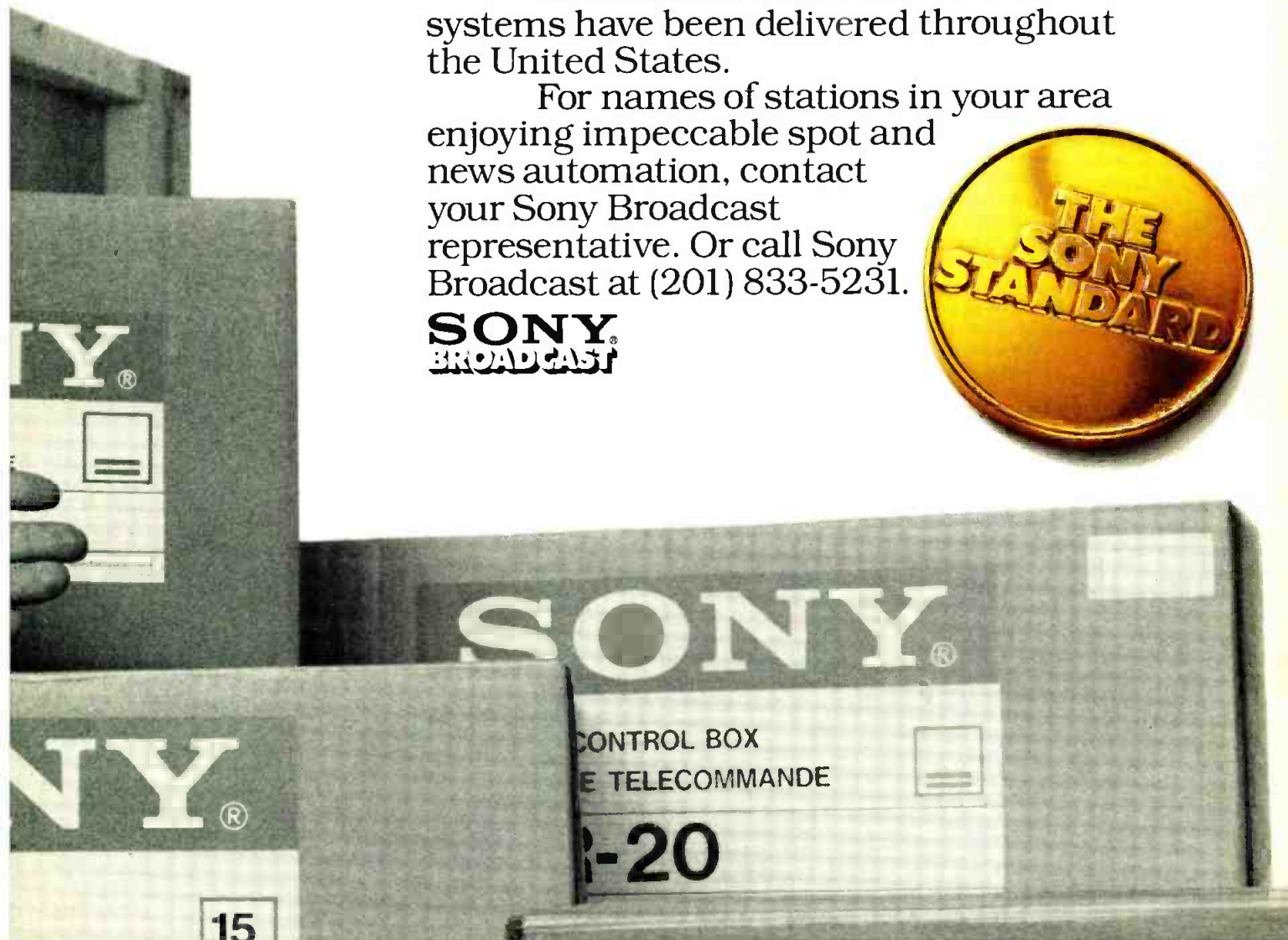


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Almost one hundred Betacart™ systems have been delivered throughout the United States.

For names of stations in your area enjoying impeccable spot and news automation, contact your Sony Broadcast representative. Or call Sony Broadcast at (201) 833-5231.

**SONY**  
BROADCAST



Installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

■ **March 25**—29th annual New York area Emmy awards, sponsored *National Academy of Television Arts and Sciences, New York chapter*. Grand Hyatt New York. Information: (212) 765-2450.

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

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

**March 26**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society* and *Station Representatives Association*. Bankers Trust, New York.

■ **March 26**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael J. Fuchs, chairman and chief executive officer, HBO. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

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

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

■ **March 27**—*National Academy of Television Arts and Sciences, New York chapter*, dinner meeting, "Stunt People." Copacabana, New York.

**March 28-29**—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**March 31**—Deadline for entries in fifth annual *International Radio Festival of New York*. Information: (914) 238-4481.

**March 31**—Deadline for entries to "Summer '86 Student Internship Program" sponsored by *Academy of Television Arts and Sciences*. Information: (818) 506-7880.

## April

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

**April 1**—*Pennsylvania Association of Broadcasters* 21st annual Gold Medal dinner, featuring presentation of Gold Medal Award to entertainer Dick Clark. Adams Mark hotel, Philadelphia.

**April 2**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Thomas Burchill, president and chief executive officer, Lifetime. Copacabana, New York.

**April 2**—Eighth annual Windy Awards dinner, sponsored by *Radio Broadcasters of Chicago*. Hyatt Regency, Chicago. Information: (312) 263-2500.

**April 2**—"Shooting for the Edit," seminar sponsored by *International Television Association, Philadelphia chapter*. Pennwalt Corp., Philadelphia. Information: (215) 546-1448.

**April 2**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society* and *Station Representatives Association*. Bankers Trust, New York.

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

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

**April 2-4**—*Indiana Broadcasters Association* spring conference. Four Winds Clarion Resort, Bloomington, Ind.

**April 2-5**—*Television Bureau of Advertising* board of directors meeting. Virgin Grand, Virgin Islands.

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

**April 4-5**—*Radio-Television News Directors Association* region eight meeting with West Virginia UPI. West Virginia University, Morgantown, W. Va. Information: Bob Brunner, (304) 697-4780.

**April 4-5**—*Radio-Television News Directors Association* region 11 conference/awards luncheon. Holiday Inn-Downtown, Portland, Me. Information: Jeff Marks, (207) 772-0181.

**April 5**—*Radio-Television News Directors Association* region six state meeting/awards luncheon. Columbia, Mo.

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

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

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

occurred while *Odyssey* was on the air. The "missing" viewers had simply switched from MTV to *Odyssey*. Aside from requests, by far the largest volume of mail we received said, "I used to watch MTV but now I watch *Odyssey*."

Additionally, where *Odyssey* was blocked from going on cable, it delivered through broadcast, thereby adding millions of people who had previously had no chance to see music videos on a daily basis. The audience, then, was bigger than ever and growing very rapidly.

Mr. Eckersley of Atlanta was exactly correct in his reaction to record companies charging for clips when they should have been supporting outlets—and their own artists. Clip charges have similarities to a reverse payola. Rather than paying companies to promote their product, record companies are attempting to charge for services rendered to them. This is a discordant business principle. It will provide some minuscule and very short-term income, but wipe out substantially larger gains.

The short-form format is highly flexible and—properly run and properly financed—is one of the hottest things going, and getting hotter. In the last 10 days I've received word from four different entities interested in re-starting *Odyssey*. Record companies aside, all other indicators (cable penetration, LPTV and UHF growth, programing short-ages, educated advertisers, ad infinitum) are strongly positive.—*Thomas C. Shaw, director of programing and affiliations, Odyssey, Cocoa, Fla.*

## TVRO ultimatum

EDITOR: Owners of home satellite receiving dishes have been put down as thieves or criminals. Most programers have taken an arrogant attitude. At issue is fairness, and so far I have seen nothing resembling that.

Marketing plans for TVRO owners for even basic services have been so outlandish they remind me of the OPEC sheiks which nearly brought the U.S.A. to its knees through gasoline shortages and dramatically increased prices. Cable companies do not "sell" decoders for \$395 to their subscribers. Why should a TVRO owner have to purchase one or pay a huge leasing charge?

Premium services have a sound reason to scramble; basic advertiser-supported services have nothing to gain through scrambling. And their advertisers lose access to 1.7 million potential consumers, some of whom are right now writing letters of protest to advertisers and threatening to boycott products unless the services drop scrambling plans.

What is fair? Let's begin with eliminating the descrambler fees (or credit a large portion of the fee toward the monthly programing fees). Let's remember that TVRO owners have their own equipment (thus the prices should be less than cable because of no overhead, so to speak), and let's think about how much TV can be watched in a single day. I will lay odds that TVRO people skip around from satellite to satellite, from service to service. The prices should reflect this too.—*Tony E. Rutherford, editor-in-chief, The Entertainer Magazine, Huntington, W. Va.*

## Wants to see the Senate

EDITOR: The League of Women Voters of the United States is strongly supportive of efforts to open the U.S. Senate chambers to radio and television coverage, and we urge immediate, favorable action on Senate Resolution 28, now pending in Congress. This bill provides for a trial period of closed-circuit television coverage—an important first step to full, nationally broadcast television coverage of the Senate.

As a staunch advocate of openness and accountability in government, the league believes proceedings on the floor of the Senate as well as in committee should be open to the fullest extent possible. One of the best ways to do this is to allow the nation's harshest critics, the public, to see and hear their elected officials in action through the electronic media.

The league has written to every member of the Senate to urge a "yes" vote on S. Res. 28, as one means of removing some of the

aura of mystery that surrounds that deliberative body. Such legislation will bring to the Senate the same state of openness that now characterizes House proceedings, and the American public will be the winner.—*Dorothy S. Ridings, president, League of Women Voters of the United States, Washington.*

## Still alive and hoping

EDITOR: Your Feb. 10 article on the music video format ("On the flip side: trouble in music video land") was misleading.

The tone, title and deck suggested that the music video format was, itself, the problem. The real problems are undercapitalization, mismanagement and the newness of the concept. Any one of those will badly hurt a station; two or all three will kill it.

The article tied together the significantly lower recent ratings of MTV and the demise of *Odyssey*, indicating a decline in popularity of music videos. I suspect that the connection is something else. The ratings period

The logo for "Open Mike" is presented within a stylized graphic. The words "Open Mike" are written in a serif font, with a lightning bolt symbol replacing the letter "i" in "Mike". The text is centered within a horizontal oval shape that has a thick, dark border. This oval is set against a background of several horizontal lines, suggesting a musical staff or a radio broadcast interface.

# THE SMART MONEY IS ON CELEBRITY COMEDY!

# HOLLYWOOD SQUARES

## GET IN ON THE ACTION... WHILE YOU CAN!

### ALREADY SOLD TO:

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WLS-TV	Chicago	KMBC-TV	Kansas City	WOWT	Omaha
KYW-TV	Philadelphia	WISN-TV	Milwaukee	WOKR	Rochester
KGO-TV	San Francisco	WSMV-TV	Nashville	WSLS-TV	Roanoke
WCVB-TV	Boston	WSPA-TV	Greenville	WOC-TV	Davenport
KXAS-TV	Dallas	WWMT	Grand Rapids	KHON-TV	Honolulu
WKYC-TV	Cleveland	WHTN-TV	Harrisburg	KREM-TV	Spokane
WTAE-TV	Pittsburgh	WAVY-TV	Norfolk	KOLD-TV	Tucson
KING-TV	Seattle	WCHS-TV	Charleston	WOLO-TV	Columbia
WXFL	Tampa	WDTN	Dayton	WANE-TV	Ft. Wayne
KSTP-TV	Minneapolis	WXII-TV	Greensboro	KVBC-TV	Las Vegas
KMGH-TV	Denver	WWBT-TV	Richmond	KMVD-TV	Peoria
KXTV-TV	Sacramento	WPTV-TV	W. Palm Beach	WISC-TV	Madison
WBAL-TV	Baltimore	WEAR-TV	Mobile	WAKA-TV	Montgomery
WISH-TV	Indianapolis	WSEE-TV	Fresno	KTVB	Boise
KPNX-TV	Phoenix	KOB-TV	Albuquerque	WINK-TV	Ft. Myers
KATU	Portland,OR			WJHL-TV	Tri-Cities

## DON'T SETTLE FOR LESS THAN THE BEST!

**ORION**  
TELEVISION SYNDICATION  
IN ASSOCIATION WITH  
HEARST BROADCASTING

**MORE STATIONS GETTING IN ON THE ACTION...**  
KOCO-TV Oklahoma City/WABI-TV Bangor  
WEAU-TV La Crosse/WPLG Miami  
WHO-TV Des Moines/WNCT-TV Greenville  
WICZ-TV Binghamton  
KAPP-TV Yakima  
...and many more  
to come!

LOOK WHO HAS THE MAGIC NOW...

THE  
WONDERFUL  
WORLD  
OF  
Disney

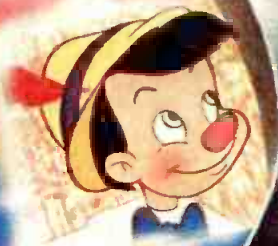
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MINNEAPOLIS • ST. LOUIS • SACRAMENTO • ORLANDO • CINCINNATI • OKLAHOMA  
HARTFORD • PORTLAND • SAN DIEGO • BUFFALO • GREENSBORO • LITTLE ROCK  
MILWAUKEE • NASHVILLE • RALEIGH • NORFOLK • FRESNO • JACKSON • PADUCHA  
CITY • BIRMINGHAM • SAN ANTONIO • KNOXVILLE • ROANOKE • AUGUSTA  
HARRISBURG • WICHITA • LEXINGTON • LAS VEGAS • BEAUMONT  
FLINT • MOBILE • GREEN BAY • OMAHA • JACKSON • EL PASO  
ALBUQUERQUE • GREENVILLE • FARGO • WAUSAU  
SPokane • HUNTSVILLE • LAS VEGAS • AUGUSTA  
BRISTOL • AUSTIN • COLUMBUS • BEAUMONT  
COLORADO SPRINGS • FARGO • WAUSAU  
CHARLESTON • CORPUS CHRISTI • TOPEKA  
JOPLIN • WICHITA FALLS • GREEN  
RENO • WICHITA FALLS • GREEN  
MEDFORD • ANCHORAGE  
FAIRBANKS • JUNEAU



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KGO & KBHK/SAN FRANCISCO

# Disney MAGIC I





## Have you ever tried to negotiate with 48,000 songwriters?

Think about it: 48,000 contracts, each with potential problems. That's what you'd face if you chose to negotiate directly with BMI's music creators.

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We handle the business of negotiating. So you can concentrate on the business of broadcasting.

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Home?  Yes  No

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you engaged in cable TV operations?  Yes  No

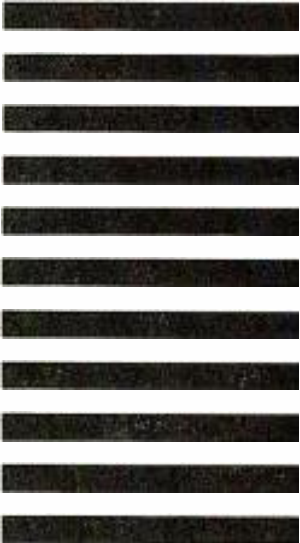
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# Broadcasting

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# Broadcasting Mar 3

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TOP OF THE WEEK



**The unveiling.** Representatives of Washington's key cable and broadcasting trade associations made the rounds of the FCC last week to fill in Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson and Dennis Patrick on the specifics of the accord they reached last week on must carry. Pictured, l-r: NAB's John Summers, TOC's Margita E. White, Quello, INTV's Preston Padden, NAB's Eddie Fritts and NCTA's Jim Mooney.

## The deal is done on must carry

**Broadcasters, cablecasters come up with agreement many said couldn't be done; viewing standard, cap are central to accord; now up to FCC**

After months of public posturing and behind-the-scenes negotiations, cable and broadcasting have cut a deal on must carry. It's an accord both sides feel will be good for their industries and one that could mark the end of the cable-broadcasting public policy wars. The spotlight is now on the FCC, which will be asked to adopt the package as part of its must-carry proceeding.

News of the agreement was hailed as a major achievement by those in Washington, particularly by Congress, which stated its interest in seeing a compromise and asked the FCC to launch a rulemaking on the matter. Particularly enthusiastic was Senator Ernest Hollings (D-S.C.), ranking minority member on the Energy and Commerce Committee, who said when told of the deal: "We're on a roll. We've got Marcos out of the Philippines and we've got the broadcast-ers and cable people together."

Last Wednesday (Feb. 26), the National Cable Television Association and the Community Antenna Television Association, in an exchange of letters with the National Association of Broadcasters, the Television Operators Caucus and the Association of Independent Television Stations, signed off on a must-carry package with a public policy

rationale the parties feel should meet the concerns expressed by the D.C. Court of Appeals in the *Quincy-Turner* case that declared the old must-carry rules unconstitutional (BROADCASTING, July 22, 1985).

(The NAB, INTV and TOC boards have approved the deal. The NCTA and CATA executive committees also support it and board approval is likely to follow. The parties asked the FCC to extend its deadline for reply comments in its must-carry proceeding from March 4 until March 21, at which time they will submit the deal jointly. NCTA's board is expected to adopt the agreement officially on March 19 at its annual convention in Dallas.)

The agreement, which was characterized by CATA President Steve Effros as a "political compromise and a practical settlement," was outlined in the broadcasters' letter to NCTA President James P. Mooney. Rationale for the compromise: that the Communications Act sets up basically two different kinds of television distribution systems: free over-the-air broadcasting and subscription, closed transmission cable.

The purpose of must carry is to protect the public interest "in a reasonable quantum of free television being available to the public," the letter said.

As for the specifics of the proposed rule:

□ Cable systems with 20 or fewer activated channels would be exempt from any must-carry obligation (a cutoff that would

free one-third of cable systems from any must-carry obligation).

□ Systems with 21 to 26 activated channels are not required to carry more than seven (between 33% to 25% of their channels) qualified local stations. Systems with more than 26 activated channels are not required to devote more than 25% of those channels to carriage of qualified local stations.

□ Cable systems with more than 20 activated channels must carry all qualified local television stations. However, there would be a two-part test defining eligibility for must carry. The first would be geographical: stations must be located within 50 miles, as measured from the principal cable headend to the broadcast stations reference point. (The reference point is commonly the main post office of the station's city of license.) The second part of the test requires a broadcasting station to have a viewing share of 2% and a 5% net weekly circulation in noncable homes, by county. This viewing standard would apply to all broadcast stations. (Under the old must-carry rules, broadcasters could gain must-carry status, depending on what market they were in, either by proximity, 35 miles, or by the Grade B contour touching a part of the cable system, or by being significantly viewed.)

□ Also under the agreement, qualified local stations that were classified as distant signals under the old must-carry rules do not have to be carried where copyright obliga-

tions continue to require treatment as distant signals.

□ New stations may at any time after sign-on demonstrate they meet the 2%-5% viewing standard by presenting survey evidence gathered by a recognized ratings service.

□ There is no requirement that gives preference to one class of broadcast stations over another. When the number of qualified local stations exceeds the seven-station or 25% caps, the system selects the stations to be carried.

□ Cable systems do not have to carry more than one qualified local network affiliate station of the same commercial or public network, no matter how many qualify. The system makes the selection.

□ When a system chooses to carry more than one station affiliated with the same commercial or public network, it does not have to afford non-duplication protection. (This clause would require the FCC to repeal its still-on-the-books non-duplication rule.)

□ Cable operators cannot charge broadcasters a fee for carriage of a non-distant signal covered by the compulsory license. Stations that qualify or would have qualified for must carry under the old rules and no longer so qualify for mandatory carriage are to have may-carry status, which means that the cable operator may carry them for free. The system is not obligated to carry them but can't charge them for carriage.

□ There's no must-carry requirement for teletext, multichannel sound or any signal carried in the vertical blanking interval.

□ Systems are not required to carry stations on their channel positions, but must carry all qualified local stations in their entirety on the lowest-priced tier.

□ Must carry will only be accorded to primary, full-power television stations. Trans-

lators, low power and other passive signal repeaters do not have to be carried.

□ Must carry is conditioned upon delivery of a good signal by the broadcast station to the cable headend. A "good signal" is to be defined by engineering criteria.

The other part of the compromise includes a political agreement from broadcasters that they will not seek repeal of cable's compulsory license. Additionally, the broadcasters consented not to "stop or amend" any bill to which NCTA and the Motion Picture Association of America might agree to on a simplified formula for calculating cable's compulsory license fees. Also, in a letter containing these so-called "political undertakings," the agreement "is not finalized until a majority of the FCC commissioners and key members of Congress have agreed to its specifics."

In a press briefing following announcement of the accord, Mooney said the proposed rule was crafted "with an eye toward minimizing intrusiveness and leaving cable operators with a substantial degree of editorial discretion." Mooney noted that it's a good deal for cable because it "affirms cable's status as a television medium on a par with broadcasting, clearly establishes cable operators as editors, and puts viewer interests up front." Moreover, Mooney stressed that the agreement doesn't force cable systems to carry signals which "we wouldn't want to carry anyway."

Additionally, the NCTA president explained that his industry's primary difficulty with must carry was that systems had to carry duplicative network signals and the "dog stations, nobody wants to watch." Those problems, he pointed out, are solved in the agreement.

Effros, who appeared at the same briefing, noted that cable has repeatedly ques-

tioned "whether there's any legal justification for a must-carry rule." Neither Mooney nor Effros said they could guarantee the constitutionality of the agreement and admitted that the compromise met "political and practical" concerns. It would be up to the court to decide if it passes constitutional muster, they said.

Nevertheless, from a political point of view, the issue of must carry was a "solution in search of a problem," Effros said. And if giving broadcasters some modified form of must carry meant easier action for cable on copyright, then "why shouldn't we agree," he added.

As Mooney pointed out, cable has a number of other legislative and regulatory matters (pole attachments and scrambling, among others) on its agenda. "If this were not the only issue we had to fight then this would be a different story," Mooney said, adding that "if we can put this to bed we ought to do it." For broadcasters, the deal contains two key concessions on cable's part. It provides stations with some assurance of local signal carriage and it guarantees that cable operators won't charge fees for local carriage.

"I think it's a fair compromise. It meets the needs of all the parties and most importantly the public," said William Schwartz, president and chief operating officer for Cox Enterprises and a member of the TOC. Schwartz served as the broadcasters' lead negotiator throughout the process and in the final hours carried the ball alone. "Bill Schwartz deserves the Nobel Peace Prize for his effort. This would not have come about without his efforts," said INTV President Preston Padden.

Schwartz, however, praised Mooney for his role in putting the deal together, adding

## Fowler takes First Amendment hard line on must carry

**Chairman warns broadcasters that if they press too hard they may undermine own interests; others at commission express reservations**

FCC Chairman Mark Fowler wasn't commenting specifically on the merits of the industry's proposed must-carry compromise (see story, page 31) last week. But he was dishing out plenty of reminders that he doesn't like must carry period.

The main course of his breakfast speech before the National Association of Broadcasters annual State Association Presidents and Executive Directors Conference last Friday (Feb. 28) should have sent those hoping for FCC approval of the compromise reaching for their Maalox.

Fowler said he was willing to consider "compromise" solutions, but also that he won't "sign off" on rules that don't take into account the First Amendment difficulties that the appellate court detected in the former rules. "I refuse to sell out our long-term goal of full First Amendment protection for all the electronic press for the luxury of a short-term solution to difficulties that you all might face in this deregulation environ-



ment," Fowler said. (Fowler's pronouncement was greeted by a rousing round of applause. The text of his speech added: "You might, the cable people might, and the Congress might, but I won't. And neither will the court.")

Fowler said the FCC had come under some criticism for not appealing *Quincy*, in which the appellate court held the must-car-

ry rules to be unconstitutional. But Fowler said the FCC had decided that the court's ruling was legally sound. "I never on my own motion sought to undo the must-carry rules, and the commission resisted efforts at the petition for rulemaking stage to do so," Fowler said. "But when confronted with that sound, unanimous decision by the appeals court, the commission did not feel it could go forward to prop up those rules.

"Moreover, I feel that with all the progress we have made on the deregulatory front, I would urge you to consider what bargain you would make to get those rules reinstated, lock, stock and barrel," Fowler added. "Don't make the unholy bargain of trading your gains of editorial freedom and independence from government control for a quick fix that could be nullified in court.

"Broadcasters have a great product, and it's time they consider whether they're worrying about trying to save a delivery mode that may be outmoded and from a broadcast First Amendment perspective, ultimately harmful to your health," Fowler said.

"Although I'm reluctant to reimpose a must-carry regime in communications, I've also made my views known that it's time to

that it was a credit to NCTA for taking this position because after all "cable did win the *Quincy* case." He also noted that TOC, because of its constituency (its members are large group operators representing independents and affiliates with cable interests as well), was able to "help pull the parties together." Also participating in the development of the accord were TOC's coordinator Margita E. White and Werner K. Hartenberger of the Washington communications law firm of Dow, Lohnes & Albertson, which represents TOC members Cox Communications and Multimedia.

NAB President Eddie Fritts acknowledged that broadcasters "were not totally satisfied, nor is cable, but in light of the real world considerations it's the best we could do." Fritts and John Summers, NAB's senior executive vice president for government relations, were NAB's chief negotiators. Fritts, during a press briefing, noted that each of the parties has reserved the right to review what the commission proposes. "We feel the cable and broadcast industries have succeeded in crafting an arrangement that meets the constitutional criteria, will be acceptable on Capitol Hill, is in the best interests of both industries and, above all, represents good public policy," Fritts said.

NAB is holding a satellite teleconference to describe the deal to its TV members from 2 p.m. to 4 p.m. today (March 3). Broadcasters may pick up the feed on Telstar 301, transponder 3H, and may pick up the audio on 6.2 and 6.8. They'll also be taking calls at 800-533-7744 and 800-533-7755.

For the independents, said Preston Padden, "we've removed the specter of payment for carriage." Padden noted that INTV had staked out a flag and insisted that at a minimum it would accept a cap of seven chan-

nels. As it turns out, Padden noted the cap moves up to nine signals on a 36-channel system and up to 14 signals on a 54-channel system.

He was also pleased about the provision enabling stations to immediately commission a survey to show that it meets the 2%-5% viewing standard. Under the old must-carry rule, stations had to do at least three surveys, a month apart, to show they met the viewing standard.

Padden admitted that the accord does not "absolutely take care of every station under every instance." Likely to be hurt by these proposed new must-carry rules are broadcasters or would-be broadcasters who are planning to put new stations on the air. Without guaranteed carriage on cable systems, it may be difficult for new stations to establish themselves and to obtain the 2% share of audience necessary to become must-carry eligible.

At a luncheon of the Federal Communications Bar Association last week, Padden said INTV tried to secure a period of guaranteed carriage for new stations as part of the compromise, but that it could not persuade the cable operators to accept it. Instead, cable accepted the provision permitting new stations to demonstrate they have the requisite 2% share as soon as they go on the air. "It's the best we could do," he said.

In negotiating the new rules, he said, it didn't make sense to insist on the guaranteed carriage for the "unborn" stations, when the 2% provision might help save some of the "infant" stations, including the 34 that went on the air in 1985.

While commercial broadcasters might be happy with the deal, noncommercial broadcasters were not, and they wasted no time letting Congress and the FCC know just how

they felt. The day after the accord was announced, Corporation for Public Broadcasting President Martin Rubenstein issued a statement and sent a letter to the cable and commercial broadcasting parties, asking to be included in any negotiations on must carry.

"I do not understand how negotiations and an industry agreement on the issue could take place without public broadcasting representation," Rubenstein wrote. "Indeed, press reports indicate that the negotiations include proposals that may be satisfactory to commercial broadcasters but that are patently contrary to the interests of public television and, consequently, to the public interest that public broadcasting serves," he said.

"In our view this arrangement covers broadcasting both commercial and noncommercial," Fritts said. Furthermore, he noted, "not once did they [public television] ask to be included" in the negotiations and, NAB has been talking weekly to National Association of Public Television Stations President Peter Fannon. In response to Rubenstein's letter Fritts said he felt the issue was one with which NAPTS should deal, not CPB as a funding mechanism. "We're concerned about public broadcasting too. This treats everybody fairly," Fritts added.

In reply to Fritts's comments, Rubenstein said it was not the commercial broadcasters' "province to speak for public broadcasting." As for NAB keeping public television abreast, he said, he had heard to the contrary.

Fannon said that "no one had invited us to participate. We asked to know what was going on. We were told they were having private negotiations." Fannon said he was rebuffed by both NAB and NCTA in the negotiation process. "I initiated calls to ask

*Continued on page 33*

take another hard look at the question of the compulsory copyright," Fowler said. "The comments in our must-carry proceeding are looking at the question of how copyright and the must-carry rules link up. I intend to give those comments my very personal attention.

"In the meantime, let me say that while the court has limited the scope of what can be done in must carry, it's Congress, not the courts, that have decided that your programs are available through a compulsory copyright. It's clear that this is an issue that deserves attention from you and your leadership. And since that matter can now be wrangled on Capitol Hill and not at the courthouse, I suggest that there's a job to do, if you believe that the compulsory copyright should go."

In a question-and-answer session, Fowler said that the commission, when looking at "the compulsory copyright and must carry" in its pending proceeding, will consider localism. But he added that he didn't know what weight would be accorded to that goal. "We do have a case here [*Quincy*] that puts us within some fairly narrow constraints," Fowler said.

Fowler also said he would want to focus on how an industry compromise would advance the interests of cable subscribers. He

would also, he said, want to consider whether "bad things" would happen to cable subscribers without those new rules. "It's fine to have an industry compromise, but those are essentially private interests, and the public interest is much broader and has to be the ultimate component we look at," Fowler said. "It's not to say that you can't adopt something that looks like an industry compromise, but the chief component we're obligated to look at is what's best for the people; in this case, millions of cable subscribers."

Fowler wasn't the only FCC official expressing skepticism about the proposal.

There are, some FCC officials said privately, questions as to how the proposed new rule would square with *Quincy*. They also revealed that the proposal is being referred to as "must carry for the rich" by some who are questioning whether the proposed rule wouldn't exclude broadcasters most likely to need government protection: start-up UHF operations, religious and noncommercial stations. "It's going to take some argument to see why the FCC needs must carry for the rich," said one well-placed FCC source.

On the record, Commissioner James

Quello, whose support of must carry has been well documented, said he believed the industry proposal was "reasonable" and represented "a major step in the right direction." Quello, however, said he wished industry representatives had included public broadcasters, who Quello thought might not be happy with the proposal, in all of the negotiations.

Commissioner Mimi Dawson said she thought the FCC should "seriously consider" anything the industry put forward that is consistent with *Quincy*.

Commissioner Dennis Patrick said he didn't think it would be appropriate to comment on the merits of the proposal. "I assume we will put it out for comments and review it along with the other comments in order to determine whether it meets our public interest criteria and the constitutional parameters set forth in *Quincy*," Patrick said.

FCC officials also said the commission has agreed to accommodate the parties by extending the reply comments date to March 20. That will give the NCTA board an opportunity to vote on the proposal at its next scheduled meeting, March 19. The consensus appeared to be that the FCC will then provide additional time—perhaps 30 days—for comment on the industry proposal. □

what the effect would be on public broadcasting, and in essence they [commercial broadcasters] said that public broadcasting will get what it needs."

Also, Fannon said he was not informed of any details and did not hear until yesterday (the day prior to the official announcement) that an agreement had been formalized.

In a letter responding to Rubenstein, Mooney said he called Public Broadcasting Service President Bruce Christensen earlier in the week to let him know "what was up, and to suggest that we get together." During NCTA's press briefing, Mooney said he has been talking to public broadcasters for "quite some time," and that "we have a certain understanding with commercial broadcasters on that." Moreover, he added, "the climax of the play has been reached. There is a certain denouement that has to be played out with regard to public broadcasters."

Christensen said the NCTA president made it clear that anything public stations get on must carry is going to "come out of the hide of the commercial broadcaster." NAB, on the other hand, indicated it was a problem cable would have to work out.

Nevertheless, it's a matter that will have to be dealt with. By week's end, Congress was making that clear. Representative Mickey Leland (D-Tex.) was pleased to hear about the accord but expressed concern that public broadcasters not be "shunted aside." Leland plans to encourage the FCC to look at the concerns of public broadcasters. Tom Rogers, senior counsel to the House Telecommunications Subcommittee, noted that any must-carry rule "must be examined to determine whether it furthers or frustrates the interests of public broadcasting." He said the compromise will receive "intense congressional scrutiny."

Cable and broadcasting have been wrestling with their differences on must-carry since last fall. After the *Quincy* decision was handed down, the broadcasters undertook a three-pronged approach to getting some form of mandatory carriage back. They focused their efforts on the Hill, the FCC and the courts (NAB has petitioned the Supreme Court to review the *Quincy* decision).

Things began moving when the FCC refused to appeal the court's decision and said it didn't see any way to constitutionally reinstate the rules. The broadcasters then went to the Hill claiming that the FCC had abrogated its duties and asked Congress to take up the matter. The Congress, however, was reluctant to tackle the issue and key members wrote the FCC urging it to act. Fowler headed off any confrontation with the Hill by volunteering to take a look at it.

And although cable had the upper hand because it had won in the court, it was faced with having to decide if it wanted to attempt to do a deal. The consensus on NCTA's board was that it wanted a deal, but not too much of one. More importantly, cable didn't want to go to war with the broadcasters over must carry. And it didn't want to risk appearing unreasonable in its dealings on the matter.

Cable then let the broadcasters know (Mooney was keeping in constant touch with Schwartz) that it was willing to talk. The

NAB, INTV and TOC began lengthy discussions on how best to fashion new must-carry rules. INTV wanted assurances that new independent stations would be carried and refused to approve any proposal until the TOC and NAB accept their minimums as a point of departure for negotiations. They called on Mooney last October with a proposal he characterized as looking like the old must-carry rules with the ability to drop duplicated network signals (BROADCASTING, Oct. 28, 1985).

But Mooney refused to negotiate seriously with the broadcasters until they came up with a proposal that neither required cable systems to carry duplicative or little-watched stations nor treaded too heavily upon cable operators' First Amendment rights. Meanwhile, the broadcasters continued applying pressure on cable to force it to the bargaining table by launching an assault on cable's compulsory license. Legislation was introduced in the House and Senate, on the broadcasters behalf, that would mandate carriage of local television signals by cable systems as a condition for their exercise of the compulsory license.

There also appeared to be some sympathy for must carry, at least from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who expressed an interest in seeing an industry compromise on must carry (BROADCASTING, Feb. 17).

Despite those maneuverings on Capitol Hill, little by little progress was being made. And, in January, Mooney went to the NAB's joint board of directors meeting on St. Maarten, Netherlands Antilles, to spell out cable's position on must carry. He asked the broadcasters for some kind of declaration recognizing cable as an equal partner in the delivery of video programming and said that any new must-carry rule must accommodate the view that a cable operator should be afforded reasonable latitude in the exercise of editorial discretion (BROADCASTING, Jan. 27).

The broadcasters delivered such a decla-

ration, but their filings at the FCC, NCTA argued, fell short of meeting any solid public-policy rationale for a new must-carry rule. Moreover, NCTA felt there was a considerable discrepancy between the filings and the declaration (BROADCASTING, Feb. 3). NCTA agreed, nonetheless, to meet with the broadcasters the following week. That meeting, on Feb. 7, appeared to be the turning point. It was at that point that cable was faced with having to decide if it would help broadcasters develop an acceptable public policy rationale for a must-carry compromise.

The following week Mooney met with his executive committee in Denver (Feb. 14) and walked away with the mandate to negotiate with the broadcasters and help draft such a rationale. (Meanwhile, the FCC extended its reply comments deadline from Feb. 25 to March 4, on behalf of a variety of cable companies that said they needed more time.)

On Monday, Feb. 17, Mooney met with Schwartz and Summers and began to hammer out a deal. The proposals went back and forth until last Wednesday when the parties wrapped up their negotiations with a package all could live with.

The responsibility of getting the FCC to sign off on the package will fall on the broadcasters' shoulders. Mooney said NCTA would recommend the agreement to the FCC but it was not going to exert a great deal of effort urging passage. From cable's point of view it had done its part and it was now up to NAB, TOC and INTV to sell the deal.

Indeed, as cable attorney Jack Cole of Cole, Raywid & Braverman, and counsel to Quincy Cable, pointed out, "the source of opposition to the agreement is most likely to come from the broadcasting side. It will be the public broadcasters and religious broadcasters who will be up in arms because the proposed rule is such a far cry from the prior FCC regulation." Cole said. As a practical matter he expects most cable systems will say this does not affect them. □

## ABC draws White House ire

**Responding to criticism, network admits piece went on too long without adequate time for opposing views to rebut Soviet's charges**

The White House blasted ABC News for broadcasting a Soviet commentator's seven-minute reply to President Reagan's nationally televised speech last Wednesday on his plans for increased defense spending. In response to a letter sent by President Reagan's director of communications, Patrick J. Buchanan, ABC News said it had probably mishandled the reply comments of Vladimir Posner, a commentator for Soviet radio and frequent spokesman on U.S. television for Soviet views.

ABC News senior vice president, Richard C. Wald, said in a statement that "reluctantly, I tend to agree that Vladimir Posner was allowed too much time" on the ABC broadcast following President Reagan's Wednesday night speech. In a letter to ABC News president Roone Arledge, Buchanan said the

White House was "astonished" that ABC News had permitted a "propagandist" from the Soviet Union to talk unfettered about Reagan's entreaty for congressional support of his plans for increased defense spending.

Posner's appearance on ABC was part of an hour-long program that aired from 8 to 9 p.m., starting with Reagan's speech and including various reports by ABC News correspondents, including White House correspondent Sam Donaldson, and an interview with Representative Jim Wright (D-Tex.), who gave the Democratic response.

Wald responded to Buchanan's letter because Arledge was with anchor Peter Jennings in Moscow, where *World News Tonight* was covering the 27th Congress of the Soviet Communist Party.

ABC News also came in for a stinging by Representative Bob Dornan (R-Calif.), who in a speech on the House floor called Posner "a paid Communist propagandist," and said: "This little flunky sits there and calls our President a liar." Dornan also described

Posner as a "disloyal, betraying little Jew who sits there on television claiming that he is somehow or other a newsmen. It's an affront to decency and dignity and to Jewish people all around the world."

Posner appeared via satellite on ABC, following Reagan's speech, to answer questions posed by David Brinkley. An articulate commentator who speaks colloquial English, Posner has appeared frequently on U.S. television, including programs like ABC's *Nightline* and a recently syndicated "citizen's summit" with Phil Donahue.

In his letter to Arledge, Buchanan criticized ABC News for giving a "national audience" to a man "whose concept of truth is whatever statement will advance Communist objectives." Buchanan rhetorically posed the question of whether, if Arledge had been head of the BBC during World War II, he would have given "some functionary for the Third Reich" air time to rebut a speech by Prime Minister Winston Churchill.

Wald defended ABC's interview with Posner, but acknowledged it might have gotten a little out of hand. "There is nothing wrong with asking a Soviet spokesman for his views of a presidential speech concerning American posture in relation to the Russians," Wald said in his statement "It is part of what we do. Our production error was in letting him push on to too great a length without an opposing voice to point out the errors and the inconsistencies."

An ABC News spokeswoman said that the "production error" stemmed from a miscalculation on the length of Reagan's speech and Wright's reply comments. "We had anticipated Reagan's and Wright's comments would have gone on longer than they did," the spokeswoman said, but both came up shorter. Posner had been budgeted "originally less than two minutes" of air time, she added, but as a result of the sudden availabil-

## Producers file \$1.5-billion suit against ABC

Alleging that ABC is engaging in "unfair and unethical" practices in licensing its programs, several major TV program producers late last week filed a lawsuit seeking \$1.5 billion in compensatory and punitive damages from the network.

The complaint, filed Friday (Feb. 28) in California Superior Court, claims ABC has depressed license fees since the early 1970's by telling producers they would receive investment tax credits and is now seeking to "double dip" and recover those same credits for itself. The filing said CBS and NBC are not doing the same thing.

The group making the allegations claims it accounts for more than 90% of the network prime time entertainment programming, and includes Columbia Pictures, MGM/UA Entertainment, Paramount, 20th Century Fox, Universal Pictures, Warner Bros., Walt Disney Co., Aaron Spelling Productions, Lorimar Productions, MTM Enterprises, Stephen J. Cannell Productions, Witt-Thomas-Harris Productions and Carsey-Warner Productions.

The suit claims the federal tax credits involve hundreds of millions of dollars and that senior ABC executives in their public statements and private bargaining pressured producers to accept license fees often below actual production costs by representing that credits would significantly reduce producers' deficits. According to the suit, the producers may now lose those benefits because ABC is seeking the same credits, violating its pacts and engaging in unfair business practices, and is guilty of bad faith breaches of implied covenant of fair dealing.

The suit also asks the court to rescind outstanding license agreements for shows still on the air and to reform other contracts to award producers the fair-market value of their programs.

In a prepared statement, ABC said it regretted that the producers had filed the suit which the network claims "is unfortunate and wholly without merit. We continue to be willing to discuss the range of issues between us and the producers in good faith."

ity of air time got an additional five minutes. "Under those circumstances," she said, "we should have had an opposing view."

All that doesn't blunt the White House's sharp criticism. Not the least upset was the President, who reportedly told a bipartisan gathering of congressional leaders: "I don't know why the hell the media is so willing to lend support to the Soviets."

Other news organizations agreed with ABC News that there was nothing inappropriate in having Posner on the program.

David Fuchs, CBS News vice president, said it was "perfectly legitimate" to ask Posner or someone in a similar capacity to respond to the President's speech. The only thing Fuchs took issue with was Buchanan's analogy with the BBC and World War II. First, he said, the United States and the Soviet Union are not at war, and, second, it would have been highly unlikely the BBC would have had a reporter in Germany at the time as ABC News was in Moscow last week. □

## Senate votes to 'enter the modern age'

### It approves television and radio coverage test with permanent approval possible by August

The U.S. Senate last week agreed to open its chambers for the first time to live television and radio coverage, and in the process also streamlined a number of Senate procedures.

Gavel-to-gavel coverage was approved by a 67-21 vote last Thursday (Feb. 27) and will be allowed at first on a test basis, then reconsidered next summer as a permanent arrangement.

The move to allow television cameras and microphones to operate on the floor of the Senate, sought by proponents since at least the mid-1970's, came several weeks after consideration of the specific measure began and shortly after a compromise was reached between the bill's author, Minority Leader Robert Byrd (D-W.Va.), and Robert Dole (R-Kan.), majority leader (BROADCASTING, Feb. 24).

Radio coverage, available to the public, is expected to begin as early as this week,

while closed-circuit TV tests will begin by May 1 at the latest, followed by unrestricted TV coverage from June 1 to July 15. After a two-week break in coverage, the Senate will consider allowing the permanent presence of cameras and microphones beginning July 29.

Any accredited newsgathering organization may pick up either the audio or video feeds, according to a Senate spokesman, although their use for political purposes is prohibited by the bill. ABC News announced immediately after the vote it would feed continuous coverage of the first day's Senate proceedings to its almost 2,000 radio affiliates and said it would continue to provide live satellite coverage of all major debates, including possible feeds of regional issues to radio stations.

C-Span, the satellite-delivered cable public affairs network that already carries U.S. House proceedings to approximately 23 million households, has said it will provide Senate audio coverage as soon as it begins and TV coverage beginning June 1. The services

will be carried on Satcom III-R; House coverage is carried on Galaxy 1.

Among those praising the measure was Byrd, who said: "The Senate can celebrate entering the modern age at last." Senator William Armstrong (R.-Colo.), a strong supporter of coverage, commented: "One hundred years from now people will look back on our decision to begin televising the proceedings of the U.S. Senate as one of the most important, possibly the most important, and significant acts of the 99th Congress."

Dole, disputing concerns that television and radio coverage might harm the deliberative nature of the body, said: "The Senate is a very special place. And I would not support any changes that would alter its unique and valuable character. But the twin goals—of providing the Americans a better look at how democracy works and improving the quality of life in the Senate, by streamlining some of our procedures—are certainly worth trying to achieve."

Opposition to the bill was particularly

strong from Louisiana's Democratic senators, Russell Long and J. Bennett Johnston. Early during the Feb. 27 debate, Johnston had introduced an amendment to allow TV coverage only when it was unanimously agreed upon. The measure was voted down 61-30, while a proposal from Long that coverage only be allowed upon agreement by a majority was also rejected, 60-28.

Long later argued: "When the Senate is on television, we will see a big increase in expediency and we will see a substantial decline and an erosion in statesmanship. . . . I think that those of use who feel that statesmanship is altogether too scarce a commodity the way it is now will find that is is going to be more scarce on television."

The measure as approved allows TV cameras to show speaking senators, the presiding officer, clerks and the chaplain, and to cover proceedings at all times except during quorum calls (which can last from a few minutes to over an hour). During roll-call votes, the TV cameras will show the entire chamber. Radio coverage is to be provided continuously while the Senate is in session.

Approved along with the coverage measure were several changes in basic Senate rules with the aim of accelerating procedures. The bill also allocated a maximum \$3.5 million for buying and installing equipment and facilities needed to supply the feeds. □

## Padden's positive indies are on a roll

Two weeks ago in New York, National Cable Television Association President James Mooney heralded "the great age" of cable programming. Last week in Washington, Association of Independent Television Stations President Preston Padden foresaw the dawn of "the golden age" of independent television broadcasting. Such epochs are apparently not mutually exclusive.

"At INTV, we like to think things are falling into place," Padden said at a Federal Communications Bar Association luncheon last Thursday (Feb. 27). "We have the independent stations in sufficient numbers. The wisest advertisers recognize the merit of the independents, and the dream merchants who create the entertainment programs have targeted us as a worthwhile customers."

There has been rapid growth in the number of independent stations, Padden said. Between 1960 and 1980, the number more than quadrupled from 27 to 120. "What few could foresee, however, is that... during the next five years the number of independent stations again more than doubled to reach the present total of 283." Padden distributed a list of the 34 stations that went on the air in 1985 alone.

The growth of independent television can also be measured by advertising revenue, according to Padden. Revenue doubled between 1975 and 1980 and doubled again between 1980 and 1985, he said. In 1985, the total hit \$2.5 billion, 25% of the industry total. "And, perhaps most importantly, industry estimates project that independent revenue will again more than double over the next five years to a total in excess of \$5 billion by 1990, representing about 28% of the total industry revenue."

Independent television share of audience and advertising revenue has grown despite the widespread use of diary audience measurement, which tends to underestimate independents' audience, Padden said. "In 13 different markets across the country, the diary, which measures what people recall having viewed, has been proved to be seriously flawed when compared to the meter, which measures what people actually did view," he said.

## Total TV billings close to \$20 billion in 1985

**Networks account for \$8.3 billion; NBC takes over top spot in third and fourth quarters from CBS**

In 1985, television advertising billings rose 4.5% to \$19.95 billion—local advertising contributed \$5.7 billion, national-regional spot \$5.95 billion and network \$8.3 billion.

And, according to Broadcast Advertisers Reports and the Television Bureau of Advertising, the normal order of things among networks was reversed in 1985 with the NBC television network outbilling CBS-TV by a hair in both the third and fourth quarters. The switch in ranking came earlier than many had expected, given NBC's weaknesses in daytime.

Furthermore, the BAR-TV estimates confirm reports of a strengthening in the network scatter market late in the fourth quarter, allowing the three television networks to post a fourth-quarter increase of 1%, compared to a full-year decline of 3%. (BAR arrives at dollar totals by applying estimates of unit prices to commercial spots, depending on daypart, type of show and other variables. Estimated dollar totals can vary from actual numbers: For 1984, BAR estimated ABC billings at \$3.236 billion, whereas the company's official numbers indicated gross revenue for the network of \$3.025 billion.)

All of the networks' bad news came in the third quarter of 1985, according to TVB, which estimated that total network billings fell \$388.1 million, compared to the Olympic games-boosted third quarter of 1984.

The estimated totals for 1985 showed the three networks with ad revenue of \$8.3 billion, down from 1984's \$8.6 billion. TVB also extrapolated from the BAR estimates—which cover only the top-75 markets—and concluded that local television advertising was \$5.7 billion, up 12%, while national

regional spot advertising was up 9% to \$5.95 billion.

A study of the TVB report, released last Thursday and based on BAR data, also reveals some other developments:

■ Although estimated dollars for three television networks declined 3%, and those

### The shifting fortunes in network and spot advertising

	Total 1985 network and spot expenditures	% change in spot budget	% change in net budget
Procter & Gamble**	\$779,092,400	9	3
Philip Morris†	\$485,396,200	-3	-1
General Motors	\$258,765,500	27	-9
R.J. Reynolds††	\$231,087,500	-11	3
Ford Motor Co.	\$228,816,100	-8	17
General Mills	\$222,745,900	18	-1
Anheuser-Busch	\$218,505,600	19	-7
Unilever N.V.	\$209,283,500	-6	8
Kellogg Co.	\$207,480,800	26	22
Coca-Cola Co.	\$187,403,100	13	-15
Pepsico	\$181,414,700	17	-8
Dart & Kraft Inc.	\$175,164,100	21	-10
Beatrice Companies	\$163,480,900	-5	0
Ralston Purina	\$146,728,200	24	9

\* From Television Bureau of Advertising based on estimates of Broadcast Advertisers Reports.

\*\* Includes acquired Richardson-Vicks Inc. for both years.

† Includes the acquired General Foods for both years.

†† Includes the acquired Nabisco Brands for both years.

for national and regional spot in the top 75 markets increased 9%, not all major advertisers moved dollars in the same direction (see chart). But of the top 14 advertisers TVB listed in both categories, nine treated spot vehicles better than the networks.

TVB's breakdown of spending by categories shows even greater favoritism toward spot. Of 25 such advertiser categories, only five treated network better than spot. Fortunately for the networks, one of those categories—food and food products—had the greatest total estimated expenditures, and increased its network dollars 10% versus a 5% rise for spot. Also giving networks the benefit of the doubt were household equipment and supplies; proprietary medicines; office equipment, computers and copiers, and horticulture. But TVB estimated that half the categories increased spot billings while decreasing network billings, including major categories such as confectionary and soft drinks (up 6% in spot, down 1% in network); consumer services, (up 18% versus a minus 18%); insurance, (up 31% versus minus 9%), and sporting goods and toys (up 50% versus minus 8%).

■ The estimated spot television expenditures of the beer and wine category in the top 75 markets were up 7% in 1985 to \$218.1 million. But on network TV, spending fell 4% to \$428.5 million, leading to an overall decline of 1%.

■ Advertising by local media did little to help out television stations. TVB estimated that radio and cable TV increased their budgets in the top 75 markets by 5%, to \$134.5 million. Estimated newspaper budgets went up 9% to \$31.7 million, while magazines and other local publications increased 65% to \$1.7 million.

■ TVB estimated that network prime time dollars for the year were down 2.2% to \$4.456 billion. That daypart contributed an estimated 54% of total network revenue.

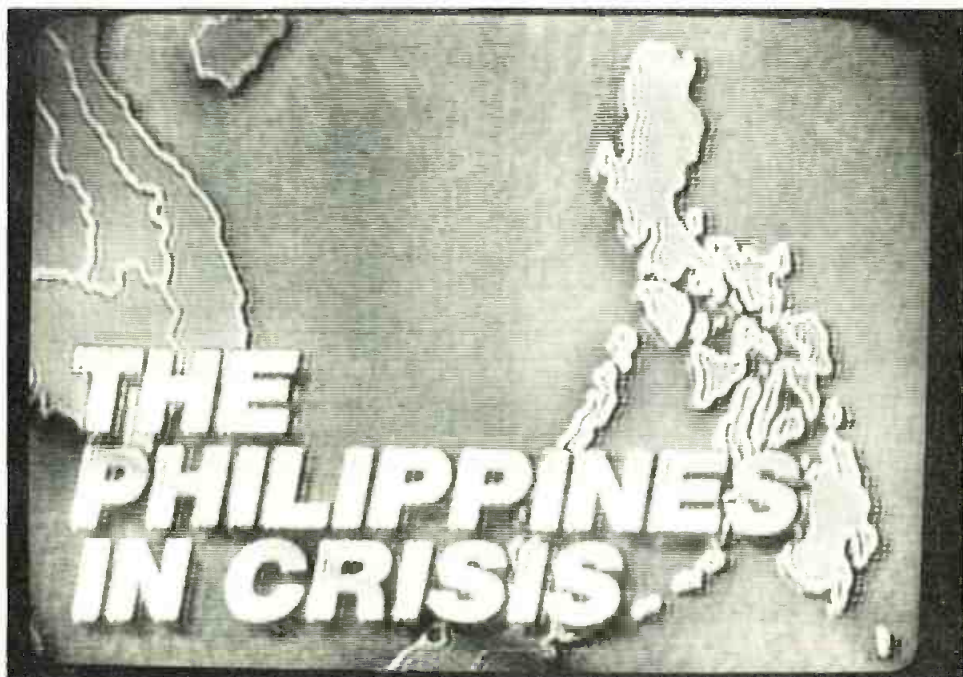
■ Reports of a strong movement of network dollars toward late night had evidently not begun in 1985, according to the TVB estimates, which show an 11% decline in dollars spent in that daypart, to \$382.1 million. Also down strongly for the full year, as expected, was weekend daytime. The weakness of television sports undoubtedly accounted for much of that daypart's estimated billings decline of 18%, to \$996.5 million. Weekday early fringe was up 8% to \$434.7 million, and weekend early fringe was up 13% to \$192.4 million. Early morning was up 10% to \$206 million, while weekday daytime was up an estimated 3% to \$1.645 billion.

■ A daypart examination of national and regional spot estimates for the top 75 markets shows better percentage-increase performance than network in every comparable category. Led by nighttime, up 12% to \$1.099 billion, other dayparts were daytime, up 9% to \$990.6 million; early evening, up 8% to \$1.571 billion, and late night, up 4% to \$843.3 million.

■ For local/retail advertising, TVB estimated that virtually every advertising category, small and large, was up over 1984, except for financial planning services, down

22% to \$29.2 million in the top 75 markets, and political advertising, which, in a year of no major elections, plunged 79% to \$22.4 million. Most professional services continued to increase their television advertising, with medical and dental services up 40% to \$86.9 million; legal services, up 36% to

\$38.3 million, and education services, up 42% to \$70.2 million. Other big spenders showing big increases included automobile and truck dealers, up 21% to \$311.2 million; appliance stores and repair, up 42% to \$121.9 million; leisure time stores and services, up 27% to \$107 million. □



## Fifth Estate figures in Philippine story

**Broadcasters assess media's role in islands' exchange of power, most saying TV influenced events**

The U.S. media, particularly television in its ability to convey information almost instantaneously via satellite, played a perhaps unprecedented role in shaping events as they unfolded in the political life of the Philippines—culminating with the downfall of President Ferdinand Marcos—a number of news professionals suggested last week. But opinions varied on the extent of the media's role, and even those who felt its part a large one also stressed that the seeds of last week's transition of power to Corazon Aquino were sown long before western journalists descended upon the Philippines to cover the presidential election Feb. 7, which Marcos—a media manipulator in his own right—announced last November at commentator George Will's prompting on *This Week with David Brinkley*.

At the same time, there was also a feeling among observers last week that Marcos had lost out in the age-old media game played by journalists and willing sources. Marcos, the theory goes, overestimated his ability to manipulate the U.S. media. And last November, ABC's Will gave Marcos the perfect opening to present himself as a friend and supporter of democracy (his political image in the U.S. tarnished somewhat by his rule by martial law for almost half his 20-year tenure) by calling for early elections amid charges that he had lost his political base at home.

As it turned out, the *Brinkley* broadcast

last November was to be a watershed in Philippine history. Not only did Marcos agree to early elections, he also agreed to allow American observers to monitor the election. Congress sent a team headed by Senator Richard Lugar of Indiana. When it became evident to him that pro-Marcos forces were responsible for rigging the election, television, with its coverage of the swelling opposition and growing violence, may have helped to convince the Reagan administration that Marcos had lost control of his country and had outlived his usefulness as the leader of a strategic ally. Marcos, in turn, stepped down quickly last week, once the administration advised him to do so.

"There's no question," said Ed Turner, executive vice president, CNN, that television shaped events in the Philippines. Coverage, he said, "was fed back here so quickly, and there was almost instant reaction from the pivotal figures in Washington." He added that CNN was also being fed to the Philippines so that Marcos supporters "knew that support was quickly eroding here. It fed on itself."

Betty Cole Dukert, a producer with NBC's *Meet The Press*, which interviewed a willing Marcos five times while he was in power, and twice in the last month, agreed with Turner. "I think they played a role," she said, referring to the media. "It should be remembered that Marcos himself has been a user of television all along...It takes two to tango and the question is whether he did himself in faster by using television." Added David Fuchs, a CBS News vice president: "I think it's been part of shaping it. You had a



The Nov. 3, 1985, 'This Week With David Brinkley' show on which Marcos agreed to move up the elections

closed society in media and it was opened up largely by the presence of American television." While television was the most visible force covering events, added Fuchs, it was really the "whole of American media managing to open up a society in conflict with the political apparatus in that society. I'm not sure there is a precedent for that."

The Marcos opposition, noted NBC News President Larry Grossman, was also "very eager" to cooperate with American media, having been shut out for so long from the Marcos-controlled Philippine media. Indeed, without the clearly defined opposition led by Corazon Aquino, Fuchs of CBS suggested, "television would have meant nothing." But television brought back to the U.S., and particularly to Washington, pictures of a situation growing more volatile by the moment. "The power center in Washington was unable to ignore this and television was certainly a factor," said Fuchs. "Clearly," said Grossman, "every party thought television was an essential element in carrying forward their own interests."

Robert MacNeil of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*—which aired a week-long series of special reports on the Philippines last September (including a two-part interview with Marcos) and, more recently, separate interviews with Marcos and Aquino and reports surrounding Marcos's departure—said that "the more reporting early" there was on the Philippines situation, "the more it acted on American policy makers, which in turn acted on Marcos and so on." He said the key was the "interaction of the American media playing into American official thinking and sort of raising the temperature slightly and gradually, which then caused them to be

holder in their concerns and their demands on Marcos, which created further news and reactions back in the Philippines, which the media then played back here."

MacNeil added that he didn't think the media "needed to play quite the original education job in this case" with the Congress or with the administration that it has done in some other places, such as in Iran. "There is a Bach hymn," MacNeil said, "that's called 'Sleepers Awake.' And the media often has had to play the role in the past of saying: 'Sleepers awake: there's a terrible situation here and you should be paying attention to it and you're not, and here's why you should.' And then the sleepers wake up and pay attention. I think in this case, the sleepers were at least half awake already; then came a process of mutual reinforcement. There were three hands on the fast-forward button—the media's, the administration's and the Congress's," MacNeil said.

Not everyone contacted last week was sure of the media's impact on events leading to Marcos's fall, including David Brinkley. Asked if he thought his program had shaped

events by providing Marcos with the forum to call for early elections, Brinkley replied. "I fail to see how, because the programs we've done were not seen in the Philippines," where Marcos was running for re-election. "I think it was strange: it's like George Bush announcing his candidacy on the BBC rather than an American network," said Brinkley. "All any of us can do," he said, is speculate on Marcos's motives for choosing *This Week* on which to make his announcement. "I think he was trying to prove what a nice fellow he was by submitting to the electorate," he added.

"He must have thought he was pretty good on the tube," said CNN's Turner of Marcos. In the end, he came across as a "sick, tired old man."

Brinkley drew a distinction between a program having some undefined influence on events as opposed to directly shaping such events. "It is possible that by simply calling attention to something it will have some effect. But our role should be confined to making it public and calling attention to it. And that is a very useful and worthwhile role, I would think."

The Marcos announcement of elections came in response to what *This Week* executive producer Dorrance Smith termed a "legitimate question" by Will on the Nov. 3, 1985, program. The question was prefaced with this statement by the commentator: "President Marcos, there is a perception here that your problems derive from the fact that your mandate is gone, whatever it once was. Now there is a way of renewing a mandate, and that is have elections. And there are some people here who wonder if it is not possible and if you would not be willing to move up the election date, the better to renew your mandate soon, say within the next eight months or so." Then Will asked his question: "Is that possible, that you could have an election earlier than scheduled?" And Marcos's answer was "yes," and not in eight months but rather in two or three months.

If Will hadn't asked, Smith contends, Marcos would have announced elections anyway. "He would have made that announcement one way or another," said Smith. "It was something he planned ahead. People come on these programs generally because they have something to say."

No matter what questions are asked of them, added Smith, "they will get their points across." □



Ex-President Marcos on CNN



PBS's Jim Lehrer



# HOW TO AVOID THE DANGERS OF COUNTERFEIT AUTO PARTS

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Inferior transmission fluid has solidified at 0° Fahrenheit, ruining transmissions. And counterfeit antifreeze has eaten right through aluminum parts.

**The failure can be safety-related.** A fatal 1985 bus accident in Britain was attributed to the installation of counterfeit brake parts. Ill-fitting counterfeit gas caps can fall off, increasing the risk of a fire in a roll-over accident.

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**Some tip-offs that a part might be counterfeit:**

Flimsy packaging.

Lack of name-brand identification such as AC-Delco.

"Look-alike" graphics or a change in the spelling of a recognized trade name. In this way counterfeiters can avoid prosecution under the 1984 Trademark Counterfeiting Law. So examine the package carefully.

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**General Motors is taking strong measures in the U.S. and overseas to put a stop to parts counterfeiting.** GM is trying to stop the problem at its source. So far we've

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## Briefs filed in Preferred case

**NCTA, TCI, Time, New York Times, ACLU, MPA, SPACE file in support of Los Angeles cable operator; solicitor general asks for case to be remanded to district court**

"The First Amendment rights of all speakers are ultimately at stake in this case. Cable television operators are recognized First Amendment speakers. Denial of their right to speak would inevitably threaten the constitutional status of all speakers."

With that admonition, Preferred Communications Inc. introduced its written arguments urging the Supreme Court to affirm a year-old ruling of the U.S. Appeals Court in Los Angeles that the refusal of Los Angeles to grant Preferred a cable franchise for a portion of the city because Preferred had not participated in its franchise process was a violation of Preferred's First Amendment rights.

In *amicus* briefs filed last Monday, Preferred was strongly supported by the National Cable Television Association, Time Inc., *The New York Times*, Tele-Communications Inc., the American Civil Liberties Union, the National Satellite Cable Association, the Motion Picture Association of America, the Satellite Television Industry Association (SPACE), the Mid-America Legal Foundation, the American Cable Publishers Institute and other cable operators.

But Solicitor General Charles Fried failed to back Preferred unequivocally as some at the FCC had urged him to do ("Closed Circuit," Feb. 24). Instead, he asked the court to remand the case to the district court so more facts could be established. "Unfortunately, the absence of any factual record in this case precludes... a searching examination of the relevant interests," said Fried. "The hazard of deciding the constitutional question presented here on a bare record is heightened by the fact that the case arises against a background of great and rapid change in communications technology."

At the heart of the so-called *Preferred* case are utility poles and underground conduits and the city's public rights of way—the facilities and space cable operators need to run coaxial cable from headends to the homes of subscribers. Partly because municipalities such as Los Angeles consider poles, conduits and rights-of-way scarce resources, they have limited and regulated the cable operators that use them through a franchising process.

Preferred challenged Los Angeles's franchising process in 1983 as a violation of its First Amendment rights. Although the district court dismissed the complaint, the Court of Appeals overturned the lower court in March 1985, adopting Preferred's First Amendment argument. In an unprecedented ruling, it said the city's denial of the franchise to Preferred or any other cable operators is unconstitutional as long as there is enough room on the poles and in the conduits and rights-of-way to physically accommodate their cables.

Preferred said the First Amendment rights of all speakers are affected by its case be-

cause of the movement of "traditional" media toward electronic distribution. "The print media will soon be indistinguishable from the electronic media," it said. If the Supreme Court upholds Los Angeles's franchising process, "the fundamental premises of our First Amendment jurisprudence would be undermined," it said. "Local governments would be permitted to license the right to speak and assume editorial control over both what is said and who speaks on cable. Because of their dependence of local politicians for their right to initiate and to continue speaking, cable operators would be unable to perform their proper journalistic function as watchdogs of local government."

Contrary to the opinion of Los Angeles, Preferred said the "public rights-of-way are a public forum which have traditionally been used by the citizenry for communications, including precisely the method of communication to be utilized by [Preferred]." As such, it said, the right to use them "does not depend upon the pleasure of local government officials, but rather is a right flowing directly to the citizenry from the Constitution."

But even if the rights-of-way were found not to be public forums, it added, the city could still not exclude Preferred from using them because the "restriction upon access is for the purpose of controlling the press, and not to preserve property from interference with other uses," it said.

NCTA based its brief on the assertion that cable operators are deserving of "significant protection" under the First Amendment not so much because they are creators of programming, but because they are editors and distributors of it. "Like newspapers that publish a mix of original and derivative material, a cable operator must decide what speech to carry and what speech to forgo," it said. "The protection given to the right to choose and distribute information is, in fact, an indispensable part of protecting the free flow of speech itself. Although much information is communicated directly from speaker to listener, great quantities are delivered... through a third party like a cable operator. Without unfettered distribution, many forms of speech could not, as a practical matter, be readily heard."

The Motion Picture Association of America also said cable's role as a "middleman" was deserving of First Amendment protection. By barring Preferred from operating a system, MPA said, the city arbitrarily restricted the number of middlemen legally permitted to distribute the programming of MPA members in a portion of Los Angeles. "The city's action is analogous to a restriction on the number of bookstores or theaters that cable be established in commercial sections of that part of the city," it said.

Time, the parent company of Home Box Office Inc. and American Television and Communications, the New York Times Co., and TCI filed a joint brief that asserted that cable television performs the same functions as the print media. It is therefore "entitled to similar First Amendment rights and freedom from the press licensing scheme the City of

Los Angeles has attempted to impose."

NCTA acknowledged that because cable systems use public rights-of-way, the cities may exclude operators or regulate them to a limited extent, but only if they can show "substantial government interests" for doing so. None of the interests set forth by Los Angeles, however, "justify the ban on additional cable services," it said. "They are either not sufficiently substantial or can be served by less drastic means, or both."

The NCTA agreed with the case law that has found that the federal government has a "legitimate" role in choosing who gets to use what broadcast channels in each market because the number of channels must be limited to prevent interference among them. But the government's role in broadcasting cannot be stretched to cover cable, it said. "Where the public rights-of-way will accommodate additional cable systems, a city cannot credibly claim that it is forced to limit cable service to a single operator in order to prevent physical interference by another."

NCTA also rejected the argument that regulation is justified because cable is a "natural monopoly." Even if cable systems were natural monopolies, it said without conceding the point, government regulation would still be unwarranted. "It is one thing to choose among speakers because from the beginning there cannot be more than one speaker, quite another to choose because ultimately there will not be more than one. In the first case, the choice must be made by the government, while in the latter case the public can and should make the choice."

The solicitor general was said to be reluctant to file a strong pro-Preferred brief, fearing a strong decision in favor of Preferred would undercut the Cable Communications Policy Act of 1984, and the reluctance shows in his brief as equivocation. He put cable operators on the same plane as those said to enjoy "full" First Amendment protections. Preferred seeks to communicate messages "on a wide variety of topics and in a wide variety of formats," he said. "Surely this enterprise is every bit as much the enterprise of speech, of the communication of ideas, as are the traditional enterprises of newspaper and book publishers, of public speakers and of pamphleteers."

But status as a full First Amendment speaker does not carry with it the right to use all government facilities and resources to "engage in free expression," he said. "A painter who believes his is a vital and different message has no right to demand that his paintings be hung in the National Gallery, though it could hardly be denied that the mission of the Gallery as a whole is as a forum of expression," he said. At the same time, he said, government "does not have unlimited discretion to exclude persons seeking to exercise First Amendment rights."

The solicitor general deferred comment on the public forum question. "In all candor, we must admit a certain awkwardness about speaking of telephone poles and underground utility conduits as fora at all, open or closed, public or not." □

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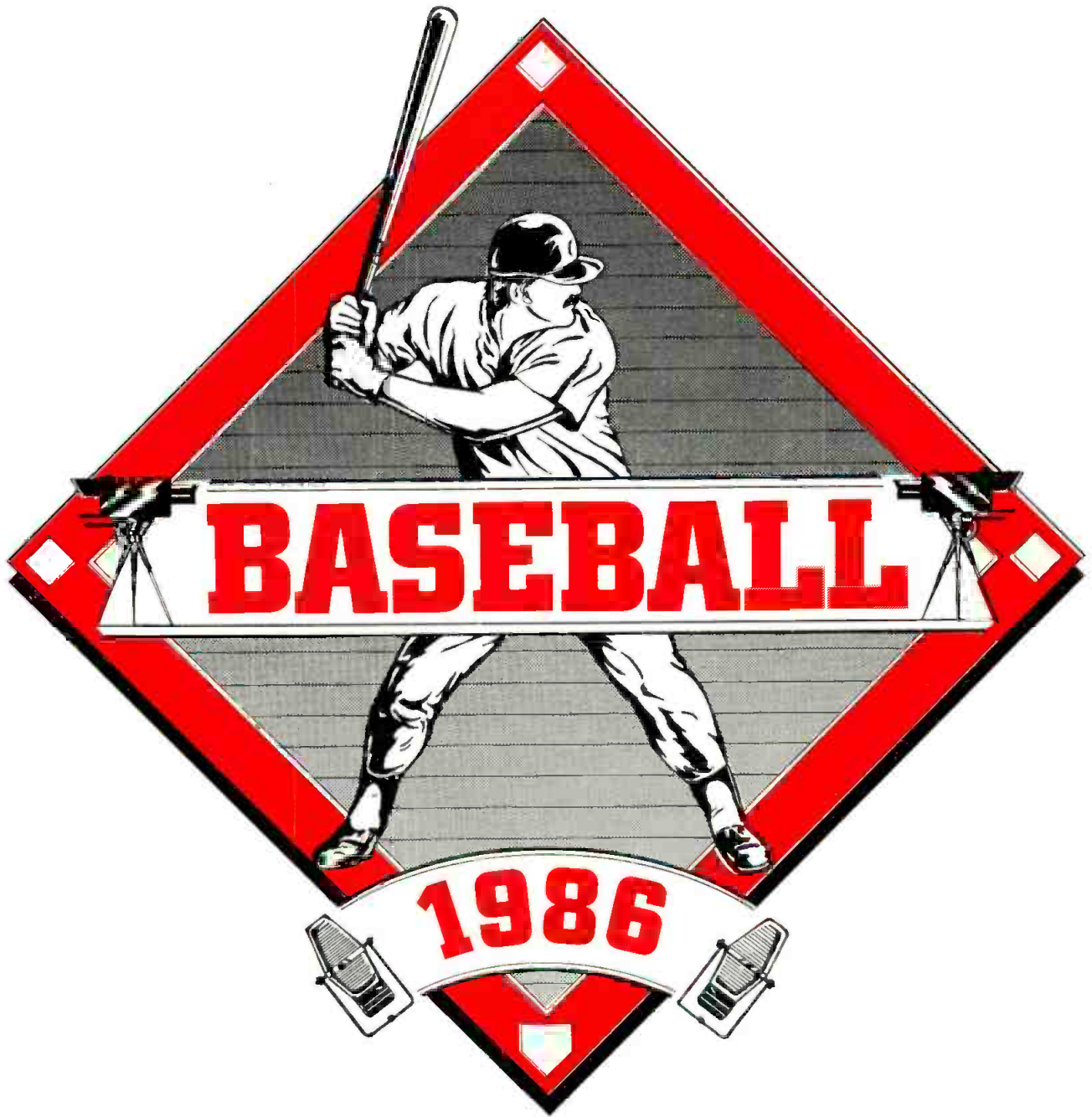
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A BROADCAST AND CABLE RIGHTS RECORD

## Baseball bats over \$300 million in 1986

**W**ith built-in escalator clauses in its television network rights contracts, and continued competitive bidding by media outlets on the local level, Major League Baseball and its 26 teams will accrue, for the first time in one season, more than \$300 million in rights payments. According to reports from league, team and media sources, combined network and local baseball rights payments will total more than \$320 million, up 14.7% over last year's total of almost \$279 million. ABC-TV and NBC-TV continue to pay the largest sums to the league under a six-year, \$1.2-billion

pact that extends through the 1989 season. ABC will pay about \$95 million this year, \$15 million more than it paid in 1985, and NBC will pay \$80 million this year, compared to about \$75 million it paid last year. CBS Radio will pay about \$6 million for its schedule of games, about what it paid last year. Thus, network payments for MLB rights this year will total about \$181 million, up 12.4%.

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million. The eastern division teams of the American and National Leagues continue to generate higher local rights fees (which are often a combination cash payment and share of advertising revenues, including some barter arrangements) than their western division counterparts. The teams in the American League East will receive rights payments this year totaling almost \$45 million, up close to 16% over 1985. The National League East teams will receive a total of \$43.5 million, up about 15%. The American League West teams will be paid almost \$29.2 million, a gain of more than 25% over last year, and the teams in the National League West will receive more than \$22 million, up over 21.5%.

The network payments are distributed equally among the 26 teams through a central fund managed by the office of the baseball commissioner. This year, each team will receive almost \$7 million in payments from the networks. In addition to those payments, the league will distribute to all the teams, for the second year, what it has termed "compensatory" payments from the five teams whose games are carried by superstations into the television markets of other teams. Those teams are the Atlanta Braves (WTBS[TV] Atlanta), Chicago Cubs (WGN-TV Chicago), New York Yankees (WPIX[TV] New York), New York Mets (WOR-TV New York) and Texas Rangers (KTVT[TV] Fort Worth). Combined, the payments from the five teams this year will total between \$8.5 million and \$9 million, with the Braves and Cubs paying the lion's share because their games are distributed to far more cable subscribers than the Mets, Yankees or Rangers.

It was only two years ago that the league and its teams broke the \$200 million rights mark, principally due to a new network contract that tripled annual TV network rights for the league overnight. Since that time, all three networks have been outspoken about what they see as excessive rights payments and the inability to make an equitable return on their investments. As far as the MLB network package is concerned, most agree that NBC is in a far better position with its part of the package than ABC. ABC's problem has been that its prime time Monday night baseball games never caught on the way *Monday Night Football* did. In addition, while its rights fees have more than tripled under the new pact, it has cut back the number of regular season broadcasts from a high of 18 in 1982 to 11 last year, severely restricting its baseball inventory. By comparison, NBC carries 30 regular season games during its *Game of the Week* on Saturdays.

In January, however, ABC announced that it intended to expand its regular season baseball coverage considerably, up to 14 Sunday afternoon games—most of which would fill the spring program void left by the United States Football League's planned move to a fall schedule—and eight Monday night games. However, NBC has challenged ABC's right to broadcast any Sunday baseball games during the first two months of the season. NBC contends that its pact with the league gives it not only exclusive network rights to all regular-season Saturday games, but also exclusive rights for both Saturdays and Sundays during the first two months of the season. MLB executives have conceded that the contracts with both networks are vague enough to allow for different interpretations on the point. Having submitted their positions to the league, the networks are waiting for the commissioner to come up with a resolution.

But no matter how that situation is resolved, NBC appears to be in a much better situation to make money on baseball than ABC this year. Part of that stems from NBC's having the World Series this year and all of the games will, for the second year in a row, be in prime time. It is believed that NBC expects to charge about \$275,000 per 30-second spot during the World Series. Even if the series only runs for four of the seven possible games, at that rate, NBC stands to generate a minimum of \$46.75 million in net series revenue. If the series goes to all seven games, the network could make \$96.25 million in net revenue, which would more than cover NBC's 1986 rights payment of \$80 million. It is also believed that the network hopes to sell its 12 second-quarter regular season games for about \$44,000 per 30 and 14 third-quarter regular season games at \$33,000 per 30, as well as two prime time contests for at least \$80,000 per 30. At those rates, if the network sells out its schedule of 25 minutes per game, it would generate net revenue of close to \$49 million. ABC's baseball sales outlook will depend on how the league rules on the early-season Sunday games dispute. At risk is more than half the

inventory within the proposed 14 Sunday-game schedule, which is worth about \$23.8 million in net revenue if the network sells it out at its asking price of \$40,000 per 30. "We are proceeding under the assumption that we will be telecasting Sunday afternoon baseball," said Larre Barrett, vice president in charge of sports sales for ABC-TV. He said the sports division is looking at a number of program options in the event the league's ruling goes in favor of NBC. ABC will air eight Monday night games beginning June 30 with a rate card of \$75,000, up a little more than 5% from a year ago. If those games sell out at that price, they would yield about 25.5 million in net revenue. ABC also has the All Star Game this year, which is being sold at \$230,000 per 30, about \$10,000 more than NBC charged for it last year. If it sells out, the network would receive perhaps \$9.8 million in net revenue.

ABC also has the playoff games this year, scheduled to begin Oct. 7. Of the 14 possible games, nine are scheduled for prime time, three on weekdays and two during the day on the weekends. The asking rate for the prime time games is \$125,000 per 30; weekday day games are \$25,000, and weekend day games are \$75,000. If the games sell out (which they usually do) at the published rates, the playoffs would generate more than \$57 million in net revenue for ABC. Excluding the disputed Sunday schedule, ABC would appear,



at best, to be able to produce about \$93 million in net revenue from its baseball lineup this year, about \$2 million short of the scheduled rights payment. (That doesn't take into account production costs associated with the telecasts, estimated by one network source at \$100,000 for each daytime game and perhaps double that for each prime time game.). Thus, the league's decision on ABC's Sunday schedule appears to be a determining factor in whether the network can make a small return on its rights investment this year or will instead incur a substantial loss. Newly named ABC Sports President Dennis Swanson recently summed up his position on ABC and Major League Baseball coverage: "Boy, will I be glad when 1989 gets here."

NBC says it has sold more than 60% of its regular season schedule. "People buy on history," said Robert Blackmore, senior vice president, sales, NBC Television Network. "Baseball was strong last year," he added, noting that while the ratings were flat for the regular season, at 6.4/21, the male 25-54 demographic was up 10%. According to ABC's Barrett, the network's tentative Sunday schedule is "approaching 50% sold," while the sales effort for Monday night games, which don't begin until June 30, has not yet begun. "It's a little bit slower than we would like," said Barrett, "but there is a need for the gross ratings points that the USFL generated." He attributed the slowness in sales to the generally soft sales marketplace.

Sales pacing at the local level this year has varied so far, but more than one local sales executive reported softer than usual sales. "A lot of people are reevaluating their commitment to sports," said one executive in a major east coast market. "There are a lot of alternatives out there."

Several advertising categories have been affected by recent changes in the law and MLB's own regulations. President Reagan was expected to sign into law late last week or early this week a law banning smokeless tobacco advertising from the airwaves. The Television Bureau of Advertising estimated that for 1984, the latest figures available, that category amounted to about \$17 million in



## AMERICAN LEAGUE EAST

Team	1986 rights	1985 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	\$ 6,000,000	\$4,000,000	WMAR-TV 8	WFBR 60-65	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay-cable rights.
Boston Red Sox	4,600,000	4,200,000	WSBK-TV 6	WPLM 65	WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network holds pay cable rights.
Cleveland Indians	3,000,000	3,400,000	WUAB 2	WWWE 28	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	4,400,000	4,000,000	WDIV 5	WJR 37	WDIV holds TV rights; WJR holds radio rights; Pro Am Sports holds cable rights.
Milwaukee Brewers	3,500,000	2,200,000	WVTV 4	WTMJ 64	WVTV holds TV rights and Brewers retain radio rights.
New York Yankees	15,500,000	14,000,000	WPIX(TV) 10	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay cable rights.
Toronto Blue Jays	7,750,000	7,000,000	CTV-TV	CJCL 52	Labatt Breweries of Canada (45% owner of Blue Jays) 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 English 28 XPRS Spanish	Angels retain TV and radio rights; XPRS Rosa-Rita (Tijuana), Mexico holds Spanish radio rights.
Chicago White Sox	8,250,000	4,000,000	WFLD-TV 5	WMAQ 15	WFLD-TV owns TV rights; Team retains radio and cable rights.
Kansas City Royals	2,000,000	1,400,000	WDAF-TV 18	WIBW 117	WDAF-TV holds TV rights; WIBW radio rights.
Minnesota Twins	3,600,000	3,500,000	KSMP-TV 3	WCCO 60	KMSP-TV holds TV rights; WCCO holds radio rights.
Oakland As	3,000,000	2,500,000	KPIX 8	KSFO 14 KBRG Spanish	KPIX holds TV rights; KSFO holds English radio rights; KBRG holds Spanish-language radio rights.
Seattle Mariners	2,100,000	1,600,000	KIRO-TV 5	KIRO 20	KIRO holds TV and radio rights.
Texas Rangers	6,000,000	6,000,000	KTVT	WBAP	KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay-cable rights.

## NATIONAL LEAGUE EAST

Chicago Cubs	4,300,000	3,600,000	WGN-TV	WGN	Stations hold rights under agreement with commonly owned Cubs.
Montreal Expos	8,000,000	7,500,000	CBC-TV English 43 French 12	CFCF 20 CKAC	Labatt Breweries holds TV rights; CFCF holds English radio rights; CKAC holds French radio rights; the Sports Network holds cable rights.
New York Mets	14,500,000	12,100,000	WOR-TV 6	WHN 22	Mets have partnership arrangements with broadcast originators; Sportschannel holds pay-cable rights.
Philadelphia Phillies	9,100,000	8,500,000	WTAF-TV 2	WCAU 25	Originating stations hold broadcast rights; Prism holds cable rights.
Pittsburgh Pirates	3,000,000	3,000,000	KDKA-TV	KDKA	Group W (KDKA-AM-TV) holds broadcast rights.
St. Louis Cardinals	4,600,000	3,100,000	KSDK 15	KMOX 115	Originating stations hold broadcast rights; Sencom holds cable rights.

## NATIONAL LEAGUE WEST

Atlanta Braves	3,500,000	3,100,000	WTBS	WSB	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights.
Cincinnati Reds	5,500,000	2,300,000	WLWT 16	WLW 81	WLWT holds TV rights; Reds retain radio rights.
Houston Astros	3,400,000	3,200,000	KTXH	KTRH	KTXH holds TV; Astros retain radio rights; Home Sports Entertainment holds cable rights.
Los Angeles Dodgers	4,600,000	4,000,000	KTTV	KABC	Dodgers retain broadcast rights, selling through Dodgers Radio and Television Network. Dodgers and Metromedia Television hold pay-TV rights jointly in Dodgervision pay-per-view venture.
San Diego Padres	2,800,000	2,750,000	KCST 7	KFMB 6	Broadcast originators hold origination rights only; team holds rights to distribute broadcasts to regional networks; XEXX holds Spanish radio rights; Padres and Cox jointly hold pay TV rights.
San Francisco Giants	2,750,000	2,750,000	KTVU 3	XEXX 7 KNBR 7 KOFY	Broadcast originators hold rights.

<b>AL total</b>	<b>\$73,900,000</b>	<b>\$62,000,000</b>
<b>NL total</b>	<b>\$65,550,000</b>	<b>\$55,900,000</b>
<b>Majors total</b>	<b>\$139,450,000</b>	<b>\$117,900,000</b>

Not included in the table are network payments for nationally broadcast games that total about \$181 million, ABC-TV—\$95 million, NBC-TV—\$80 million and CBS Radio—\$6 million.

spot and network revenues. The Radio Advertising Bureau estimated that for the first nine months of 1985 smokeless tobacco accounted for about \$1.5 million in spot dollars and \$1 million in network dollars. However, MLB lifted a ban that restricted three categories from advertising during game broadcasts—state lotteries, casino gambling and horse racing. According to TVB, state lotteries spent \$30 million in spot television in 1985, while horse racing advertising totaled about \$10.4 million. Casino advertising, TVB said, was included in the \$55 million hotel category. The figures were sketchier on the radio side, but the RAB reports a minimum \$3.9 million in spot radio dollars for both state lotteries and casinos for the first nine months of 1985 and no more than \$500,000 for horse racing in the same period.

As for baseball coverage by cable television, it appears that situation is still in flux. "We might still be in a shaking out period of finding out what works for cable and what works for baseball," said Bryan Burns, MLB's director of broadcasting. "We have had a number of unfortunate failures" in the past year, said Burns, referring to the folding last year of the TCI/Multimedia/Anheuser-Busch venture, SportsTime, after only one season. Also folding their tents were Sportsvue in Milwaukee and Home Sports Entertainment in Pittsburgh, although TCI, which owns the Pittsburgh cable system is currently negotiating for the cable rights to the Pirates games. A network in Cleveland for Indians games never got off the ground

## Atlanta Braves

Ted Turner's Atlanta Braves will be seen as many as 150 times during the upcoming exhibition and regular season games on Ted Turner's superstation WTBS(TV) Atlanta, which reaches 35 million cable homes via satellite in addition to homes in the Atlanta market. WTBS can't give a precise number of games because it's committed to airing 129 hours of the Goodwill Games from Moscow between July 5 and July 20, the heart of the baseball season. Coverage of the international games, which are being co-sponsored by Turner, could cause the preemption of some games and the delayed broadcast of others.

One thing the Braves are sure of is saturation radio coverage. According to Wayne Long, director of broadcasting, the Braves have again tapped WSB(AM) Atlanta to be the flagship of their radio network. This year the network will comprise between 120 and 125 stations, up about 10% from last season's 112. The network will carry five pre-season and all 162 regular-season games. WSB is also committed to airing an additional 15 pre-season games without the network.

The Braves' four returning announcers—Ernie Johnson, Skip Caray, Peter Van Wieren and John Sterling—will take turns in the radio and television booths.

Heading the list of radio advertisers are: Anheuser-Busch, Lancaster Chewing Tobacco, Coca-Cola, Delta Airlines, Century Insurance, Goody's Headache Powder and Taco Bell.

Among the television advertisers: Anheuser-Busch, Delta Airlines, Toyota, Canon, Red Man Chewing Tobacco and Eckerd Drug.

## Baltimore Orioles

In addition to their periodic appearance on ABC and NBC, the Baltimore Orioles will be seen on television at least 125 times this season—40 times on WMAR-TV Baltimore and its network of eight other television stations, and at least 85 times on Home Team Sports, the regional pay sports network. (WMAR-TV and HTS will also warm up its veteran announcing crews and viewers with five pre-season games each.)

For the eighth season, WFBR(AM) holds the radio rights. The station and its network of 60-65 radio stations will air all 162 regular-season games as well as 12 pre-season outings. Independent Network Consultants, Rockville, Md., is putting the network together for WFBR.

Returning to the booth for WMAR-TV are Chuck Thompson (play by play) and former Oriole Brooks Robinson (color). For HTS, Mel Procter and former Oriole John Lowenstein will repeat as the announcers and Rex Barney and Tom Davis will again handle the pre-game and post-game duties. Former Oriole Jim Palmer and Mutual Broadcasting/CNN talk show host Larry King will return to contribute color and commentary to the HTS telecasts on an "as-available" basis. Last year Palmer and King appeared 11 and 25 times, respectively. HTS expects them to make fewer appearances this year.

Some of the big advertisers WMAR-TV has lined up for 1986: Anheuser-Busch, Nissan, Provident Bank of Maryland, Bell Atlantic Yellow Pages, Maryland National Bank, Jerry's Chevrolet and Equitable Bank. WMAR-TV includes only four minutes of A-B spots per game in its network feed, giving affiliates 23 minutes of local ad time.

Strohs, Giant Food, Subaru Atlantic, Lennox Industries, Maryland State Lottery,

after about three years of trying.

Those regional networks still in the business are concentrated in the top 10 markets, have more than one franchise to offer viewers and, in most cases, are offering service to at least a portion of their universe on a basic or tiered basis. "You have to be a year-round business" to succeed in regional sports networking, said Bill Aber, general manager of the Washington-based Home Team Sports, which serves the Baltimore and Washington markets. The exception, he added, is pay-per-view, which a number of baseball teams are experimenting with this year, including Cincinnati for the first time. Also, he said, many of those who failed may have entered the business with expectations too high. "It's the classic small business problem," he said. "Ninety percent wash out the first year."

Most of the surviving networks are offering some or all of their cable operator constituents the option to offer the service as a stand-alone pay channel, or as part of a pay tier or basic package. "I have taken the position that I have a finite number of people to do business with," said Aber. The trick is to work out some kind of arrangement with a substantial portion of those people, he said, "or go out of business." Some disagree with that philosophy however, including John Claiborne, general manager of the New England Sports Network, Boston. On basic cable, he said, a regional network "is just another form of over-the-air [television]" that detracts from the stadium's gate. "Pay does not hurt the gate," added Claiborne. "But there is a limit to how much the subscriber will pay."

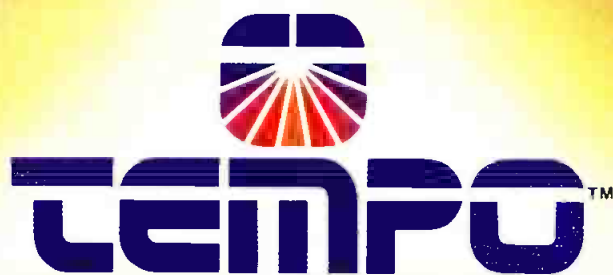
A team-by-team breakdown follows:

All-Star Dodge and All State Leasing are already on board for the HTS telecasts and Miller Brewing, Chevrolet, Amoco, Gwaltney Meats, Loyola Federal Savings and Loan and Jiffy Lube, for the WFBR broadcasts.

## Boston Red Sox

WSBK-TV Boston will slightly increase the number of Red Sox games it will broadcast to 78, including three exhibition games. The Sox network carrying approximately 30 of the games has been expanded to six, with the addition of WNE-TV Hartford, Vt. (Burlington, Vt.-Plattsburgh, N.Y.). Stewart Tauber, WSBK-TV's assistant general manager said advertising arrangements are still being worked on, but that Anheuser-Busch will definitely be in the lineup. WSBK-TV's rights fees will be determined by a formula based on the ratings performance of the games.

The station's parent company, Storer Communications, is now in the fourth year of a cable sports channel partnership, the New England Sports Network (NESN), along with the Red Sox and the Bruins hockey team. It will carry 87 Red Sox games (the others are carried by WSBK-TV) to more than 90,000 subscribers, triple the number of subscribers last year, said John Claiborne, vice president and general manager of NESN. The monthly fee is going from \$8.95 to \$9.95 for the service, which is still not carried in Boston because the MSO Cablevision has an interest in a rival cable service, SportsChannel. Roughly 10% of NESN's revenue comes from advertising and on Red



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Sox games that will include Polaroid, New England Ford and Toyota.

WPLM-AM-FM Plymouth, Mass., will continue to originate the radio broadcasts to a lineup of more than 64 stations. Budweiser continues to be a major sponsor.



## California Angels

In 1986 the Angels home games will not be carried on a pay service. Last year, 13 Sunday games were broadcast by Selec TV, a subscription TV service, over KWHY-TV Los Angeles, but, according to John Hays, senior vice president, marketing, for the ball club, the Selec TV contract was not renewed because the service could not guarantee enough subscribers. "If a cable system would be established that could afford the rights," Hays said, the club would consider a pay service again.

On broadcast television, KTLA(TV) Los Angeles enters the fourth year of a five-year contract with the Angels in 1986. Radio coverage will be provided by the KMPC(AM) Los Angeles. Both stations have carried the Gene Autry-owned ball club since 1961. Autry owns KMPC, and is the former owner (along with the Signal Cos.) of KTLA, which he sold to Wometco in 1983. Cross-promotion of the Angels by the stations and the team has already featured a number of speeches by Autry and a large client party for sponsors.

This year, Spanish-language radio coverage will be provided by XEPRS(AM) Rosarita Beach, Mexico (Tijuana).

KMPC executive vice president, Bill Ward, said that the sales pace this year is about 80% ahead of last year. Sponsors include Anheuser-Busch, Chevron and the Southern California Chevy dealers. KMPC will carry 175 games that will be carried on a network of 28 stations.

KTLA will cover two preseason and 43 regular-season games. Bob Starr and Joe Torre will handle the play by play. Mike Eigner, vice president and general manager, said that sales were going "fairly well," and that the station was in the process of talking to a number of new clients. Returning as advertisers are Pacific Bell, Anheuser-Busch, Toyota and Mark C. Bloome Auto.



## Chicago Cubs

WGN(AM) Chicago will broadcast 162 regular-season games and 12 exhibition contests this year. The team has arranged a regional network of 63 stations to carry the Cubs.

Wayne Vriesman, vice president and general sales manager, said sales "are at least on a par" with last year but said that a number of advertisers are on the verge of signing. Clients already in the fold include Heileman Brewing, True Value Hardware, Chevrolet, Marathon Oil and Talman/Home Federal Savings. On the television side, WGN-TV will telecast 146 regularly scheduled games and four exhibition games. A regional network of 12 stations has been put together. Joseph T. Laughlin, vice president and general manager, said sales are outpacing 1985, with about two-thirds of the inventory sold. Among the more active advertisers signed are Budweiser, Pepsi-Cola, True Value Hardware, United Airlines, Union Oil, Buick and Toyota.



## Chicago White Sox

The White Sox learned this year just how valuable a baseball franchise can be, particularly for an independent station trying to establish a local identity. Metromedia's WFLD-TV Chicago was in the last year of a five-year pact with the team, but according to a team source, WFBN(TV), acquired by Milton Grant last year, came "hot and heavy after the White Sox," trying to get the rights. But WFLD-TV renegotiated a new five-year pact a year early—and in the process more than doubled the team's total local rights payment this year.

WMAQ(AM) Chicago is in the last year of its agreement with the team and Sportsvision,

now with 400,000 cable subscribers, will feed 54 home games, 15 away games and 6 exhibition contests to area cable systems. Sportsvision, now owned by Cablevision, CBS and the Washington Post, doubled its subscriber count over the past year by giving cable operators the option of carrying the channel on basic service.



## Cincinnati Reds

Reds baseball will again appear on WLWT(TV) Cincinnati under a rights contract good through 1987. The contract has an escalator clause under which rights rose to \$2.5 million this year. WLWT has added three affiliates—WDRB-TV Louisville, Ky.; WLIO(TV) Lima, Ohio, and WUPW(TV) Toledo, Ohio—bringing its network to 16 affiliates. WLWT will carry 47 games and license 43 to the affiliates on a 50-50 barter basis. Its major sponsors include Anheuser-Busch and Toyota. This year, the games will be called by the new team of Steve Physioc, the station's sports director; Joe Nuxhall, and Marty Brennaman.

The Reds are retaining the radio and cable rights, and WLW(AM) Cincinnati will remain the flagship for its radio broadcasts. The games will be offered to 81 affiliates on a barter arrangement under which the stations will get about nine minutes for ads during each game. Nuxhall and Brennaman, will continue as the radio announcers, juggling their radio chores with their new TV responsibilities. Major sponsors for the team are Anheuser-

## Baseball's radio lineup

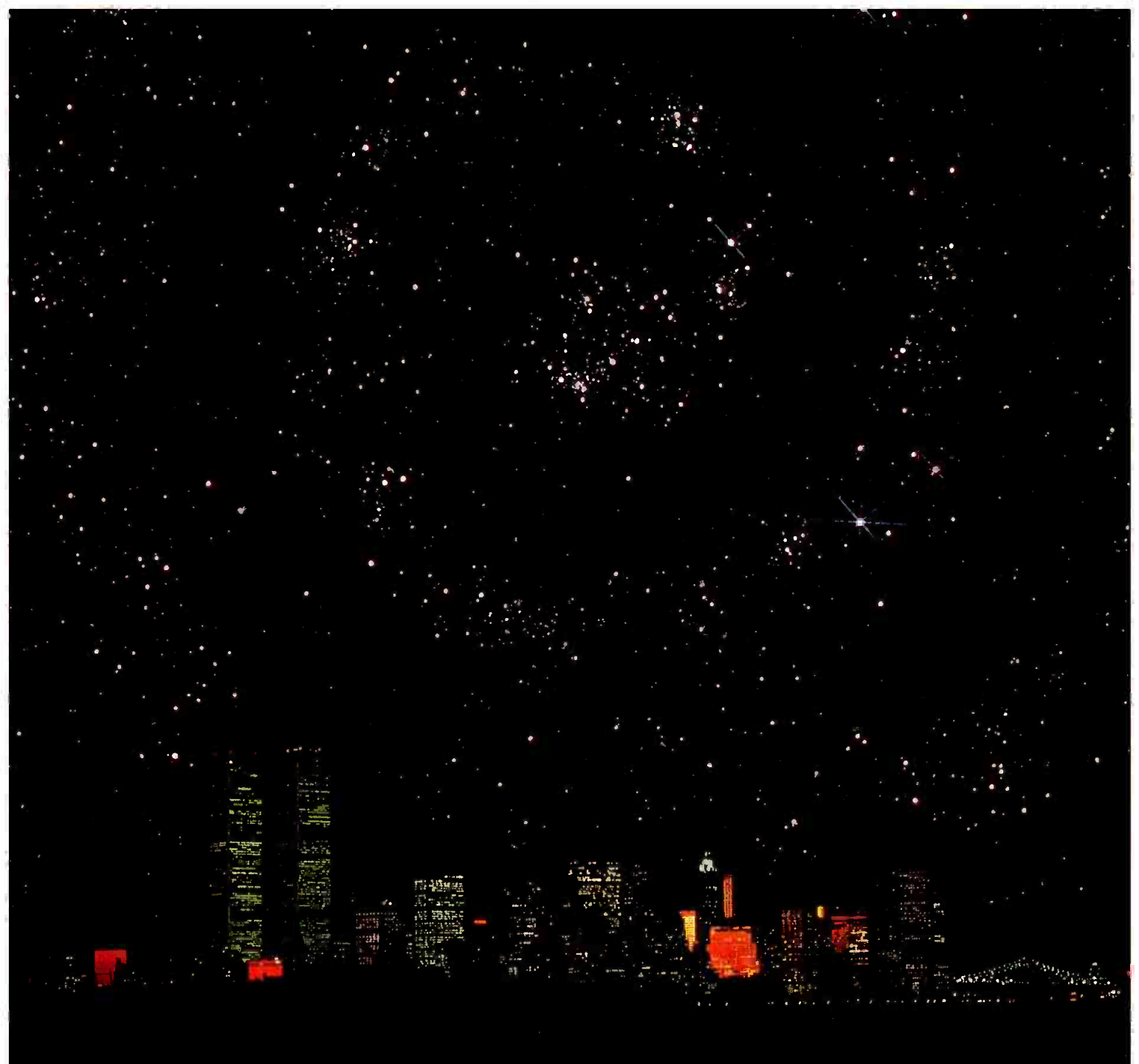
The CBS Radio Network enters its second year of *Game of the Week* broadcasts this season. (Last year marked the first time a *Game of the Week* program appeared on network radio in nearly 30 years.) The show proved to be a popular vehicle for both advertisers and stations last season. The weekly games are part of a five-year, \$32 million deal between CBS and Major League Baseball that extends through the 1989 season.

Like last year, the weekly broadcast schedule, which runs for 20 weeks, contains two games (one day and one night) every Saturday beginning with the Toronto Blue Jays at the Cleveland Indians and the New York Mets at the San Diego Padres on May 24. CBS also plans to air "important midweek contests" toward the end of the season.

Announcers for CBS Radio's baseball coverage are Brent Musburger, Dick Stockton, Lindsey Nelson, Johnny Bench, John Rooney, Curt Cowdy, Jerry Coleman, Bill White, Bob Murphy, Howard David and Ted Robinson, all of whom will be paired off on a rotating basis. And as an added feature, local team announcers will join the CBS crew during the fifth inning of each game.

In addition to airing weekly games, the exclusive CBS baseball rights pact includes the annual All Star game, league championships and the World Series. Among the major sponsors for CBS's entire baseball schedule are Anheuser-Busch, Honda and State Farm Insurance. Advertisers can also choose between the summer package (*Game of the Week* and All Star game) and the fall package (league championships and World Series).

Thus far, 125 stations have signed to air CBS's baseball coverage including outlets in seven of the top 10 markets. Last season, CBS had baseball carriage on some 220 stations.



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are Anheuser-Busch, Marathon Oil, Chevrolet and Kahn's Meats.

The Reds are also offering 25 home games on a pay-per-view basis over Warner Amex Cable Communications' Cincinnati-area addressable cable system. Subscribers can buy the package of 25 home games for \$100, or view any one of those games for \$5.95.



## Cleveland Indians

WUAB(TV) Cleveland has signed a new three-year rights contract under a renewal clause in its old one with the Indians, a team that is for sale. It will broadcast 60 regular-season games, 45 of them away from home.

WWWE(AM) Cleveland once again bought the radio rights and will be carrying 15 preseason and 162 regular-season games.

This year, the radio and television rights went for \$3 million. It was said that the radio rights were up "considerably." One station official said the rights had risen so much that the station wasn't planning to bid for them next year.

This year for the first time WUAB is putting together a television station network. Thus far it has two affiliates—WUPW(TV) Toledo and



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wkbn-TV Youngstown. The announcers are Joe Tait and Jack Corrigan. Sponsors include Toyota and Burger King.

WWWE's radio network consists of 28 affiliates. Its announcers remain Herb Score and Steve LaMar. Major sponsors include Anheuser-Busch, Marathon Oil, Farmers Insurance and the Ohio Lottery.



## Detroit Tigers

WDIV(TV) Detroit spokeswoman, Eileen Wunderlich, said that Tigers games had the highest ratings and share of any major league baseball franchise last year, averaging a 22/46 in Arbitron. The station will originate 45 regular-season and five exhibition games (with the possible addition of a few second games of doubleheaders). Major sponsors will include Miller, Chevrolet, McDonald's, J.C. Penney, Kroger, Kentucky Fried Chicken, Republic Airlines, Pepsi-Cola, Sunoco, Michigan Bell and Goodyear. Once again WDIV will feed a network of five stations for the Tigers games.

WJR(AM) Detroit has a new five-year contract under which it originates all Tigers regular-season games, plus a minimum of 12 exhibition games. Also carrying the games are about 37 stations. Advertisers include Anheuser-Busch, Marathon Oil, Chevrolet, Security Bancorp, Michigan Lottery and Independence Health (a health maintenance organization).

Pro Am Sports Systems (PASS), a cable program network owned by John E. Fetzer, former owner of the Tigers, will distribute four preseason and 81 regular season games to more than 100,000 cable subscribers this year. William J. Wischman, executive vice president and general manager, said the Tigers receive a certain price per subscriber, counted against a guaranteed minimum rights fee.



## Houston Astros

All 162 regular and 25 exhibition games will be broadcast over KTRH(AM) and will be transmitted to a network of at least 11 stations, probably more by the time the season begins. The Astros also are negotiating for Spanish-language coverage over a radio station in the Houston area. The key sponsor on radio will be Budweiser but other clients are Ozark Airlines, Kay Jewelry, Eastern Airlines and General Telephone.

KTRH(TV) handles television coverage of the Astros schedule. A total of 81 games, 73 regular season, will be transmitted to 11

other TV stations. He said that six other clients are expected to sign over the next few weeks.



## Kansas City Royals

WDAF-TV Kansas City, Mo., in the second year of its three-year contract, is the originating station for a network of 18 stations. Two pre-season games with the Cardinals will be broadcast in addition to 45 regular season games—five more than last year when the Royals won the 1985 World Series. "Our network will carry more games than ever before," said Earl Beall, WTAF-TV vice president and general manager. "There is a strong interest in the Royals because of their successful year" last season.

Miller Beer is the major sponsor; other advertisers include Toyota, Midas Mufflers, Long John Silver, Safeway, Snapper tools, Research Hospital and United Super (supermarket chain).

Among the new things WDAF-TV is doing this year is sending a satellite uplink truck to the Royals spring training camp in Fort Myers, Fla., to beam back live reports for its 5, 6 and 10 p.m. local news. In addition, WDAF-TV has planned two prime time specials on the Royals, Beall said.

On the radio side, WIBW(AM) Topeka, Kan., will lead a network of 117 stations in its first year of a three-year contract, according to Bob Fromme, general manager of the Royals Radio Network. In Kansas City, the games will return to KMBZ(AM) after a three-year association with KCMO(AM). Previously, the Royals had been heard on KMBZ for 15 consecutive years. Major sponsors for the radio network include Anheuser-Busch, Ford Automobiles, Farmer's Insurance, John Deere, and for the 18th consecutive year, Guy's potato chips. Last year, WIBW purchased its own satellite uplink facility and the network supplied downlink dishes to all but about a dozen stations which already owned them. That, said Fromme, "worked beautifully."



## Los Angeles Dodgers

The Dodgers are entering the second year of three-year agreements with KTTV(TV) and KABC(AM), both Los Angeles, and Metromedia's Dodgervision cable service. Each of the agreements involves sharing sales of advertising time. Merritt Willey, vice president of marketing for the Dodgers, said

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Market	Station	Mon - Fri	Rating	Share	Rank In Time Period			
					Rating	Share	W18-49	W25-54
DALLAS	WFAA	3:00 PM	11	35	#1	#1	#1	#1
ATLANTA	WXIA	4:00 PM	9	31	#1	#1	#1	#1
DENVER	KMGH	3:00 PM	5	22	#1	#1	#1	#1
PHOENIX	KPNX	3:00 PM	6	26	#1	#1	#1	#2
MEMPHIS	WHBQ	3:30 PM	8	26	#1	#1	#1	#1
SAN ANTONIO	KENS	11:00 PM	6	27	#1	#1	#1	#1
NORFOLK	WTKR	4:00 PM	9	26	#1	#1	#1	#1
TULSA	KOTV	3:00 PM	9	36	#1	#1	#1	#1
RICHMOND	WXEX	4:00 PM	7	24	#1	#1	#1	#1
WICHITA	KAKE	3:30 PM	6	25	#1	#1	#1	#1
JACKSONVILLE	WJXT	5:00 PM	16	38	#1	#1	#1	#1
JACKSON, MS	WLBT	2:30 PM	10	34	#1	#1	#1	#1
COLUMBIA SC	WIS	4:00 PM	11	29	#1	#1	#1	#1
BATON ROUGE	WBRZ	9:00 AM	9	32	#1	#1	#1	#1
GREENVILLE	WNCT	4:00 PM	11	31	#1	#1	#1	#1
AUGUSTA	WJBF	4:00 PM	16	40	#1	#1	#1	#1
CHARLESTON, SC	WCSC	4:00 PM	18	42	#1	#1	#1	#1
SAVANNAH	WTOC	9:00 AM	14	49	#1	#1	#1	#1
COLUMBUS, GA	WTVM	7:00 PM	19	30	#1	#1	#1	#1
McALLEN	KRGV	3:00 PM	10	33	#1	#1	#1	#1
BEAUMONT	KFDM	3:00 PM	14	46	#1	#1	#1	#1
WHEELING	WTRF	4:00 PM	10	24	#1	#1	#1	#1
WICHITA FALLS	KAUZ	3:00 PM	7	30	#1	#1	#1	#1
WAUSAU	WSAW	10:30 PM	8	31	#1	#1	#1	#1
MACON	WMAZ	4:00 PM	16	42	#1	#1	#1	#1
TOPEKA	WIBW	3:30 PM	7	30	#1	#1	#1	#1
MISSOULA	KECI	12:00 PM	6	35	#1	#1	#1	#1
TYLER	KLTV	10:00 AM	9	45	#1	#1	#1	#1
MERIDIAN	WTOK	3:30 PM	13	39	#1	#1	#1	#1

Source: NSI/Cass-andra 11/84, 2/85, 5/85, 11/85. Initial sweep in each market.

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Dallas . . . . .	KXAS
Minneapolis . . . . .	KITN
Atlanta . . . . .	WGNX
St. Louis . . . . .	KDNL
Denver . . . . .	KWGN
Sacramento . . . . .	KRBK
Indianapolis . . . . .	WISH
San Diego . . . . .	XETV
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that the team and the stations each sell time for pre- and post-game shows, while the club sells national sponsorships for the games themselves.

Now in its second year, Dodgervision, through the Dodgers and Metromedia Television, will offer 25 home games for \$79.95 (down from \$85 for 20 games last year), or \$5.95 per game on a pay-per-view basis. Dodgervision now has approximately 40 cable systems, accounting for some 500,000 addressable homes, signed up. Sales of time within the cable broadcasts are said to going "300% better" than last year. A variety of promotional giveaways have been offered as well to attract viewers.

Metromedia's KTTV will broadcast 50 games. Marty Bergman, general sales manager, said that sales were up 5%, and would probably be up 5%-10% on the year. Kvvu-TV Las Vegas, will also broadcast 12-15 weekend games.

Along with broadcasting 182 games, KABC(AM) will also air a variety of specials beginning in March from spring training. George Green, vice president and general manager, said that the schedule "has been sold out for months," and major sponsors include Datsun and Miller Beer.

Spanish coverage will be heard on three stations—KTNQ(AM) Los Angeles, KNEZ(AM) Lompoc and KVIM(AM) Coachella, all California. Additionally two stations in Mexico will carry the full schedule, and a variety of Mexican stations will carry games on an occasional basis.



## Milwaukee Brewers

WTVV(TV) Milwaukee will broadcast eight pre-season and 60 regular season games of the Brewers this year, an increase of 14 regular games over last year, said the station's general manager, Al Leitl. Two Wisconsin stations are new to the lineup, WLAX(TV) LaCrosse and WMSN-TV Madison, both start-up independents and both replacing affiliate stations that previously carried the games. "The independents have less trouble making room on their schedule for the games than do affiliates," said Leitl. Major advertisers for the games so far include Miller, True Value Hardware, Taco Bell, Sentry Food Stores and Blue Cross.

The Brewers retain rights to the radio broadcasts, which will be aired over originating station WTMJ(AM) Milwaukee and about 65 additional stations serving 49 markets, said Bill Haig, vice president broadcast operations for the Brewers. Major radio network advertisers will include Pabst, Pepsi and Chevrolet. Milwaukee advertisers will include Amoco and Ariens lawn and garden equipment. Haig said all regular-season games would be broadcast, along with 18 exhibition games.

## Minnesota Twins

Broadcast television rights for the Minnesota Twins are held by United Television's KMSP-TV Minneapolis-St. Paul, which is in the second year of a four-year contract and this year will carry three pre-season games starting March 9, followed by 68 regular-season games (64 on the road, four at home). Although KMSP-TV has been broadcasting the games since 1979, it only acquired the rights last year from Midwest Federal Savings & Loan. Now Midwest, along with Miller Beer, are major sponsors, according to Stuart Swartz, KMSP-TV vice president and general manager.

WCCO(AM) is in the second year of a three-year contract and so far has signed 50 stations in a regional network. Bob Houghton, general sales manager, says that's the same number the network had signed at this time last year and hopes to equal last year's total of 60 affiliates. WCCO will broadcast 12 pre-season games and 162

regular-season contests plus an exhibition match against the University of Minnesota.

Major sponsors—"those with six figures"—include Anheuser-Busch, Farmer's Insurance, John Deere (lawn and garden equipment), Dodge, Midwest Federal Savings & Loan and Hardware Hank (regional hardware chain). Houghton said there is an increase in the number of smaller advertisers seeking shorter schedules this year because of higher rates broadcasters must charge to cover rights fees. Houghton said he has 14 advertisers that bought a minute or less per game: "The problem is a lot of the smaller advertisers want exclusivity and we can't offer that." As evidence that smaller advertisers are seeking the most economical schedules, all the spots in the pre- and post-game shows are sold out.



### Baseball on the birds

Major League Baseball Productions is launching the Baseball Radio Newsatellite, a programming service for local stations that will include scores, player interviews and game actualities. It is being marketed exclusively by Public Interest Affiliates, a Chicago-based radio program supplier ("Riding Gain," Jan. 27).

The Baseball Radio Newsatellite is scheduled to begin April 7 (the 1986 season's opening day) and will offer two daily feeds. Monday through Friday: a 30-minute early morning feed designed as a news highlight service and a second 15-minute afternoon feed that can also run as a self-contained program called *Baseball Today*. There will also be a 45-minute feed at 12:15 p.m. NYT on Saturday and Sunday. All transmissions will be sent via Satcom I-R. Providing the satellite time for the collection and distribution of the new service's programming will be IDB Communications, Los Angeles.

As for IDB, that firm is once again offering its Sports Satellite Interconnect for delivering (backhauling) radio broadcasts of away games back to the home city. Peter Hartz, IDB's vice president of marketing, reports that 22 of the 26 Major League Baseball team rights holders have signed for the service. IDB has transmit/receive earth stations in all of the MLB cities. Cost for both National and American League rights holders is \$465 per game for all 81 away contests during the regular season.

Hartz also said that IDB will backhaul some 200 baseball games from 24 different locations in Arizona and Florida during spring training.

## Montreal Expos

Canadian brewer Labatts has replaced competitor Carling O'Keefe as the broadcast television rights holder for the Montreal Expos, signing a five-year deal. (O'Keefe's contract was to terminate with the 1986 season, but the company relinquished its rights as it "re-focuses its promotional and marketing efforts.")

As with O'Keefe in previous years, Labatts will sell back the TV rights for a certain number of games to the Canadian Broadcasting Corp., which will carry the contests over both an English and French network. The CBC is expected to carry 28 games in English and 42 contests in French, said Pierre Gauvreau, group vice president for the Montreal Expos.

For radio, CFCF(AM) Montreal renewed its contract for another five years as the English rights holder. The station plans to transmit eight pre-season games and the entire regular-season schedule to a 20-station network, all outside Quebec province. Major sponsors include General Motors.

Entering a new four-year pact for French radio rights is Telemedia Communications, which will transmit this season's games to a regional network of about 40 stations through its CKAC(AM) Montreal. Some of the advertisers for the French broadcasts are General Motors, Goodyear and Coca-Cola.

Looking at cable, The Sports Network, Toronto, will be starting its second season of baseball coverage for the Montreal Expos as it enters the first year of a new two-year arrangement. TSN, which is owned by Labatts, will air five pre-season and 40 regular-season games. It has a subscriber universe of 785,000.

## New York Mets

Superstation WOR-TV New York, which has just been sold by RKO to MCA, will start its 24th consecutive year as the originator of New York Mets television broadcasts, a rights partnership arrangement it has had with the team since its inception in 1962.

The station, which sells the air time, is entering the last year of a five-year deal. Planned for 1986 are six preseason games and 87 regular-season contests (45 home and 42 away).

"Sales are very strong," said Peter Leon, WOR-TV vice president and general manager. All of last year's major advertisers are returning this year, Leon said. The list includes: Budweiser, Nissan, Manufacturers Hanover, Burger King, Oldsmobile dealers, Ivory Soap, Lincoln-Mercury dealers, Bell Atlantic, General Cigar and Metropolitan Life Insurance Co.

WHN(AM) New York, which has just been sold by Doubleday Broadcasting to Emmis Broadcasting, will be entering the first year of a new five-year pact. The station will feed a regional network, which is being set up by Rockville, Md.-based Independent Network Consultants, of some 22 stations. "That includes KDEQ(AM) Honolulu each time Sid Fernandez pitches," said station vice president and general manager, Pat McNally, in reference to one of the Mets' potential starting pitchers for the 1986 season who is of Hawaiian descent. WHN will air 14 pre-season games in addition to all regular season contests.

Major sponsors on the radio side include: Budweiser, Amoco, Polaroid, Chrysler-Plymouth dealers, the New York State Lottery, Members Only, Kahn Meats and A.C. Delco.

SportsChannel is entering the fifth year of a 30-year deal for the team's pay-cable rights and will carry 60 games, both home and away. Advertiser participation includes: Anheuser-Busch, Manufacturers Hanover, Hertz, Toyota, Buick and TWA. The number of systems and fees are the same as those for the New York Yankees (see below).



## New York Yankees

WPX(TV) New York is entering its 36th consecutive year of New York Yankees baseball telecasts with plans to air four pre-season and 96 regular season games, the same as in 1985. Major sponsors in 1986 include Anheuser-Busch, Toyota and Dodge. The station holds the broadcast television rights and is in the second year of a three-year deal. However, it finds itself faced with a broadcast dilemma in the coming season due to the Yankees' decision to move the starting time of their night home games from 8 p.m. to 7:30 p.m. The station does not want to move its local weeknight

Independent News broadcast from 7:30 p.m. to 7, where it would compete head-on with the network newscasts in New York (BROADCASTING, Feb. 17). A WPX spokesman said the station is still considering several options including showing the games on a "tape delay basis" and, possibly joining the contests "in progress" at 8 p.m.

There will be two new additions to WPX's announcing team this season. Joining long-time veteran announcers Phil Rizzuto and Bill White will be former major league pitcher Jim Kaat and former Yankees manager Billy Martin. Moving over to radio will be Spencer Ross, who will join Bobby Mercer and John Gordon.

For radio, talk-formatted WABC(AM) is in its last year of a six-year agreement as the Yankees' originating station. The club retains the broadcast rights with Hackensack, N.J.-based Adler Communications handling game sales. WABC sells only pre- and post-game sales packages. Among the major sponsors in this category are Chanrel Home Centers, ADT (alarm systems), Nynex, Schaeffer beer, Long Island Savings, Ozark Airlines, Century Hardware, Krauszer's (a New Jersey convenience store chain) and the New York State Lottery. Some of the pre-game inventory, according to Jim Haviland, station vice president and general manager, includes spots for "Yankee related features" in the Art Russ Jr. sports talk show which begins at 6 p.m. The station will air 19 pre-season games in addition to all regular

season contests.

On the cable side, SportsChannel is entering the fifth year of a 15-year agreement. Like last year, the cable channel will air 40 games, both home and away. SportsChannel is carried on 57 systems in the New York metropolitan area as well as the upstate New York region. SportsChannel is also viewed in parts of Connecticut through SportsChannel of New England.

Major SportsChannel advertisers include Anheuser-Busch, Toyota, Hertz, Manufacturers Hanover, TWA, Goodyear and Dodge. Phil Rizzuto and Bill White will work the cablecasts along with sportscaster Mel Allen and former Yankee star Mickey Mantle. According to a company spokesman, system operators pay SportsChannel \$4.50 per subscriber, per month. Subscribers pay an average of \$8.50 per month for the cable service.



## Oakland A's

The A's enter the second year of a three-year pact with CBS-affiliate KPX(TV) San Francisco this year. For every 25 minutes that KPX sells, the A's get to sell five. The 33 games that will be broadcast will be carried on both weekends and in prime time. There is no

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cable coverage of the team in the San Francisco market.

Although Ann Miller, program director of the station said that the ratings for A's games were "not spectacular" last year, this year's team is young and has a number of players the team feels could be stars. Promotion for the games will attempt to develop name recognition and "star quality" for the players. The TV station currently has two sponsors—Toyota and the Northern California Toyota dealers. A third is said to be close at hand.

KSFO(AM) San Francisco is entering the second year of a three-year agreement that calls for sharing of promotion, marketing, merchandising and revenue. Jim Kline, vice president and general manager, said that the station's sales pace was "on schedule" with last year, perhaps a little ahead. In a market that is 16% hispanic, Spanish radio coverage will originate from KBRG(FM) Freemont.



## Philadelphia Phillies

WTAF-TV Philadelphia is entering the third year of a contract that runs through 1992. Taft Broadcasting, which owns the station, also owns between 40% and 50% of the Phillies. The station will carry 90 games (68 road, 17 home and five exhibition), more than it has ever aired. Almost 40 of the games will feature a 30-minute pre-game show. WCAU(AM) there will again carry the team's full slate of games on radio.

Prism, one of the few remaining pure pay regional sports cable networks, will carry 26 home games and nine away games. Prism now has 364,000 subscribers and has carried Phillies games since its inception in 1976.



## Pittsburgh Pirates

KDKA-AM-TV, which have been carrying Pirates games since 1955, are both entering the final year of two-year pacts. But both have an optional third year. The radio station will carry the team's full schedule, while the television station, a CBS affiliate, will carry 40 games this year (including three home games), 34 of which will be aired in prime time.

With the demise of Home Sports Entertainment in Pittsburgh before the start of last season, the Pirates have been without a cable deal. TCI, however, which owns the Pittsburgh cable system, confirmed last week that it is negotiating with the team for

the cable rights. TCI's John Sie said if the company secures the rights to some Pirate games, it intends to carry them on a "locally originated" channel with other forms of entertainment programming. Sie said that TCI was considering a sort of "hybrid" plan where the system would sell advertising on the channel and perhaps impose a subscriber fee as well.



## San Diego Padres

"We are broadcasting four games this season in stereo," reports Steve Silverman, baseball producer for KCST(TV) San Diego, which will originate coverage of 51 Padres road games (including two preseason matches from Yuma). "That's a first for us." The NBC affiliate has been set up for stereo broadcasting since early last year. Silverman says the station will have five cameras and three tape replay units at each contest.

Play-by-play will be handled again this year by Jerry Coleman and Dave Campbell. Major sponsors signed by the station include Anheuser-Busch.

KCST will be operating on a one-year extension of a three-year contract, with negotiations under way for a new long-term deal.

In an unusual arrangement, the Padres pick up KCST's origination of its games for distribution to seven other broadcasters via its own television network. The stations are free to sell their own advertising within the games.

The Padres have also bought back distribution rights to their English-language radio coverage, although KFMB(AM) San Diego continues to originate the programming.

"We're taking the radio in-house," said the team's newly named director of broadcasting, Jim Winters (previously with the Cincinnati Reds). "We're buying the rights to our games from KFMB and selling the time ourselves. This is a first in the team's history." The Padres are selling all advertising within the games themselves, plus the pre-and post-game shows.

Anheuser-Busch is the prime in-game sponsor, to be joined by Chevrolet and Home Federal Savings & Loan. Coleman and Campbell will provide play-by-play, with Bob Chandler and Ted Lightner providing commentary when the former are on television.

According to KFMB vice president and general manager, Paul Palmer, sale of spots in Padres-related programming, such as sports talk shows, "is going very well." He said promotion within talk programming began "right after the Super Bowl" and includes listener involvement tie-ins. "We are also doing concert promotions with the team," he said, "including the traditional main event with the Beach Boys, this year on May 18 after the Montreal game."

Cox Cable will jointly produce pay-per-

view coverage with the Padres for distribution on its San Diego system and nearby franchises operated by Southwestern Cable and American Television & Communications. A total of 41 home games will be shown in the arrangement in 1986, its third successive year. "It's been tremendously successful," reported Kathleen Tyner, an assistant to the Padres' Winters. Chandler and Lightner provide play-by-play commentary.

XEXX(AM) Tijuana, Mexico, has signed a new three-year contract for continuation of its Spanish-language coverage, primarily feeding other stations in Mexico.



## San Francisco Giants

Oakland's KTVU(TV) is in the third year of a five-year contract with the Giants for local coverage of the San Francisco team. Program manager Caroline Class expects to originate 31 games this year, give or take one. No exhibition games are slated and the first broadcast is set for April 8.

Miller Beer and the Northern California Toyota dealers are among the returning sponsors.

Miller Beer and the Northern California Toyota dealers are among the returning sponsors.

According to Class, coverage will be "pretty much the same thing as we've done for a long time; the same number of games, the same breakdown of teams and the same format." Gary Park is expected to continue as play-by-play announcer.

According to San Francisco Giants spokesman Mike Shapiro, the team will offer pay cable coverage this season for the first time under a recently-signed agreement with San Jose-based Gill Cable. The Giants will co-produce a 45-game package with Gill for distribution on the Gill-operated Bay Area Interconnect, which distributes regional programming to systems owned by Western, Viacom and Gill Cable throughout the San Francisco Bay Area. Subscribers may view the games in any of four configurations: a "full season" ticket of 45 games (\$154), a 22 "night game only" package (\$99), a mix of 22 night and day games (\$99) and on a pay-per-view basis (\$5.95 each). All fees are suggested retail prices. One pre-season game will kick off the partnership on April 6.

Jay Barrington, KNBR(AM) San Francisco sports director, is coordinating radio origination this year of the team's 152 home and 13 pre-season games. A major outdoor billboard campaign is among a number of client and listener promotions being planned.

Hank Greenwald has provided radio play-by-play in the past but it was not known last week whether he would continue this year.

Broadcast origination of the Giants was

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somewhat unresolved until recently in the wake of aggressive (but thus far unsuccessful) attempt by owner Bob Lurie to get his team out of the windswept Candlestick Park. The Giants will stay put for at least the coming season.

advertisers signed for KIRO-TV's coverage are Budweiser, Toyota, Midas Mufflers and Snapper mowers.

There will be pay television coverage of about 50 Cards home games by Cencom Cable Associates. Scott Widham, general manager of Cencom, said systems with almost 200,000 subscribers have signed for the coverage.

## Seattle Mariners

KIRO(AM) Seattle will have a package of 162 regular-season and 20 exhibition games this year. The station has put together a regional network of about 20 stations in Oregon, Montana, Idaho and Alaska. Bill Aanenson, local sales manager, is pleased with the progress of sales, pointing out that Seattle, for its size, has a large assortment of professional sports competing with baseball for advertising dollars. On the client roster for 1986 are Chevron, Farmer's Insurance, Pepsi-Cola, Puget Power, GTE and Mazda.

Mariners baseball has a new originating TV station this year—KIRO-TV. It will telecast 37 regular-season games and some exhibition contests. Glen Wright, vice president and general manager, said a regional network has lined up stations in Portland, Ore.; Anchorage; Spokane, Wash.; Boise, Idaho, and Yakima, Wash. Among the

## St. Louis Cardinals

The Cards games will be broadcast over KMOX(AM) St. Louis in a package of 162 regular-season contests and a number of exhibition games. A regional network of about 115 stations will carry the Cards schedule.

Bob Hyland, regional vice president, CBS Radio, said sales are progressing well and listed these major advertisers: Chevrolet, Anheuser-Busch, Amoco, Ozark Airlines, True Value, McDonald's, TWA and the Carrier Corp.

Television coverage of the redbirds will be by KSDK(TV), which will celebrate its 24th year telecasting the games. William Bolster, vice president and general manager, reports that sales are "moderate" because of the multiplicity of sports programming in the market. Principal advertisers are Kroger's, Toyota, McDonald's, TWA and Midas. KSDK will be telecasting between 44 and 50 games and will feed them to a network of about 15 stations.

## Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the second 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. (Eddie Chiles still owns the remaining shares).

KTVT will air 50 away games during the regular season, a portion of which will be picked up by a five-state regional network of 15 stations. KTVT plans no preseason games.

Major TV advertisers for the 1986 season include: Budweiser, the principal beer sponsor; Delta, Toyota, True Value Hardware, Dr Pepper, Absorbine Jr. and Canon cameras.

On the radio side, WBAP(AM) Fort Worth will begin its 13th consecutive year of Rangers broadcasts as it enters the second year of a

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four-year rights deal. WBAP will also serve as the originating station for a regional network of 10-12 stations that will include WCCF(AM) Punta Gorda, Fla., site of the Rangers spring training camp. Some of the station's radio sponsors are: Budweiser, True Value, Dr Pepper, Coca-Cola, GTE and Delta, all of which are returning advertisers. "There are also a number of new advertisers coming on board," said Mike O'Donnell, director of sports sales for WBAP.

Home Sports Entertainment, a division of the Houston Sports Association, holds the pay-cable rights. The cable network plans to air 60 home games. They will be carried on 85 systems in a five-state area—although the majority are in Texas—with a subscriber universe of about 170,000.

## Toronto Blue Jays

Telemedia Broadcast Services is beginning the first year of a new four-year contract to broadcast the Blue Jays over a 52-station network from originating station CJCL(AM) Toronto. In the second year of coast-to-coast coverage (previously, broadcasts were confined to Ontario province), TBS will carry seven preseason games and 162 regular-

season games. Len Bramson, TBS president, said that major sponsors include McDonald's, Coca-Cola, Duracell batteries, Champion spark plugs, Labatts and the Canadian Imperial Bank. Bramson said that advertising on the radio network was up about \$800,000 over last year, in part because TBS increased its rates from \$40,000 a 30-second spot to \$60,000. "It's the biggest show in Canada."

Television broadcast rights for the Blue Jays are held by Labatts brewery, which also owns 45% of the team. The games will be broadcast over the CTV network. Cable rights are held by the The Sports Network, a Toronto-based pay sports network that will carry 40 regular-season games. TSN has just under 800,000 subscribers.

## Technology

### HDTV in sharp focus at Prague meeting

**International broadcast unions develop mixed final document on HDTV, which cites wide support of production proposal but notes continued uncertainty of some key European nations and others**

A world standard for high-definition television studio systems received a boost of sorts at a gathering of nine international broadcast unions in Prague Feb. 17-23.

The Interunion meeting, attended by 200, including representatives of U.S. TV networks, developed a mixed final document on HDTV, recognizing both the extensive support for a U.S.-backed HDTV proposal, and the continued uncertainty among some key broadcasters in Europe and elsewhere ("Closed Circuit," Feb. 24).

It was the first such conference of the organizations since a 1983 event in Algiers, and a total of 20 technical recommendations were developed in areas such as digital television tape recording, satellite broadcasting of HDTV and international auxiliary frequency standards. Television and radio programming and legal issues were also discussed.

The meeting was not the last or most important arena for HDTV considerations—conclusive discussion of the HDTV question is set for next May's plenary meeting of the CCIR (International Radio Consultative Committee) in Yugoslavia—but some viewed it as a possible indicator of sentiment on the issue prior to the final CCIR deliberations.

In the end, much of the tone of the groups' final HDTV resolution reflected that of the CCIR proposal, which cites parameters of a Japanese-originated HDTV production technology with 1,125 horizontal lines, a 16:9 aspect ratio and a 60 hertz field rate with interlace scanning. (The parameters themselves were not included as part of the Inter-

union recommendation as some parties had originally requested, but only within an annex to the document.)

The groups, eight of which approved the document, cited the "widespread support" received by the proposal, and noted the ad-

vantages of a single HDTV world standard and the "broad applications [and] urgent demand" for the technology. The groups also expressed concern that postponement of a decision on an HDTV studio standard would "most probably" lead to the establishment of

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several different HDTV studio standards.

Five of the broadcast unions stated their endorsement of the CCIR-proposed HDTV parameters: the North American National Broadcasters Association (NANBA), the Asia-Pacific Broadcasting Union, the Iberian Peninsula-South American Television Organization, the InterAmerican Broadcasting Association and the Caribbean Broadcasting Union.

The organizations of three other regions, however, noted that they required additional time for "studies" of the HDTV studio standards. They were: the European Broadcasting Union (EBU), Eastern Bloc countries represented by the International Radio and Television Organization (OIRT) and the Arab States Broadcasting Union. The union representing African nations was believed to have abstained from voting on the document.

Each of the unions agreed that despite the reservations of the EBU, Eastern Bloc nations and Arab states, "every effort" would be made to complete the studies, which were aimed at "clarification of the existing problems," in order to be able to develop national positions, preferably favorable ones, on adopting the proposed recommendation at the upcoming CCIR plenary.

All the unions also unanimously agreed that the HDTV studio standard should be specified as a single worldwide standard, a probable reference to some considerations

that there be a "family" of standards—one based on the 60 Hz field rate now used in North America, Japan and much of South America, the other based on the 50 Hz field rate used throughout Europe, Africa and most of Asia.

The 60 Hz field rate of the HDTV proposal, and the quality of its downward convertibility to a 50 Hz rate, has been considered the central technical issue under question in the deliberations on HDTV standards.

The meeting results were viewed as "good news" by some, but it was not immediately known whether the results would aid in further negotiations aimed at the critical CCIR considerations. One official of the U.S. State Department, which formally coordinates the U.S. role in CCIR meetings, noted that other than NANBA, EBU, OIRT, ABU and possibly the Arab states, members of the other organizations were not considered "principal players" in CCIR and often didn't attend CCIR plenaries.

There appeared to be little surprise regarding the EBU stance, which remained in line with positions taken in its own proceedings on the issue last September, when reservations were expressed by France, the Netherlands, Great Britain and West Germany.

French television authorities, in particular, have caused some consternation in international technical circles during recent weeks by widely distributing a four-page "talking" document on HDTV technology in

which it repeatedly referred to "Japanese-American proposals," and labelled proposed standards "premature, unfair and unsuitable."

The U.S. Advanced Television Systems Committee, in a HDTV status report released last Thursday, Feb. 27, took exception to such references and noted that "the HDTV studio standard under study is a CCIR recommendation and not a proposal from any single nation, company or individual. The proposed recommendation has been debated and approved in an international forum." ATSC also noted that the U.S. position on HDTV had been developed by "clear majority vote" within an ATSC technology group and then approved by its executive board, and the U.S. CCIR National Committee.

Following the Interunion meetings, there was some speculation about reasons for the Eastern Bloc (OIRT) position that further studies be required, given that the Soviet Union has long been believed to be generally supportive of the standard and a Soviet representative now chairs the committee will carry the proposed recommendation into the May plenary. Proponents believe the USSR remains favorable to the standard, but prefers to reserve public statements of support for the final CCIR plenary.

Digital television tape recording was among the other technical topics considered at the Interunion meeting, and the unions'

## Satellite Footprints

**Some good news.** The space industry, which was dealt dual blows by the loss of two satellites in a failed Ariane launch in September and by the Shuttle tragedy Jan. 28, was breathing a bit easier last week following a successful launch of two satellites by Arianespace. An Ariane rocket lifted from its pad in French Guyana Feb. 21 and injected the satellites—Viking, a Swedish scientific satellite, and SPOT I, a European remote-sensing satellite—into their nongeosynchronous orbits. Arianespace, which competes with NASA for launch contracts, has firm orders to launch 43 satellites over the next few years—business worth approximately \$1.15 billion. It's now preparing for the launch on March 12 of two communications satellites, GTE Spacenet's GSTAR II and Brazil's Brazilsat II.

**Eye in the sky.** The SPOT I satellite, which orbits the earth around the poles once every hour and a half (about 14 and a half times a day) at an altitude of about 520 miles, has digital CCD cameras aboard to record images of the earth's surface and beam them back to earth. The satellite traces different orbits so that its camera can cover the entire planet every 26 days. The satellite is owned and operated by CNES, the French space agency, but its images are being marketed and distributed by SPOT Image SA, Toulouse, France, which is owned by a consortium of public and private entities in France, Belgium and Sweden.

**On this side of the ocean.** SPOT Image has set up a subsidiary with the same name in Reston, Va., to market SPOT I's services in the U.S. According to Nadine Binger, manager of market development for the U.S. arm, prospective customers include cartographers, oil and gas explorers and government land-resource managers, urban planners and commodity forecasters.

Even from 520 miles up, the cameras provide plenty of resolution. Scrutinizers of SPOT I pictures should be able to make out any object at least 10 meters wide and 10 meters long, assuming there is adequate contrast. (That's better than other commercial remote-sensing satellites, said Binger, but nothing compared to rumored military observation satellites able to read license-plate numbers.)

**Grassroot help.** The Satellite Television Industry Association (SPACE), which represents manufacturers, distributors and dealers of home earth stations, may soon have some help in its fight in

Washington to legitimize the home reception of all unscrambled programming on the satellites and to insure that dish owners will be able to subscribe to any satellite programming that is scrambled. A group of individuals in Aurora, Colo., founded last November the Associated Satellite Television Receiver Owners Inc. (ASTRO) to recruit members from among dish owners, whose interests are not directly represented by SPACE, and to lobby Congress and the FCC in their behalf. According to Charles Todd, secretary-treasurer, the new organization, after about two months of recruiting, has enlisted fewer than 1,000 dish owners, but the hope is to increase the number to at least 100,000. "We feel that would make us a viable grassroots organization," he said. Dues are \$25 a year. (Bob Redmond, an Aurora, Colo., satellite dish dealer, will testify on behalf of ASTRO before the House Telecomsubcom on scrambling March 6.)

Why another association? "To defend the right of dish owners, it has to be an organization of dish owners," said Todd. Yet, he said he saw no area where the interests of SPACE and ASTRO conflict. On the scrambling issue, which is the principal issue confronting home satellite, Todd sounded like a SPACE official. "We are not against scrambling," he said. "We are just out to make sure the dish owners are not charged an unreasonable fee to get signals."

**The new kid on the block.** Gary Worth, formerly of World Communications, and his new satellite services company, Brightstar Communications of America, are off and running. Since Feb. 4, Brightstar has been transmitting live horse races from Los Alamitos (Calif.) racetrack to betting parlors in Reno and Las Vegas for the Nevada Disseminator Service and, beginning today (March 3), it will also transmit races from the track in Hialeah, Fla., for the same client. Brightstar is scrambling the feeds using the Oak Orion system.

**Gearing up.** While it services its charter customers, Brightstar is also building its domestic facilities and front office. Industry sources say Brightstar is set to buy a teleport from Atlantic Satellite in the New Jersey suburbs of New York, but Worth declined to comment. Worth was eager to report, that Brightstar had hired Ian Joseph from World Communications where he was manager of syndicated sales. He'll be vice president of western sales for Brightstar. Sources expect Brightstar to raid World for clients as well as executives.



final recommendation was considered by some a rebuke of Ampex's plans to introduce a nonstandard composite digital commercial spot player. The issue has stirred debate both in the U.S. and throughout Europe, where sentiments appear most strongly to favor the CCIR-standardized component digital recording technique (BROADCASTING, Feb. 17).

The digital recording recommendation noted that "a proliferation of noncompatible digital recording standards would be harmful to the economic and operating interests of broadcasters and would make the interna-

tional exchange of programs more difficult."

The groups recommended that in endorsing the CCIR recording standard, broadcasting unions encourage members to introduce standardized digital TV recorders into their operations "at the appropriate time" and proposed that recordings exchanged between members conform to the CCIR format.

A top Ampex representative, who had not been aware of the Interunion recommendations, declined to comment.

HDTV transmission by satellite formed the subject of another recommendation, with the unions suggesting that members seek to

set aside a single worldwide satellite frequency for an HDTV broadcasting satellite service and making note of world frequency allocation meetings last September that considered the possibility of allocating spectrum for the service in the 22 ghz band.

One recommendation also outlined a proposal for setting aside preferred frequency bands on an international basis for use in auxiliary, broadcast or electronic news gathering operations, so that point-to-point microwave equipment could be used worldwide without operating illegally or causing interference. □

## In Sync

### Exhibitors push for change

The National Association of Broadcasters has begun to modify procedures for assigning space at the association's annual broadcast equipment exhibition after meeting with a committee of exhibitors in Washington. In recent months, a number of exhibitors registered complaints about procedures used for the exhibition, the industry's largest.

The space assignment procedures, spelling out a schedule of deadlines for requesting and allocating space, were passed unanimously at the meeting of the seven-member advisory committee and NAB's chief financial officer, Michael Harwood; exhibit director Ed Gayou, and Henry Roeder, Michael Riley and counsel Valerie Schulte.

According to the chairman of the exhibitors' advisory committee, J. A. (Al) Fisher of Ampex, "The procedures say, in effect, 'We think we need a tighter system for assigning space so it's understood upfront, then enforced.' " Although individual disputes over allocations are bound to occur, Fisher said, they should "not hold up the whole chain of activities."

The new procedures will also begin the allocation process about three months earlier than it had started in the past, Fisher added. Among the changes: applications for exhibit space at each year's convention must be made within 30 days after the close of the last convention and a floor plan of booth assignments must be mailed by the NAB exhibit office within four months of the application deadline.

One issue not yet addressed by NAB for future events is how the exhibits themselves are to be grouped at the convention. Many exhibitors were opposed to the arrangement chosen by NAB for the upcoming Dallas convention and presumably to be used in 1987 as well—that of grouping large, medium and small exhibit booths into separate zones. "Exhibitors don't want the zone system," Fisher explained, but added they will see how well the concept works before deciding to press for changes.

When the convention returns to Las Vegas in 1988, the criteria for allocations remain open, Fisher said. "With a new hall, it's a new ball game," he said. The exhibitors' committee has asked for a meeting soon

after the April 12-16 convention to discuss and clarify the rules. "They [allocations] can't be strictly by seniority. There are other factors, such as types of products, booth size and also the general concept of the layout," Fisher said.

A meeting of the exhibitors committee is also scheduled on April 15 at the convention in Dallas.

### Stereo TV marches on

CBS Television's stereo version of *The 28th Annual Grammy Awards* came off without a hitch last Tuesday, Feb. 25, according to

CBS, and the network even managed to convert its owned WCBS-TV New York to stereo, even though as late as Feb. 21, it was saying it couldn't be done.

Three of CBS's other O&O's, KCBS-TV Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia, also aired the show in stereo, along with 26 network affiliates.

Industrywide, stereo continues its spread: BROADCASTING's running count of stations broadcasting in stereo is now up to between 200 and 220. Just under 300 are now reported to be completing their conversions.

NBC, which has pushed stereo TV the

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fastest and hardest of the networks, now maintains the largest number of stereo affiliates, up to 60 at last tally, and the network plans to increase its stable of stereo programs in prime time to 17 each week with scheduled additions of *You Again* and *Valerie*.

NBC parent RCA is also bullish on stereo TV, predicting half the color stereo receivers sold in the U.S. this year will be broadcast stereo capable. According to Stephen S. Stepnes, vice president of marketing for RCA consumer electronics, who spoke at a press conference in New York last Tuesday, five million stereo-capable sets had been

sold by the end of 1985 and nine million will be sold in 1986 (stereo-capable sets need external adapters to receive stereo). The company last week also introduced a new stereo-ready 20-inch set, the first in its class, while more than half of its VCR product line will also feature stereo sound.

Stereo-ready sets—those with stereo-receiving circuitry built in—reached 1.7 million in sales between the fall of 1984 and the end of 1986, according to the Electronics Industries Association, and another 2.8 million were expected to be sold in 1986.

For ABC's approximately 30 network affiliates now offering the service, the network

will also provide some stereo programming, including a new weekly series, *Fortune Dane*. According to an ABC representative, partial completion of its satellite interconnect system remains a limiting factor on the number of affiliates that can take stereo feeds from the network, with only 12 of the 30 stations now taking the feed via the new C-band satellite system.

Also moving to convert to the service are PBS member stations, with 27 now in stereo and using the more than 30 hours a month of stereo material from the PBS satellite feed. Between 55 and 75 independents are believed to have converted to stereo, as well.

## Law & Regulation

### Senators quiz FTC nominees

**Commerce Committee examines  
Daniel Oliver and Andrew Strenio**

Daniel Oliver, general counsel to the Department of Agriculture, and Andrew Strenio, a commissioner at the Interstate Commerce Commission, appeared before the Senate Commerce Committee last Tuesday (Feb. 25) for a hearing on their nominations as Federal Trade Commissioners. During the hearing, Oliver said he wants to be chairman of the agency to "insure that there is not too much, and also of course, not too little" regulation in the marketplace. He said he has "long had an interest in economics and watching the marketplace."

Oliver is a Republican from Connecticut; President Reagan is expected to name him to the FTC chairmanship upon confirmation. When asked what steps he would take to inform Congress of the FTC's activities, Oliver told Senator Bob Kasten (R-Wis.), chairman of the Consumer Subcommittee, who chaired last week's hearing, that he would be "happy to consult with you at any time, to keep you [informed], to the extent that I can, that's appropriate, to respond to questions and concerns that you have." Oliver was not specific in answering several questions.

The answers prompted Senator Wendell Ford (D-Ky.) at one point to ask: "How long have you known that you were going to get this position?" and "How hard" had Oliver "looked at the FTC to find out its functions and areas it covers and things of that nature?" Oliver said that he had "read some cases and reviewed the best I could," but that he had not been briefed on FTC procedures.

Strenio, a Democrat from Maryland, has been nominated to fill a term that expires in September 1989. Strenio worked in the FTC Bureau of Consumer Protection before joining the ICC. He was asked whether Congress should codify the FTC's deception standards. "As a general matter, it is always a desirable goal to clarify the law so that citizens and affected businesses are able to have a better understanding of exactly what the requirements are upon them," he said.



Oliver



Strenio



Ford



Kasten

Strenio was "not certain" whether codification was necessary. He said he understood that the FTC "had made efforts in refining its implementation and its guidelines," adding that he "would certainly welcome" any congressional interest "in this area."

Oliver has been nominated to fill a term expiring September 1988. He would suc-

ceed former FTC Chairman James Miller, now director of the Office of Management and Budget. Kasten told Oliver that given his earlier confirmations by the Senate for his former positions (as general counsel at the Departments of Agriculture and Education), it was "very likely" that he would be confirmed as FTC chairman. □

### Honing skills at down-home politics

**State broadcast association members  
and others gather for conference on  
Capitol Hill; among topics: music  
licensing, political ads and must carry**

The National Association of Broadcasters rallied its members on Capitol Hill last week as part of a three-day legislative conference designed to strengthen its grass-roots lobbying and improve its congressional ties. Every year NAB hosts the State Association Presidents and Executive Directors Conference for the representatives of all 50 state broadcasting associations. This year's legislative agenda included such topics as must carry, music licensing, political advertising and proposed beer and wine advertising restrictions, among others.

More than 200 broadcasters (the association presidents are accompanied by a delegation of broadcasters from their state) gathered for the conference, which also featured a workshop for the state chairmen serving on NAB's legislative liaison committee. The workshop stressed the value of grass-roots lobbying, a message delivered by Representative Richard Gephardt (D-Mo.), chairman of the House Democratic Caucus.

Remember, Gephardt said, "there's no substitute for a face-to-face meeting." He suggested broadcasters get to know their legislators and "invite them to your stations." Among the other pointers he offered: "Give members the other side of the argument as well as your side; be able to argue your opponent's side as well as your own and talk as candidly as possible."

A demonstration of effective lobbying was presented by Representative W.J. (Billy) Tauzin (D-La.) and Louisiana broadcaster Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La. They performed a skit on the correct and incorrect approaches to lobbying. The lesson: Don't threaten, don't exaggerate your own importance and don't settle for a standard reply.

Tauzin later fielded questions. When asked how broadcasters were rated as lobbyists, Tauzin said: "You all are improving rapidly through sessions like today." He urged the broadcasters to keep up their grass-roots lobbying, advising them to continue such activities as using congressional members in the production of public service announcements on such issues as drunk driving.

Tauzin also discussed legislation adopted

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# Washington Watch

**Supreme test.** Supreme Court agreed last Monday (Feb. 24) to decide constitutionality of Gramm-Rudman-Hollings budget-balancing act. High court is expected to hear arguments April 23. G-R-H was declared unconstitutional by unanimous three-judge federal court in Washington (BROADCASTING, Feb. 10). At that time court held that law violates Constitution in assigning Comptroller General, officer of Congress, final say in making budget cuts required to reduce federal deficit, thus usurping power reserved to executive branch. Ruling is expected from Supreme Court in July.

□

**Jacksonville FM.** In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of George Edward Gunter for new FM station in Jacksonville, Tex., denying competing application of Kirk Broadcasting Co., which is wholly owned by black female resident of Shreveport, La. Judge gave Gunter "very slight" demerit for alleged violations of FCC reporting requirements; Kathy Johnson, Kirk's sole owner, got "slight to moderate" demerit for alleged "ineptness." In final analysis, judge said it was "extremely close" case, but Gunter prevailed with combination of pluses for local residence, past broadcast experience and proposal to install auxiliary power source. Gunter is Jacksonville consulting engineer who has no other media interests.

□

**Smoke and fire.** National Association of Broadcasters may challenge legislation passed by Congress last month to ban advertising of smokeless tobacco products on radio, television and cable. NAB executive committee announced last week it will decide whether to attack legislation in appellate court.

□

**Role reversal.** FCC Commissioner Mimi Dawson last week stepped down as defense commissioner, turning role back over to Chairman Mark Fowler. Fowler has delegated day-to-day responsibilities for position to Edward Minkel, FCC managing director.

□

**Write soon.** National Public Radio has asked its station members to initiate letter writing campaign to congressmen in their areas, opposing federal budget cuts, telling federal representatives how reduced federal support will affect their stations.

last month that bans smokeless tobacco product ads on radio, television and cable, now totaling about \$20 million a year (BROADCASTING, Feb. 10). "I think the smokeless bill is a setback for all of us," he said. Tauzin noted that the bill at first only contained a requirement for warning language and that the ban was slipped in as an amendment "without a lot of fanfare." One broadcaster asked Tauzin if he felt the broadcasters had been too quiet on the issue. "A lot of us didn't catch it," he said, adding that

the "fault can be shared by all of us."

Later, however, John Summers, NAB's senior executive vice president for government relations, defended NAB's role in the matter. He said what happened with the smokeless legislation was "deja vu." It was reminiscent of the battle broadcasters fought 15 years ago against the cigarette ad ban, Summers said. He noted that broadcasters fought "shoulder to shoulder" with the cigarette industry against an ad ban until tobacco interests "sold us out." The cigarette indus-

**Wrench in KHJ-TV works.** A group of investors going by the name of Los Angeles Television (LATV) has asked the FCC for a waiver of the commission's cut-off rules to permit it to file a competing application for RKO General Inc.'s KHJ-TV Los Angeles.

A grant of LATV's request would derail a proposed settlement under which Group W would acquire KHJ-TV for \$310 million (BROADCASTING, Feb. 10). (Under the proposed settlement, RKO would come out with \$212 million, and Fidelity Television Inc., the sole competing applicant for the station's facilities, would get \$95 million for dropping its long-pending challenge.)

In a filing with the FCC last week, Los Angeles Television asserted that the waiver was justified because the proposed settlement revealed that neither RKO nor Fidelity had a "continuing good-faith intention" to compete for the facility, and Group W, "a stranger to the proceeding," would get the license. "Under the circumstances, the statutory policy in favor of competition in the licensing process must prevail over the interests sometimes attributed to the cut-off, especially since under the unique circumstances here, any disruption of the commission's processes is likely to be insubstantial," Los Angeles Television said. "Acceptance of LATV's application clearly better serves the public interest than the proposed transaction whereby the present applicants would in effect sell their cut-off rights to a noncompetitor, which transaction runs afoul of the statute and longstanding policy."

According to Lewis Cohen, who is representing the would-be competitor, LATV is a limited partnership whose 4% general partner is Rita M. Carr, an executive for IBM in Los Angeles. LATV's 12 limited partners are investors, most of whom already have interests in competing applications for various RKO radio facilities. Cohen's law firm, Cohen & Berfield, is also representing several competing applicants in the ongoing proceedings exploring RKO's qualifications to be a licensee.



Tauzin and Saadi

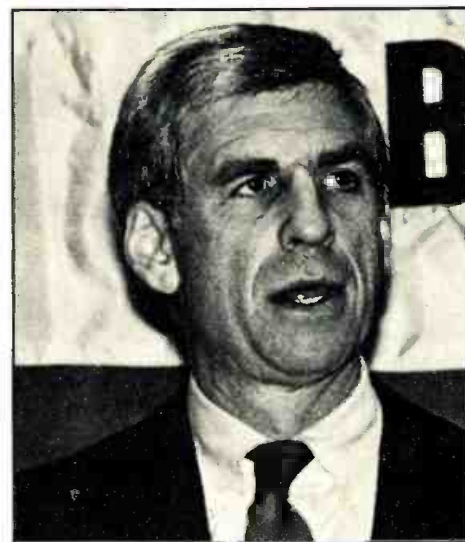
try accepted the ban on cigarette ads on radio and television to head off the more serious threats of bans in all cigarette advertising and even on the sale of cigarettes.

"We saw the same thing was going to happen again," Summers said. "We told Congress we were opposed but said we would not play an active role... It was going to be cigarettes all over again." The smokeless tobacco industry struck the same kind of deal with Congress.

Summers also pointed out that report language accompanying the bill makes a distinction between smokeless tobacco and other products. "We've got some assurances that this is not going to be applied to other products," Summers said. NAB also was assured by Congress that there would be no attempt to tack on a beer and wine ad ban when it considered the smokeless bill. He said legislation requiring warning language in ads posed an even more dangerous threat. "Warnings could spread much more easily to other products and would be even harder to stop."

Most of the conference was devoted to calling on the lawmakers. The broadcasters repeated their earlier concern over proposals to ban beer and wine ads from television and radio or to require counteradvertising. NAB advised its members to brief the legislators on the industry's continuing efforts to combat alcohol and drug abuse through public service campaigns and other community activities.

Music licensing appeared to be one legislative issue on a fast track. Broadcasters are seeking support of Senate and House measures (S. 1980 and H.R. 3521) that would repeal the current blanket licensing scheme and establish source licensing of music for television stations. More than 80 House



Danforth

members are already co-sponsoring H.R. 3521. Lawmakers also heard more on the broadcasters' views on the unauthorized reception of broadcast programming by backyard dish owners.

The NAB is also concerned about Senate legislation that would require broadcasters to provide candidates with free "equal time" if they are the subject of negative advertising funded by political action committees. They heard more about that bill from its author, Senate Commerce Committee Chairman John Danforth (R-Mo.).

In a luncheon address, Danforth said political advertising has "twisted American politics into monstrous deformity." The short commercial (20 or 30 seconds), the chairman said and particularly the one man-

aged by shrewd campaign consultants, "has transformed the ancient craft of mudslinging into the dominant art form of American politics."

Danforth explained that his legislation does not seek to eliminate or restrict PAC ads. "It merely attempts to restore some balance to a campaign in which independent ads are aired. This provision will provide candidates with some ability to respond to messages that otherwise might be unanswerable."

He suggested that if the broadcasters "agree that NCPAC and the like corrupt the political process, you can say no to their commercials. You don't have to take them. It's your station. It's your right to say no." He also commended the NAB for its circula-

tion of a white paper on political advertising.

"As the white paper points out, you can say more than 'no' to dirty politics. You can say 'yes' to better campaigns. You can run debates. You can interview candidates on the issues. You can even run two-minute or five-minute or 30-minute paid spots, and you can make more spots available in your prime time or your drive time."

The chairman told the broadcasters he planned to press ahead with his bill, but that he is willing to listen to all ideas. When one broadcaster suggested the bill be altered to require the independent groups that make the negative ads to pay for the free air time, Danforth said it was "worth considering." He also said he would think about deleting radio from the measure. □

## The fairness doctrine can hurt

*The following commentary by FCC Chairman Mark S. Fowler originally appeared on the op-ed page of the Feb. 25 issue of the Washington Post.*

When you turn to these pages, you expect to find controversy, overall balance and, possibly, enlightenment. What you don't expect to find are the initials of a government censor in the corner, approving the layout, presentation and reasonableness of the editor.

But if this page contained the transcript of a television or radio station, and not the words of myself and other writers, those initials are exactly what you'd find. And, under the law today, those initials would be mine.

The reason is the fairness doctrine, a government policy that requires broadcasters to provide opportunities for contrasting viewpoints on issues of public importance. Now, fairness is a virtue of good journalism. But it's another thing for government officials to be second-guessing journalists.

Last year, in a comprehensive study of the history and effects of the fairness doctrine, the Federal Communications Commission concluded that the doctrine was the wrong way to insure the public access to diverse viewpoints on controversial viewpoints. Rather than there being a "scarcity" of information sources, we found the public has scores of outlets—from magazines to broadcasting, from direct mail to newspapers—from which to hear a diversity of viewpoints and attitudes.

But many would still have government continue to enforce the fairness doctrine. They insist it works, even though the government-ordered "correction" comes sometimes years after the initial, supposedly unfair, broadcast took place. And despite the world of outlooks and opinions surrounding the output of a single radio or television signal, they think that the doctrine alone guarantees that the public gets a balanced outlook on things.

It's foolish, of course. Worse, it suggests something about those who want to continue enforcement of the doctrine. Their purpose is plain: continue licensing the content of one segment of an ever expanding electronic press. Their implicit assumption is that the common man is too dimwitted to discern the truth among diverse voices, fair and unfair, moderate and extreme. Yet the American people have been well served by newspapers for more than 200 years, with no fairness doctrine for print, no Federal Newspaper Commission.

If this were just a matter of chit-chat among press-law buffs, maybe I wouldn't argue so often and so uncompromisingly for elimination of the doctrine. But it's not. The fairness doctrine can hurt.

As the FCC's report makes clear, instead of enhancing the discussion of controversial issues, the doctrine "chills" speech. Our record is replete with examples from stations, large and small, that told of their fear of government punishment if their coverage of a controversial issue missed the FCC's mark for



fairness.

Broadcasters decided it was "safer" not to carry programs on controversial issues. Why cover the nuclear arms race, religious cults, municipal salaries or other matters of concern, and risk losing your license? When a lawsuit can cost thousands of dollars in legal fees and many times more in lost staff time, why take the risk? What happens is that broadcasters don't—they don't as matter of institutional policy. And they are wary of letting anyone else do so on their frequency, either. I'd suggest you look at what's happening with W.R. Grace & Co.'s current, controversial TV ad about the risks of high deficits. On second thought, forget it. Look, but you will not find; the networks are reluctant to run it.

Those with a controversial message—whether it's about abortion, the national debt or atomic power—are told they can't buy time. That's not more speech. That's silencing the dissident voice. But the First Amendment teaches that the remedy for "unfair" speech is not to censor or regulate it, but to foster more speech.

This month the commission will formally transmit to Congress our "legislative package," a wish list of changes in the laws governing broadcasting and other FCC matters. Again, we have asked Congress to do away with the fairness doctrine. It is not the first time we have done so. And because the doctrine weakens rather than strengthens the power of broadcasters in the press-government equation, I fear it may not be the last.

But reform is already overdue. The marketplace of ideas is too important to be subject to the blue grease pencil of the censor. As a democratic society we should recognize when we have strayed from the principles of free speech and press. The fairness doctrine is an aberration in our tradition of free expression and should be abolished.

## Coke's new formula: sweet on entertainment

**With Columbia, Embassy and Griffin purchases, company wants to become premiere film and TV program supplier**

The Coca-Cola Co., which long ago introduced one of the world's most popular soft drinks, is now trying to become the world's premiere supplier of motion picture and television entertainment. It is trying to do that in a way nearly as old as the soft drink itself: expand the product by owning the concentrate formula and leave the physical distribution to someone else. In this case the secret formula dispensed through a vending machine has given way to program rights aired over a local television station.

That is the basic game plan behind Coca-Cola's strategy of increasing its entertainment holdings through the purchase of such major television program suppliers as Embassy Communications and Affiliates and, subject to a definitive agreement, Merv Griffin Enterprises. By and large the executives behind this move at Coca-Cola—Fay Vincent, Dick Gallop and Frank Biondi—are from outside the Hollywood mainstream. They apprenticed as Wall Street attorneys and investment bankers, not producers and agents. But their ambitions are really no different from their scrappy predecessors: To build an entertainment empire that is the envy of the industry.

Excluding Griffin's 14 hours per week of

first-run programming, Coca-Cola, through its Columbia and Embassy subsidiaries, has nine series on the networks totaling five and a half hours every week. That does not take into account several joint ventures it has with smaller suppliers or the discussions going on at Tri-Star Pictures in which Coke has a big stake to set up a distribution for series produced by Steven J. Cannell Productions or Witt/Thomas/Harris Productions.

To an outsider, Coca-Cola's entertainment interests look like the British Empire at the close of the 19th century—it is spread wide and far and seems to have an outpost in even the most remote corners. Lending to this colossus image is the perception that several of these stand-alone enterprises operate inde-

### What the Coke team has brought under its umbrella



Columbia Pictures' *What's Happening Now!*



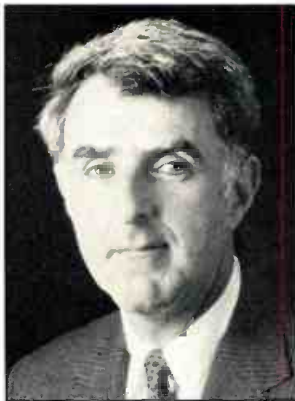
Merv Griffin's *King World*



Biondi



Vincent



Gallop



From the film and home video library: *Ghostbusters*



Embassy's *Silver Spoons*

pendently of one another and with only passing familiarity with co-owned companies under the Coca-Cola umbrella.

And it is also a company that uses a new language when talking about television programming. Senior executives at the Entertainment Business Sector consistently refer to television shows as "products" and talk about being "comfortable" or "uncomfortable" in new business ventures.

Coca-Cola's announcement that it has an agreement in principle to acquire Merv Griffin Enterprises topped off an eight-month entertainment investment binge that began with Coke's purchase of Embassy Communications, then upping its stake in Tri-Star Pictures and assuming full ownership of The Walter Reade Organization (a chain of 12 theatrical screens in the New York area in which it already held a minority interest).

Along the way, Coca-Cola inspected, but passed on, just about every major broadcast deal in the market, including the recently proposed leveraged buyout of Outlet Communications. Just too damned expensive, Coke executives say.

Underneath those major deals brews an assortment of lesser ones involving different partners, some of them microscopic in size compared to Coca-Cola. There is, through Columbia Pictures Television, a joint venture called Colex Enterprises, with LBS Communications, which distributes on a barter basis some of the older off-network series from the back pages of Columbia's program catalogue. And tucked inside Columbia Pictures Pay Cable and Home Entertainment Group is a highly profitable joint

venture with Bell & Howell to manufacture videocassettes that, among other things, duplicate the home video releases of competitor Paramount Pictures. (Paramount parent Gulf + Western joined the partnership last year.) There is even a music publishing company whose catalogue includes Bruce Springsteen's "Born to Run."

A diversification program gone wild? Actually, it is probably a good deal more conservative than some of the other record-breaking deals that took place in the entertainment industry over the past year. The buzz word at Coca-Cola about its entertainment business is "leverage"—to become a major supplier of entertainment programming with the minimum risk and investment. To reduce their risk, Coca-Cola EBS executives have embarked on a series of financing packages that includes upfront deals with HBO, fees for distributing Tri-Star films and forming limited partnerships with outside investors.

"Most of what we have spent our time and energy on in the last four years has been efforts to improve our fundamental businesses," said Francis T. Vincent Jr., chairman of Coca-Cola's Entertainment Business Sector, the motion picture and television entertainment production division.

Coca-Cola has had quite a few opportunities to expand in that area in the past several years. Two years ago, the senior executives developed a "wish list" of six companies in the production business that they would like to acquire, only one of them was public, and none of them were for sale at the time. Embassy led the list. Although Coca-Cola sent

out an informal feeler, owners Norman Lear and Jerry Perenchio said they were not interested. Then, a little more than a year later, Lear and Perenchio approached investment banker Herbert Allen to inquire if Coca-Cola was still interested. Because of the homework Coca-Cola had done as part of its prior interest, the deal was done with unusual speed and resulted in cutting off the overtures of at least one other competing studio.

Subsequently, company executives relate, conversations have at one time or another been held with the other companies on the list, but only one made it to the negotiating stage. That broke off, a Coca-Cola executive said, because the seller was attributing a higher value to future series commitments that Coca-Cola felt could not be safely banked on.

The growth of Coca-Cola's entertainment interest scares some competitors that see it as a corporate glutton that wants to devour every television program supplier in sight. Vincent calls such alarm "silly" and says that Coca-Cola is not "trying to own the television business. Our objectives are somewhat more modest than people perceive. What we're trying to do is build the business in a financially sound way and to make it grow at an above average rate."

And those efforts have been pretty decent by the objective standard of the bottom line. In three years, Coca-Cola has earned back more than half its capital investment of \$725 million in Columbia Pictures Industries, thanks principally to the off-network syndication of series such as *Hart to Hart*, *Benson*, *Carson's Comedy Classics* and *Barney*



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Miller. And with the cash beginning to role in from Embassy's *Facts of Life*, Coca-Cola executives are already betting that Embassy will be the largest contributor to EBS's operating income this year.

Although theatrical film releases have been the largest contributors to EBS's operating revenues (passing the \$1-billion mark in 1985), more than half the profits have come from the off-network syndication of television series. Last year, Columbia Pictures Television had operating income in excess of \$100 million, said Vincent, with *Carson's Comedy Classics* and first-run episodes of *What's Happening Now!* the major contributors. After income from theatrical releases and other operations are added and overhead and corporate charges are accounted for, the Entertainment Sector saw its operating income increase 33% to \$161 mil-

lion. Profit margin was a handsome 15%.

Those at the top of Coke's entertainment business are not old-boy show business executives who started out as agents or producers. Indeed, they are mostly low-key, very button-down Wall Street lawyers or businessmen who came to the business later in their careers after rising to senior levels in other, unrelated areas. It is the only major studio to keep its headquarters in New York.

Vincent came into the business after having served as a director of finance with the SEC in Washington and, before that, as a securities lawyer with a Washington law firm. He joined Columbia Pictures in 1978 at the invitation of Herbert Allen, the New York investment banker whose firm was a major stockholder in Columbia Pictures. Richard Gallop, president and chief operating officer of Columbia Pictures Industries,

practiced corporate law on Wall Street before serving as Columbia's outside legal counsel to help fend off Kirk Kerkorian's takeover fight for Columbia Pictures. Classmates at Williams College, Gallop and Vincent occasionally crossed paths after they went to different law schools (Vincent to Yale; Gallop to Harvard). Gallop finally moved in-house to Columbia in 1981 as senior vice president and general counsel.

Frank Biondi, former HBO president and chairman, who joined Coca-Cola as executive vice president of its Entertainment Business Sector 13 months ago, describes Coca-Cola strategy as "essentially financially based." The parent company in Atlanta wants to see steady growth in both absolute earnings at the operating level and return on investment—pretty traditional criteria. Says Vincent: "We are not buyers and sellers of

## NBC's regular schedule powers it to another win

NBC won another rating victory during the week of Feb. 17-23, helping it to hold its February sweeps lead. According to Nielsen, NBC had a 17.5 average rating for the week and a 27 average share. CBS had a 17.1/26 and ABC a 15.4/24. By week's end, NBC had an 18/28 in the Nielsen sweep averages, while CBS and ABC trailed with 17.6/27 and 14.8/23, respectively.

NBC relied on its regular programming for its win. Of NBC's special sweeps programming, only the theatrical "Flashdance" (18/27) received respectable numbers, although it finished third in its time period. NBC's Sunday movie, "The Fifth Missile," scored a poor 14.7/22. CBS received a 19.6/30 for "One Terrific Guy," its *CBS Tuesday Night Movie*, and a 22.9/35 for the first part of "Blood and Orchids," its Sunday-night *Special Movie Presentation*, which ranked eighth for the week.

Two of NBC's Saturday series recorded season-to-date highs: *Golden Girls* (25.2/41) and *227* (22.2/37). And the network got another strong showing from its Thursday lineup. *The Cosby Show*, featuring a guest appearance by Stevie Wonder, scored a 36.4/53, to rank first for the week. *Remington Steele* appeared on NBC's schedule twice during the week. In its final Tuesday appearance, from 10 to 11, it scored a 13.8/22, and in its new Saturday 10 to 11 slot, it improved to a 15.6/28.

CBS turned in strong performances on Monday (the closest ratings finish among the three networks during the week), Friday (despite a 15th-place finish for *Dallas*), and Sunday (with third- and fourth-place finishes for *Murder, She Wrote* and *60 Minutes*).

ABC continued to see improvement in *Dynasty*, which finished ninth for the week. It also got strong numbers on Tuesday, with the 10th- and 13th-rated *Who's the Boss* (22.3/32) and *Growing Pains* (22/32), from 8 to 9. And on Thursday from 9 to 10, *Dynasty II: The Colbys* (16.2/23)

outranked CBS's *Simon and Simon* (15.7/23) for the first time this season. Both shows, however, finished behind NBC's two comedies from 9 to 10, the sixth-ranked *Cheers* (23.4/34) and 14th-ranked *Night Court* (20.9/30).

■ NBC scored a 17.7/26 on Monday, edging CBS (17.4/26) and ABC (17.2/25). What lifted NBC above the competition was the second strong showing in two weeks of *TV Bloopers and Practical Jokes* (17.2/25), from 8 to 9.

■ ABC won Tuesday by winning the night's first two hours. CBS won from 10 to 11 with the second hour of "One Terrific Guy."

■ In ABC's Wednesday win (19.3/30), *Dynasty* (22.8/34) and *Hotel* (19.8/33) ranked ninth and 17th, respectively. NBC was second for the night with a 17.4/27, on the strength of the 12th-ranked *Highway to Heaven* (22.2/33) from 8 to 9.

■ Following NBC's winning 8-to-10 Thursday comedy block, the second part of a two-part *St. Elsewhere* scored a 16.5/26, to come in third in the time period. NBC had a 24.2/36 for the night over all.

■ CBS again carried Friday with *Dallas* (20.8/32), despite its 15th-place ranking for the week. CBS had a 17.5/28 for the night, compared to a 16/26 for NBC. From 8 to 9 on NBC, *Misfits of Science* (10.9/18) made its final appearance before going on hiatus.

■ NBC, with record numbers from 9 to 10 on Saturday with *Golden Girls* and *227*, scored 19.2/33, was almost seven points above CBS's 12.6/21 for the night over all.

■ NBC's "Fifth Missile" ranked third from 8 to 10:30, and second from 10:30 to 11 on Sunday. Part 1 of "Crossings" on the *ABC Sunday Night Movie* had a 17.5/27 to rank second behind "Blood and Orchids." With a 24.6/37, CBS's Sunday was the week's highest-ranked night.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.4/53	24.	Flashdance	NBC	18.0/27	47.	St. Elsewhere	NBC	14.2/24
2.	Family Ties	NBC	31.3/48	25.	A Team	NBC	17.8/26	48.	Spencer: For Hire	ABC	13.9/23
3.	Murder, She Wrote	CBS	26.4/38	26.	Crossings, pt. 1	ABC	17.5/27	49.	Knightrider	NBC	13.9/21
4.	60 Minutes	CBS	25.6/40	27.	Gimme a Break	NBC	17.4/30	50.	Remington Steele	NBC	13.8/22
5.	Golden Girls	NBC	25.2/41	28.	Webster	ABC	17.4/28	51.	Love Boat	ABC	13.5/24
6.	Cheers	NBC	23.4/34	29.	20/20	ABC	17.2/28	52.	Equalizer	CBS	13.2/22
7.	Miami Vice	NBC	23.3/38	30.	TV Bloopers & Prac. Jokes	NBC	17.2/25	53.	Diff'rent Strokes	ABC	13.2/20
8.	Blood & Orchids, pt. 1	CBS	22.9/35	31.	Mr. Belvedere	ABC	17.1/27	54.	Airwolf	CBS	12.7/22
9.	Dynasty	ABC	22.8/33	32.	Scarecrow & Mrs. King	CBS	17.0/25	55.	Welcome Home, Bobby	CBS	12.5/21
10.	Who's the Boss	ABC	22.3/33	33.	Falcon Crest	CBS	16.8/27	56.	Mary	CBS	12.3/18
11.	227	NBC	22.2/37	34.	St. Elsewhere	NBC	16.5/26	57.	Foley Square	CBS	12.2/18
12.	Highway to Heaven	NBC	22.2/33	35.	Dynasty II: The Colbys	ABC	16.2/23	58.	Crazy Like a Fox	CBS	11.7/17
13.	Growing Pains	ABC	22.0/32	36.	Cagney & Lacey	CBS	16.0/26	59.	Misfits of Science	NBC	10.9/18
14.	Night Court	NBC	20.9/30	37.	Country Music's Reunion	NBC	15.9/23	60.	Silver Spoons	NBC	10.7/16
15.	Dallas	CBS	20.8/32	38.	Blacke's Magic	NBC	15.8/23	61.	He's the Mayor	ABC	10.4/16
16.	Kate & Allie	CBS	20.0/28	39.	Simon & Simon	CBS	15.7/23	62.	Trapper John, M.D.	CBS	10.2/16
17.	Hotel	ABC	19.8/33	40.	Remington Steele	NBC	15.6/28	63.	Punky Brewster	NBC	10.0/16
18.	One Terrific Guy	CBS	19.6/30	41.	Magnum, P.I.	CBS	15.4/22	64.	Redd Foxx	ABC	9.5/16
19.	Facts of Life	NBC	19.4/33	42.	MacGyver	ABC	15.3/23	65.	Rett Foxx Show	ABC	9.0/16
20.	Moonlighting	ABC	18.9/28	43.	Hardcastle & McCormick	ABC	15.3/22	66.	Benson	ABC	8.6/14
21.	Knots Landing	CBS	18.6/30	44.	Disney Sunday Movie	ABC	15.2/23	67.	Pall Guy	ABC	7.1/12
22.	Newhart	CBS	18.5/27	45.	Twilight Zone	CBS	14.9/24	68.	Ripley's Believe It Or Not	ABC	6.8/10
23.	Choices	ABC	18.1/27	46.	Fifth Missile	NBC	14.7/22				

\*indicates premiere episode



assets."

When Coca-Cola acquired Columbia Pictures Industries in 1982, operating income was \$36 million. The goal at that time was to increase that bottom line at least 20% annually and achieve \$300 million in operating income eight years after the acquisition in 1990. "It looks like we'll make that with a couple of years to spare," said Biondi. Much of that accelerated growth is expected with the addition of Embassy last year and, although a definitive agreement is not yet signed, Merv Griffin Enterprises in 1986.

Significantly, Coca-Cola has chosen to expand horizontally in its acquisitions rather than follow the vertical integration trend set by Rupert Murdoch in his purchase of 20th Century Fox Film Corp. and the Metromedia television stations or the implied integration in MCA's proposed purchase of WOR-TV New York. Vincent doesn't rule out "getting into broadcasting" at some future date, but clearly not at the prices sellers are asking in the current station trading climate. "We want to increase the earnings and build shareholder values," he explained, "and it's hard to do that when paying the kind of prices that are being paid in broadcasting."

Columbia, before it was acquired by Coca-Cola, almost did get into broadcasting and had a deal to buy the Outlet stations in 1982 for \$185 million but saw that deal fall through in the course of the merger. "It hurt when I saw that deal come back at four times the price," said Gallop about the recent sale of those stations for \$650 million in a leveraged buyout with Wesray Capital Corp. "At four times the price, we don't play."

In fact, declining to "play the game" as it traditionally has been practiced is becoming

part of Coca-Cola's M.O. At a recent meeting in New York with senior executives of Columbia Pictures Television, Gallop told the group that he didn't want to make pilots, even if the network wanted to buy them, if the producers were not sure the series had a better-than-even chance to survive on the networks. Gallop called off the production of one pilot, despite a network commitment, because it carried a \$200,000-per-episode deficit. "You can talk revenue growth and volume growth until you're blue in the face," he explained, "but that will not give rise to what we really care about: operating profits." Gallop said huge deficits prevent moving forward on marginal projects.

One way Coca-Cola has been able to buy companies is to turn financial assets into cash. In 1985, Coca-Cola's Entertainment Business Sector converted nearly a billion dollars worth of receivables into cash—\$265 million in the case of Embassy and the balance with Columbia Pictures. In this case, the receivables were the payments that television stations and networks owed Columbia and Embassy for the right to broadcast their shows. (In a complex arrangement, the receivables were in part purchased by an entity set up by Coca-Cola.) Although receivables are usually sold at a discount of their worth, the cash realized can immediately be put to work in the purchase of an operating asset. Essentially, said Vincent, Coca-Cola used the cash it got from selling Embassy's receivables to buy Merv Griffin Enterprises.

Gallop, along with Columbia Pictures Television Group President Herman Rush and Columbia Pictures Television President Barbara Corday, is now trying to rebuild Columbia's presence in prime time television

after suffering setbacks when three of their network series were canceled within the first half of the season (*Stir Crazy* on CBS, *Lime Street* on ABC and *Helltown* on NBC). *Lime Street*, originally praised as a promising series, shut down production after its co-star, Samantha Smith, was killed in an airplane accident. And INDAY, a block of first-run syndicated programming designed to play on independents in daytime, received poor ratings immediately out of the gate.

One area that is doing well is the syndication to television of Columbia movie packages. The studio has not moved into advertiser-supported, ad-hoc movie networks because a pre arranged deal it has with CBS pays a minimum license fee for a middle-range level of titles, in excess of what Columbia could get if it bypassed the network and sold directly into syndication. Excluded from that deal—which covers the past three production years—are Columbia's top three grossing films ("Tootsie," "Ghostbusters" and "The Karate Kid") and bottom three grossing films. Gallop said Columbia is now looking into putting some of these titles together into a new package for syndication.

To hedge against what may be its own flops on the networks, Coca-Cola has lined up a number of deals with outside producers to distribute their successful series when they become available for off-network syndication. Last summer, it bid a reported \$100 million to win the rights to two Steven Canell series, *Riptide* and *Hardcastle & McCormick*, and gave production money to Reeves Entertainment Group in exchange for the right to distribute any future off-network series. Part of that investment in Reeves is covered by a producer's fee that Coca-Cola will split with Reeves in the syndication of *Kate & Allie*, which will be distributed by MCA TV.

For the time being, Coca-Cola executives have decided against merging the distribution arms of Embassy and Columbia Pictures Television. It is also too early, they say, to think about combining the Television Program Source, a distributor of game shows in which it owns 50%, with Griffin. Vincent makes an analogy to General Motors, which sells both Chevrolets and Cadillacs through different distribution systems, in describing Coca-Cola's reasons for operating, through various subsidiaries and co-ventures, five different syndicators. "It would be wrong to conclude that putting things together always makes sense."

Entertainment Business Sector executives admit they have a public relations problem: Getting the message through that, by and large, Coca-Cola headquarters in Atlanta is not deciding what movies are going to be made or what television shows are going to be produced. "People say to me, 'Is Coca-Cola interfering in the entertainment business?'" Vincent asks rhetorically. "And I say, You have to tell me whether I am Coca-Cola because, fact of the matter is, I am and I do and that's my job." That, adds Vincent, is no different than it has been since he joined Columbia Pictures in 1978 as its president, four years before the merger with Coca-Cola.

That's not to imply there is no communication between the Entertainment Business



**Straight talk.** The National Association of Broadcasters kicked off its second Operation Prom/Graduation with a news conference last Monday (Feb. 24) in Washington. The theme of this year's media program, designed to promote alcohol- and drug-free celebration among graduating high school students, is "1986—A Class Act... Celebrate Sober." Attending the conference were members of 13 sponsoring organizations, including the Drug Enforcement Administration, the National Federation of Parents for Drug-Free Youth, Mothers Against Drunk Driving, and Congressional Families for Drug-Free Youth, and a high school senior who has helped set up a model drug and alcohol alternative programs.

Presented at the conference were public service announcements and a five-minute music video that have been distributed to TV stations through NAB's monthly video satellite feed, Telejournal, along with audio feeds for radio stations. New York Yankee outfielder Dave Winfield, who is featured in a prom/graduation PSA and who attended the conference on behalf of DEA's Sports Drug Awareness Program and his own Winfield Foundation, said that after 13 years as a professional baseball player he has come to realize that athletes "mean quite a bit to young people and we're identified as role models."

Above (seated l-r): Robin Tate, Cholla high school, Tucson, Ariz.; Norma Phillips, president, MADD; Winfield; Joyce Nalepka, president, NFP. Standing (l-r): Charles Stebbins, National Federation of State High School Associations; Carolyn Mattingly, president, Congressional Families for Drug-Free Youth; Sandy Katz, National Institute on Alcohol Abuse and Alcoholism; Karen Dodge, National Highway Traffic Safety Administration; NAB President Edward Fritts; Jack Lawn, DEA.

Sector headquarters in New York and Coca-Cola corporate headquarters in Atlanta. Vincent cautions: "It would be absurd to think soft drink marketing people could come to the entertainment business and revolutionize it. It would be equally absurd to think terrific marketing people couldn't make some contribution to any business that has a marketing dimension."

About the only directive from Atlanta, explained Biondi, is that any new business the Entertainment Business Sector acquires has to have a rate of return that exceeds the cost of capital. Nothing startling there, Biondi admits, except that "they measure that to be 14% to 15% after taxes. It is a very high hurdle." That is one of the reasons Coca-Cola has steered clear of broadcasting and other distribution systems at this time. "Given the price in the marketplace for many of the vertically integrated options today," said Biondi, "we just think the prices are wildly out of line."

Another advantage in concentrating on the acquisition of programming, Biondi concedes, is that while the hardware may change—networks displaced by pay cable displaced by home video and challenged by independent stations—the software remains a common denominator. "I'm not saying markets don't cannibalize themselves," Biondi said, but whatever outlet is in vogue at the moment must always return to the supplier for programming.

The company's operating principle of leveraging distribution while keeping capital risk roughly at existing levels has enabled it to grow while not making significant additional capital investments—contrary to the common assumption that Coca-Cola is spending wild sums without ever getting them back.

One example is the Embassy Communications and Affiliates acquisition last summer. The value of the deal fell in the \$465 million-\$485 million range. But after selling

\$265 million worth of receivables, selling the Embassy Pictures division to Dino De Laurentiis and now trying to divest the Embassy Home Video unit to Andre Blay, Coca-Cola's total investment comes to under \$100 million. Add to that the earnings stream coming from the sales of Embassy's syndicated series made since the acquisition, and Coca-Cola's investment very easily nets out to almost zero. For Coca-Cola it's all gravy from here on out. □

## Country Radio tunes in at Nashville

Record crowd expected for 17th gathering of country radio executives

The radio spotlight will be on country music this week as a record 900-plus radio and recording industry executives assemble at the Opryland hotel in Nashville for the 17th annual Country Radio Seminar (March 6-8), sponsored by Country Radio Broadcasters (CRB).

New to this year's format are four long-form (three-hour) workshops, which, in the words of conference chairman Susan Storms, "would cost broadcasters thousands of dollars if taken individually." Storms is director of creative services for WHN(AM)-WAPP(FM) New York. The four workshops are: "Self Image Psychology," "Country Programming," "Developing a Marketing Plan" and "Management: How To Get Along With People."

The seminar will also feature eight panel discussions covering a variety of topics, including sales and on-air talent.

And for the third consecutive year, there will be several sessions, specifically geared

to the record industry, called MIPS (Music Industry Professional Seminars), which are coordinated by the Country Music Association. There will be five MIPS this year, one fewer than last year, with the first scheduled to kick off the seminar at 2:30 p.m. Thursday (March 6).

What is expected to be a highlight of the 1986 seminar is the unveiling of results from a research project commissioned by the Academy of Country Music and conducted by Landsman/Webster Enterprises, a newly formed research partnership headed by radio industry consultants Dean Landsman and Maurie Webster. In the project, country music listeners were questioned on a number of topics including radio listening and record buying habits. "This is the first nationwide research project of its kind in at least 10 years," said Ron Martin, chairman of the academy.

Landsman/Webster commissioned Birch Radio to conduct 1,007 telephone interviews across five geographical regions. The study shows, among other things, that 53% of country radio listeners keep their radio dial tuned exclusively to county music stations. The study's results will be announced during the Friday (March 7) luncheon.

Keynoting the seminar on Friday morning will be long-time music producer Sam Phillips, who has been credited with discovering singers Elvis Presley, Carl Perkins, Johnny Cash, Jerry Lee Lewis and Roy Orbison. Addressing attendees on Saturday morning will be Jack Clements, co-president of the Mutual Broadcasting System. There will also be an exhibit hall, which encompasses some 12,000 square feet of space, housing more than 30 exhibitors.

This year's CRB president is Mike Oatman, chief executive officer of Great Empire Broadcasting. Elections of CRB's top officers (president, vice president, secretary and treasurer) by the CRB board of directors will be held on Sunday morning. □

## Syndication Marketplace

■ **Walt Disney Domestic Television** says that it has cleared *Duck Tails* in 50 markets covering 55% of the country, and *Disney Magic I* and *The Wonderful World of Disney* together in 80 markets covering 70% of the country. Sales of *Duck Tales* include KTVU(TV) San Francisco; WOIO-TV Shaker Heights, Ohio (Cleveland); KMSP-TV Minneapolis, and WATL-TV Atlanta. Disney's Robert Jacquemin said the company has had offers in 70% of the country in five-and-a-half weeks of selling. Sales for the latter package include WNEW-TV New York, WFLD-TV Chicago, and WTTG(TV) Washington. In Los Angeles, KTLA(TV) has taken *Magic I* while KTTV(TV) has taken *Wonderful World*. In San Francisco, KGO-TV has taken *Wonderful World* and KBHK-TV has taken *Magic I*. ■ **Lionheart Television International**, the U.S. representative for the BBC, is offering *Edge of Darkness* on a cash basis for May. The mini-series aired on the BBC last December. Lionheart was a partner in the \$8-million, three-part, six-hour project that stars Joe Don Baker, Bob Peck and Joanne Whalley Eric Clapton performed the score. ■ **Harmony Gold** says that it has now cleared *Shaka Zulu* in 31 markets, including the Gaylord; TVX stations in Nashville; Memphis; Norfolk, Va., and Little Rock, Ark., and the Family Group stations in Green Bay, Wis.; Roanoke, Va.; Tucson, Ariz., and Albuquerque, N.M. The 10-hour mini-series recounts the rise of the great native African military leader. The project took four years to film and had a budget of \$24 million. Sales are for cash with Harmony Gold retaining one minute per every hour. Sales are by Camelot Entertainment Sales. Harmony Gold says that it has

also cleared 89 episodes of *Robotech* in 102 markets covering 78% of the country. Terms of the sales are negotiable. ■ **Orbis Communications** says that it has cleared *Orbis Premiere Movies* in 112 markets covering 83% of the country. Sales of the five two-hour films, which have all had previous HBO exposure, are on a barter basis with 14 minutes local and 190 minutes national per film. Sales include WPX(TV) New York, KCOP(TV) Los Angeles, WGBO-TV Chicago, WTAF-TV Philadelphia and KTVU(TV) San Francisco. Orbis also says that it has cleared the new one-hour special, *Geo...Ticket to the World*, hosted by Charles Haid and Lauren Hutton, in 70% of the country. Sales for the program's March 23-April 13 window are on a barter basis with five minutes national and seven minutes local. Clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WPHL-TV Philadelphia, KRON-TV San Francisco and WCVB-TV Boston. ■ **D.L. Taffner** says that it has cleared *The Ted Knight Show* in 14 more markets, bringing its station clearance total to 54. Additionally, Taffner reports that it has sold *Three's A Crowd* in 16 more markets. New markets for *Ted Knight* include KOLD-TV Tucson, Ariz.; WOI-TV Ames, Iowa; KUTV(TV) Salt Lake City; KASK-TV Las Cruces, N.M., and KUSI(TV) San Diego. Sales of the show are on a cash plus barter basis with Taffner holding one-and-a-half minutes of advertising time. The show debuts on April 1. Recent clearances for *Three's Company* include KOKH-TV Oklahoma City; WBRE(TV) Wilkes Barre, Pa.; WTV2(TV) Norfolk, Va.; WNEM-TV Flint, Mich., and KSNW(TV) Wichita, Kan. Sales of *Three's a Crowd* are for cash.

## John Blair speaks Spanish

**Rep sets up BlairSpan division to sell all-Spanish stations as competition for demographic begins heating up**

John Blair & Co. will attempt to broaden its influence in the Spanish television market with the start today (March 3) of a new division to represent independent stations airing all-Spanish programming. BlairSpan Television Sales Representatives will operate offices in New York, Los Angeles and Chicago and plans to open a Dallas office within the year, according to Charles W. Curran, manager of sales.

The new rep division complements BlairSpan's ownership of two Spanish-language stations—WSCV-TV Miami and WKAQ-TV San Juan, P.R.—and a Spanish syndication division. Blair's acquisition of the Puerto Rican station, operated by Telemundo, included a library of more than 2,000 hours of programming, as well as production facilities. Initially, BlairSpan will represent its two stations, along with KENS II, a San Antonio, Tex., cable channel operated by the market's CBS affiliate, KENS-TV, XHRIO(TV) Matamoros, Mexico, and K-TTG, a Houston-based consortium of five cable systems and two Mexican TV stations owned by the Tejano Television Group. Blair reps K-TTG for some group barter sales but Tejano's stations are also sold individually by other reps. BlairSpan claims its stations cover 29% of U.S. Hispanic consumers, and the Tejano group covers 6.3%. In addition, all the stations reach an unknown number of Mexicans in border communities who go north to shop. Curran said that Blair has made an investment of more than \$100 million in the Hispanic broadcasting business.

BlairSpan's new rep division will offer its services mainly to independent stations. Curran said that spot selling for Spanish television is often easier than for other minority groups since there is such a high concentration of Hispanics in the top 30 markets. He also mentioned that some upscale advertisers such as banks and credit cards are now moving into Spanish television. According to *Hispanic Business* magazine, spending by advertisers for all Spanish media has increased an average of 26% per year over the last three years. The top five Spanish markets are Los Angeles, Miami, New York, San Antonio and San Francisco/San Jose. The top five advertisers are Philip Morris, Procter & Gamble, Anheuser-Busch, McDonald's and Ford.

"We are the first Anglo operation to commit to the market," said Curran. BlairSpan's staff of 16 has a background in Spanish advertising, including experience at Spanish ad agencies and at Blair's owned stations. Curran, who until recently was manager of domestic syndication sales for BlairSpan's distribution division, said that in addition to



BlairSpan's Curran

the value in repping its own stations, a number of Spanish stations had asked for help in selling national time in their programming, prompting Blair to create the new division. Curran said that the new rep firm will operate much like a traditional one, with the usual support services. Spanish programming currently consists mainly of "novelas"—soap operas that usually run for six months at a time—and variety shows. With no new programming formats expected, Curran suggested that the normal programming consultation provided by English-language reps is unnecessary.

Currently, the Spanish television market, which *Hispanic Business* valued at \$333.5 million in 1985 (of which \$140.1 million was television advertising), has two reps serving approximately 20 all-Spanish stations. SIN, a network of 12 conventional UHF outlets, 13 LPTV stations and 358 cable channels, was granted an FCC waiver from the rule that prohibits a network from representing its stations. That waiver was included in a decision rendered recently by FCC Administrative Law Judge John Conlin in which the renewals of the licenses of the SIN stations were denied (BROADCASTING, Jan. 13). SIN has until March 8 to appeal that decision to the FCC. A lawyer for SIN's parent, Spanish International Communications Corp., said last week that in an effort to avoid an appeal, it is working to resolve the matter.

The second all-Spanish rep is NetSpan, which owns WNJU-TV Linden, N.J. (New York) and KVEA-TV Los Angeles, along with other stations in smaller markets. NetSpan also distributes a variety of special programming.

The national spot market for Spanish television has also seen the addition of a con-

certed Spanish sales effort by the Continental division of Katz Communications for Spanish programming on ABC, CBS and NBC affiliates. Eight such stations, located in Southwestern bilingual border markets, now offer Spanish programming, usually on a weekly basis, and often on Sunday mornings. Katz sells advertising on the affiliates as a "quality buy" in comparison to placement on an independent with a weaker signal. An example is ABC affiliate KNTV(TV) San Jose, Calif., which programs a half-hour of Spanish news on Saturday mornings, *Noticiero*, with Mario Castillo, who also does weekday newscasts in English.

Thomas F. Olson, president of Katz's Continental division, said that the start of the sales effort was the result of Katz's own exploration of another revenue opportunity. Advertiser interest, as well as a desire by the stations for a new revenue stream was also instrumental. Katz is making recommendations to other border stations on how to integrate such programming into a schedule. Olson said that Katz offers the same array of support services for the Spanish programming carried by the eight stations as it does for the rest of their programming.

Katz developed the idea at the beginning of 1985, and followed through with a presentation to advertisers in August. Olson said that it has made 65 deals. He added that one way the rep firm was attempting to encourage stations to air Spanish programming was by attracting more national advertisers to participate in shows.

One problem facing a Spanish-language rep is a dearth of statistical information, meaning that sales are often concluded on the basis of a less than precise statistics. "This is a market that requires good instincts," said Curran. Typically, since no C-P-M's exist to bargain over, negotiations concern prices of units or packages. One salesman of national time termed Spanish television a "conceptual sell." Nielsen and Arbitron do not cover Spanish independents consistently, according to agency executives. That has meant that smaller ratings services, such as Strategy Research Corp., are frequently used by the stations. According to one agency executive, buys are normally subject to "qualifications and discount factors." He said that the entry of BlairSpan into the national spot market might serve to disinflate Spanish prices slightly. As it is, he said, in some sectors of the Spanish media, particularly SIN, prices have been rising "every few months, without increases in audience."

Jim Alexander, media director of Young & Rubicam's Bravo division, which produces Spanish commercials, said that all the new Spanish "competition will benefit the Hispanic audience, the advertiser, and in the long run, the media." □

# RIDING GAIN

# O N R A D I O

## Promotion probe

The National Association of Black Owned Broadcasters (NABOB) has formed a music industry committee to investigate the relationship between record companies and black-owned radio stations.

"Black artists have traditionally gotten their start by being played on black-owned radio stations. However, when those artists are handled by major record companies, we have found that those companies do not promote their artists on black-owned radio stations," said Thomas Lewis, president of Inter Urban Broadcasting, who also serves as the committee's chairman.

Lewis said the committee would contact chief executives of major record labels to discuss the association's concerns. "We hope these meetings will result in better understanding by the record companies of the importance of working with black-owned radio stations to promote their artists," Lewis said.

Other committee members are: Percy



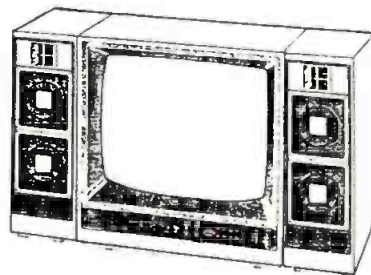
**Flooding fallout.** Flooding due to heavy rains which hit the West Coast caused KRFD-AM-FM Marysville, Calif., to go off the air on Wednesday, Feb. 19, and remain off until Tuesday, Feb. 25. The station's general manager, B. Paul Moore, said that although both the AM and FM transmitters escaped the waters, estimated damage to the studio was about \$250,000.

KRFD first received reports that Marysville would be flooded on Monday, Feb. 17. "From that point," said Moore, "it was a battle to save the radio station as well as keep the public informed." Volunteers built a five-foot-high sand-bag wall to no avail. Before abandoning the station, the staff transferred its EBS responsibilities to KUBA (AM) Yuba City, Calif. With this flood, the third at its Marysville site, KRFD's management is now "definitely" thinking of relocating.

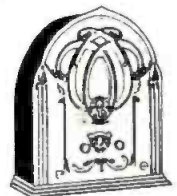
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Sutton, president of Inner City Broadcasting Corp.; Eugene Jackson, president of Unity Broadcasting; James Hutchinson, executive vice president of Inter Urban Broadcasting, and James Winston, executive director of the NABOB.

### A joyful noise

A coast-to-coast radio program service emphasizing contemporary Christian music is expected to debut in late March or early April, according to principals behind the Interstate Satellite Network. The network will be based at the Santa Ana, Calif., studios of KYMS(FM) and will present artists including Debbie Boone, Amy Grant, Donna Summer, U2 and Petra.

"We felt a need for this kind of programming, especially among AM stations," explained Don Cartmal, vice president and general manager of the network. He said over 100 stations have expressed interest in the service, which will be satellite-distributed initially from KYMS to two other Interstate Broadcasting Inc.-owned stations, KRDS(AM) Phoenix and KLT(AM) Brighton, Colo. (Denver).

Gem O'Brien, program director for both KYMS and the network, said origination from Santa Ana is planned 24 hours a day, seven days a week, although a full roll-out is not expected before late spring or early summer. National advertising is being sold by Weiss & Powell, a unit of New York-based Inter Rep.

"We will program mostly music," O'Brien told BROADCASTING. "in a tight and exciting format. There may be some music oriented features as well."

Cartmal said the Interstate Satellite Network will target both men and women aged 25-to-49, with an emphasis on those in their early 30's. Rates have not been established, he said.

### Benchmark for 'Newsmark'

CBS Radio News marked the first anniversary of *Newsmark* as a weekly series last weekend (Feb. 28-March 2)—the show is fed on Friday at 2:30 p.m.—with a special broadcast featuring excerpts from some of the past year's programs. Reports during year have ranged from AIDS and drugs in sports to health care and the elderly. The 30-minute information series also explores aspects of American life such as the plight of farmers and poverty in Appalachia. *Newsmark*, which is anchored by different CBS News correspondents, including Charles Kuralt, Bill Moyers, Dan Rather and Diane Sawyer, originally began as a monthly series in July 1975.

### Continuing relationship

Adolph Coors Co. has renewed its sponsorship of *Coors Inside Black America*, a series of 60-second radio features examining personalities, events and issues of significance to black Americans. The series places emphasis on achievements by blacks in the arts, education, business, science, medicine and entertainment. The program, entering its second year, is produced by the Atlanta-based Dayn-Mark Co. Stations clearing *Coors Inside Black America* include KJLH(FM) Los Angeles, WLNR(FM)-WJPC(AM) Chicago and WVEE(FM)-WAOK(AM) Atlanta. For information: (800) 525-3786.

**They're paying our song.** On the eve of last Tuesday's (Feb. 25) Grammy Awards, *NBC Nightly News* aired a "special segment" report on "payola"—the practice of record promoters paying radio station personnel to play new releases in hopes of boosting record sales—saying it is "tainting" today's rock music business, "with a group of independent promoters playing a major role." The report said that "several authorities are investigating a possible Mafia connection." NBC News Correspondent Brian Ross, who anchored the special NBC report, labeled it "the scandal of the [music] industry."

In NBC's report, disk jockey Don Cox of WHYI(FM) Miami told Ross that "some promoters will do almost anything to get their records played and earn their big fees from the record companies." In particular, Cox described payoffs in the form of drugs and money that he had refused. "Disk jockeys and program directors elsewhere, who said they were afraid to go on camera, tell the same story Cox does about payoffs of cash, cars, expensive watches, drugs and nights with women sent over by the promoters," said Ross.

Ross also reported that payola has been affecting the outcome of weekly hit music charts in trade publications, with independent promoters persuading certain radio stations to make false reports about a record's on-air performance.

Sources indicate that a number of types of payola have survived from the earliest days of rock music. But they also point out that other formats are not immune to the practice.

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## Financial puzzle at Pulitzer

Family feud and ownership offers by others rock media company

Disagreements within a media dynasty once again spilled onto the business news pages last week as the third and fourth-generation descendants of Joseph Pulitzer publicly disputed the future ownership of the St. Louis-based broadcasting and publishing concern.

At issue is whether the Pulitzer Publishing Co. will remain a family-owned enterprise, or at least a family-controlled enterprise, or whether it will be sold to the highest bidder.

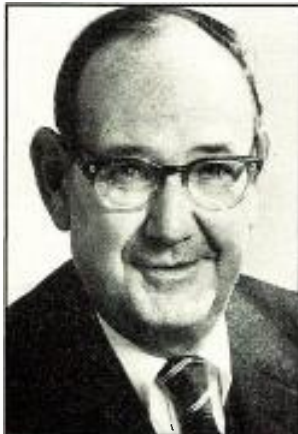
One outside bid to buy Pulitzer Publishing for \$500 million had been made on Feb. 21 by Alfred Taubman, a Bloomfield Hills, Mich.-based investor and real-estate developer, who has paid certain Pulitzer family members \$10 million for the option to buy their stock—20% of the outstanding shares. Meanwhile, other family members, including two at the company's helm, are moving ahead with plans for a different corporate restructuring. Michael Pulitzer, the company's vice chairman, said that an initial public stock offering was a "likely possibility."

At the center of the drama are, on one side, Michael Pulitzer and his half-brother and company chairman, Joseph Pulitzer III (known as Joseph Pulitzer Jr.). On the other side are the latter's two sisters, Eleanor Hempelmann and Kate Davis Quesada, and the latter's two sons, Richard and Peter. In addition, there are a host of lawyers and investment bankers.

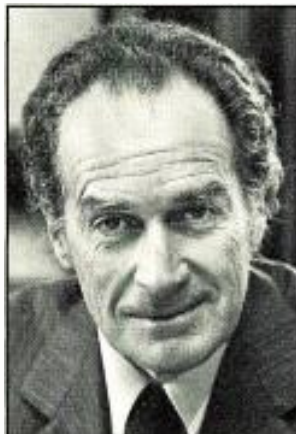
Events leading up to last week had been going on as an all-in-the-family affair for close to half a year. But last week somebody chose to leak the situation to the press—three newspapers ran the story the same day. And with necessary decisions looming in the not-too-distant future, the litigation and personal acrimony avoided so far threatened to break out in the open.

The object of attention is a broadcasting and publishing empire that began with the *St. Louis Post-Dispatch* in 1878. Now sources say that more than half the company's worth lies in the seven television stations and the two radio stations it has since added (half the profits from the *Post-Dispatch* itself go to the Newhouse newspaper group as a result of a settlement reached when Newhouse agreed to give up its ownership of the *St. Louis Globe-Democrat*). Other properties include the *Arizona (Tucson) Star* and some Chicago-based weekly and other newspapers.

The television stations (three NBC affiliates and four ABC affiliates) are: WPTA(TV) Fort Wayne, Ind.; WLKY-TV Louisville, Ky.; KETV(TV) Omaha; KOAT(TV) Albuquerque;



Michael Pulitzer



Joseph Pulitzer Jr.



Taubman

wXII-TV Winston-Salem, N.C.; WGAL-TV Lancaster, Pa., and wYFF-TV Greenville, S.C. Pulitzer also owns KTAR(AM)-KKL(FM) Phoenix.

Phoenix, coincidentally, is the location of an AM-FM combination of which Taubman was half owner of between 1981 and 1984, when he sold his interest to his two partners for approximately \$2 million ("Changing Hands," Jan. 23, 1984). Another example of Taubman's media inclination is the reliable report that he took a close look at making a bid for the Evening News Association before deciding against buying it.

According to a spokesman for Taubman, his wealth (which *Forbes* estimated at more than \$600 million) comes from two sources, the control of about 20 "real estate retail centers [primarily shopping malls]" and investments. Those investments include the A&W company (company-owned and franchised restaurants); the Washington-based department store chain, Woodward & Lothrop (bought in 1984); art and a 60% ownership of Sotheby's (auctioneer), and a majority interest in the Oakland Invaders, a currently inactive football franchise in the United States Football League. The real estate company is legally separate from Taubman Investment Co., which is making the Pulitzer bid.

The turmoil at Pulitzer Publishing has been caused by the family members' difficulties in liquidating their shares of the inherited wealth. (Such was also the case at other family-owned media companies in the past 12 months, such as Multimedia, The Evening News Association, the Register and Tribune Co., the Courier-Journal and Louisville Times Co. and, to a certain extent, Outlet Communications.)

Certain Pulitzer family members have indicated a desire to sell their holdings, whether for estate-tax purposes (which Peter Quesada said is primarily the case for his mother) or because they believe the current bull market for media companies may soon end. Another motivation to sell is that the Pulitzer Publishing Co. has apparently provided little income to its owners. Said one

source, "The dividends paid last year were less than Joe Jr.'s salary." The estimated figures for the company are revenue of about \$350 million, and cash flow of about \$50 million.

The highest price family members could obtain for their shares would result from the sale of the company, a solution opposed by both Joseph Pulitzer Jr. and Michael Pulitzer. Together with a third grandson of the founder, David Moore, their cousin, they signed an agreement last Monday (Feb. 24) saying no one of the three would sell his stock (which comprises 54% of the total) to an outsider until at least March 31, 1987.

Few other alternatives, such as the contemplated stock offering, or a partial buy-back of stock, would provide nearly as good a price as that obtained from a sale of the company (the stock of publicly held media companies has traded in recent years at anywhere from around 40% to three-quarters of the companies' market value). For that reason a public offering of stock will likely be opposed by Peter Quesada, and perhaps some of the other 14 board members, all of who are either family or management, except for one representative of Pulitzer Publishing's outside counsel.

Late last year Hempelmann and the Quesadas apparently were dissatisfied with whatever results were being achieved and hired an investment banking firm, Lazard Freres, to help them realize the highest value for their 20.6% ownership. They gave the company until the end of January to come up with a solution. But Peter Quesada said that even before that deadline, his brother was told that: "If we didn't like the ways things were going, we should sell our shares to an outsider." Lazard, after sounding out several other potential buyers, approached the Taubman Investment Co.

Essentially Taubman has paid \$10 million for an option to buy Hempelmann's and the Quesadas' one-fifth ownership for an additional \$90 million. If he does not choose to do so within a year (although his option runs longer) those four can force Taubman Investment Co. to buy their stock for \$20 million

less during any time over the following two years. Furthermore, if the company is sold at a higher price the four will receive all or part of the per-share premium over what Taubman has offered.

Michael Pulitzer told BROADCASTING that charges the company leadership was "stonewalling" were untrue. Peter Quesada said: "We worked with the company for more than 10 years to try to find a solution." Last April, Pulitzer said, the company directed an investment banking firm, A.G. Edwards & Sons, to develop alternative ownership structures: "They came up with plan for a leveraged buyout, but that came a cropper because of tax considerations."

Those, such as the vice chairman, who desire to maintain family control of the company are in a stronger position than was the case at the closely held Evening News Association, which only two weeks ago was sold to Gannett Co., after a struggle among mostly family owners.

For one thing Pulitzer Publishing has a voting trust (ENA did not have one) that is effective through at least 1990. The trust controls the 80% of the stock not owned by Hempelmann and the Quesadas on all votes except a sale of the assets, a matter that is passed on to the shareholders.

Furthermore, the stock within the voting trust cannot be sold to outsiders unless it is first offered to the company at book value (currently less than one-fourth the company's estimated market value). Although Michael Pulitzer said he could not remember if anyone had recently sold back his shares at book value, one board member, who asked not to be identified, said: "Ten percent of the stock was sold back to the company at book value within the 1980's."

Unlike ENA, ownership is more concentrated at Pulitzer (among 20 persons rather than several hundred). Bernard Winograd, president of Taubman Investment Co., said certain holders of the 80% of shares represented by the voting trust have indicated a desire to see the company sold. Michael Pulitzer said he was not aware of any others desiring to sell.

No allegations of mismanagement have surfaced, as they did at ENA. Peter Quesada said: "I think everybody would run a company differently. Given the fairly conservative principles of the management, they have done a good job. This is not an aggressively managed company. . . they have avoided a high debt load for instance. . . but given their style they have done well."

As of the middle of last week a meeting of Pulitzer's board had been scheduled for today (March 3) at which the Taubman offer would be formally considered. Winograd said, however, that he expected a response little different from the rejection that had been indicated up until then. Soon to follow will be the board's consideration of whatever restructuring plans have been devised by A.G. Edwards & Sons and Morgan Stanley & Co., which Pulitzer hired after Taubman bought his option.

There are a number of restructuring possibilities. Certainly the initial public offering might have some appeal to management, given the recent bullish stock market. The offering could be made so that there would

be two classes of stock, with actual control residing in the class that is majority-owned by Pulitzer family members. Such an A class/B class ownership structure has enabled a number of publicly owned companies, including Media General, The New York Times Co. and The Washington Post Co. to stay under family control.

Among the options being considered last week by Taubman Investment Co. and Salomon Brothers, which represents it, were to make the purchase and settle in for the long term, either as a passive investor or as a nuisance factor; to challenge the legality of last week's agreement among the three ma-

jority shareholders, and/or to raise the \$500 million bid. Taubman had previously tried unsuccessfully to negotiate a deal with the company and was forced to make a formal bid by the terms of his agreement with Hempelmann and Quesada.

Although the Pulitzer suitor has not yet talked to nonfamily management, including Ken J. Elkins, president and chief executive officer of Pulitzer Broadcasting—Winograd said it has not yet been allowed to—it will undoubtedly lobby them. The Taubman Investment Co. president said that in previous investments, management has been offered up to 20% of the equity in the company. □

## Bottom Line

**Financial census.** Census Bureau is considering gathering financial information from networks and radio and television stations concerning revenue and expenses. (FCC stopped collecting that data from all stations in 1981.) Bureau would gather information using random sample of stations and from all three networks to arrive at one industry number to use in gross national product estimate. National Association of Broadcasters, however, says it opposes effort. NAB has criticized bureau's use of random sample and argues survey is not necessary because information is already available through surveys conducted by NAB as well as Television Bureau of Advertising and Radio Advertising Bureau.

□

**Big brothers.** Continental Cablevision became second MSO to have taken sizable equity position in Adams-Russell Co. (ASE: A-R), as evidenced in 13-d filing two weeks ago with Securities and Exchange Commission. Continental reported purchase of 491,000 shares, roughly 8% of A-R, Waltham, Mass.-based electronics manufacturer and MSO with roughly 145,000 subscribers. First outside MSO to take equity position in A-R was Telecable Corp., which began acquiring stock in May 1984, and filed with SEC in October 1984, disclosing 11.6% holding which has remained same since. One month later, in November 1984, Continental began acquiring A-R shares and for long time stayed just below 5% filing requirement. Last month, Boston-based Continental resumed purchases which have been made at average price of \$26.80 per share. Since beginning of February, A-R has risen from about 27 and closed last Monday at 34½. Management and employees own about 7% of stock, according to David J. McLachlan, vice president, finance, as does T. Rowe Price. In 1985, Adams-Russell reported revenue of \$129 million, 32% from cable, and net income of \$9 million, or \$1.52 per share.

□

**Quiet admirer?** Robert Springer, president of Western World Television is still trying to figure out what happened to trading in stock (NSADAQ: WWTV) beginning about week after annual NATPE convention (January 17-21). Stock had traded below one dollar, bid for last half of 1985 and through first week following NATPE. Within 10 trading days price rose from ⅝ bid to 2¼ bid. Although price has since eased to 2½ bid during last week, trading volume so far in 1986 (135,000 shares) has been greater than last eight months of 1985. Springer said, "We were waiting for the other shoe to drop in a 13-d filing (a Securities and Exchange Commission form indicating greater than 5% ownership) but so far it hasn't happened." Company management owns roughly 40% of stock and with 1.25 million shares outstanding, Springer estimated float of stock at about 500,000. Los Angeles-based Western World has plans for \$7-million dollar private placement of convertible preferred shares. Springer said net proceeds would be used "to expand co-productions, home video and U.S. syndication."

□

**Waiting for the dough.** Sale of microwave-communications subsidiary of Times Mirror Co. for \$175 million in management-led leveraged buyout fell through last week because of financing, company said. Announced in early November 1985, buyout group was also to have included investment banking firm of Dillon Read Co., and affiliate of firm, Saratoga Partners. Times Mirror Microwave Communications Co. does most of its business with telephone companies.

□

**Recuperating.** M/A-Com Inc. Chairman Richard T. DiBona suffered stroke on Friday, Feb. 21, and last week was reported in satisfactory and improving condition at Leahy Clinic in Burlington, Mass. Pending recovery of DiBona, who is also president and chief executive officer, company appointed Irving J. Helman, currently director, as acting chairman, and appointed Frank A. Brand, executive vice president and chief operating officer, as acting president and CEO.



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## How NAB views NRBA's slush fund

**It's keeping some money as insurance in case upcoming merger with NAB doesn't work out**

Even though the National Radio Broadcasters Association board voted unanimously to merge with the National Association of Broadcasters (BROADCASTING, Feb. 24), it has built an escape hatch in case things don't work out. It plans to set aside some of its funds as a nest-egg in case the proposed union with NAB fails. And that proposal is being viewed by some NAB directors with a little "apprehension." Nevertheless, NAB says it is willing to accept NRBA's decision if that's what it takes to unite the two organizations.

NRBA's board voted two weeks ago to join with NAB but at the same time said it will establish an escrow account with the money left over after it pays off its debts. The association's executive committee will oversee the fund, which may be used "at the sole discretion" of the committee "as contributions to nonprofit organizations," including "existing or newly formed broadcast trade associations."

**Burger on the bicentennial.** Chief Justice Warren E. Burger will address the National Association of Broadcasters annual convention on Wednesday, April 16, in Dallas. He will appear before the broadcasters at the close of the convention prior to FCC Chairman Mark Fowler. As chairman of the Commission on the Bicentennial of the U.S. Constitution, Burger will discuss plans for next year's observance of the events leading up to the Constitutional convention and the Constitution itself. (Burger also plans a press conference at 10 a.m. that day.) In other convention news, NAB announced that singer Dolly Parton will entertain at the closing brunch, instead of Willie Nelson, who canceled due to a scheduling conflict.

Some NAB directors were expressing a "wait and see" attitude concerning the NRBA's decision, while others said they were concerned. "It's always hard to go into a marriage when one party is apprehensive," said one director. Gary Capps of Capps Broadcasting Group, Bend, Ore., said he was "bothered" by the account. "They're [NRBA] just as much a part of making this work as the NAB board." Nevertheless, he stressed it's important not to look at the matter as "us versus them."

NAB's executive committee, however, was not troubled by NRBA's decision. "When I first saw it, it struck me with all the

sincerity of a prenuptial agreement," said radio chairman John Dille of Federated Media, Elkhart, Ind. But upon reflection, Dille said he felt the decision was made to "comfort" those NRBA members who were not party to the negotiations and don't feel that "we welcome them as equals."

Dille also pointed to the remarks made by NRBA President Bernie Mann of Mann Media, High Point, N.C. Mann said the account "gives us the comfort to know that there is an opportunity to try to have a radio-only organization. But none of us feel that this is going to be necessary."

To accompany the merger agreement, NRBA also issued a nonbinding seven-point "statement of purpose" that those NRBA directors joining NAB's board will work to implement within two years.

As for the statement of purpose, Dille emphasized that all its objectives have either been accomplished or are already being examined at NAB, so the NRBA's goal of action on those ideas within two years, poses no problems.

Other reaction from NAB directors was mild. William O'Shaughnessy of WVOX (AM)-WRTN(FM) New Rochelle, N.Y., said he hoped NAB would not "get sidetracked" by the statement. "There may be some spiritual reason why they don't want to use their members' dues, but it's a matter that should be left to the treasurers of both organizations and the lawyers," he said. Moreover, O'Shaughnessy said, "I hope an asterisk like this would not intrude on the general euphoria which we all feel as a result of the merger."

While NAB radio director Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La., also said the NRBA's actions sounded like a "prenuptial agreement," he didn't have any problems with it. "As long as none of their statement changes the basic agreement, then it's OK," he said. "I think when they [the NRBA directors] get on the NAB board, they'll find it is as dedicated as any group to radio."

And NAB board member David Palmer of WATH(AM)-WXTQ(FM) Athens, Ohio, viewed the creation of an escrow account as a "spare tire," for NRBA members. "I have no problems with that." Palmer emphasized that "everybody will do their damndest to make sure this thing works." □

### Woolfson Broadcasting Corporation

(Mark L. Woolfson, Principal)

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**WSBY (AM) and WQHQ (FM)**

Salisbury-Ocean City, Maryland

for

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from

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(A subsidiary of The Evening Post Company)

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3/3/86

# Changing Hands

PROPOSED

**WHN(AM)-WAPP(FM) New York and WAVA(AM) Washington** □ Sold by Doubleday Broadcasting Co. to Emmis Broadcasting for \$53 million (see story this page).

**KWHN(AM)-KMAG(FM) Fort Smith, Ark.** □ Sold by The Valley Corp. to Johnson Communications Inc. for \$900,000, comprising \$50,000 cash and remainder note. **Seller** is owned by Horace C. Boren, who has no other broadcast interests. **Buyer** is equally owned by Dewey Johnson and James D. Cyfert, former owners of KQXK(AM)-KCIZ(FM) Springdale, Ark. KWHN is on 1320 khz full time with 5 kw. KMAG is on 99.1 mhz with 100 kw and antenna 2,000 feet above average terrain.

**WIBV(AM) Belleville, Ill.** □ Sold by Belleville Broadcasting Co. to Word of Victory Outreach Inc. for \$880,000. **Seller** is equally owned by Marshall True and Marvin Mollring. It has no other broadcast interests. **Buyer** is owned by Fairview Heights, Ill.-based church headed by Rev. Robert L. Mueller, Jean Donjon and Donald Nelson. WIBV is on 1260 full time with 5 kw.

**Cinq et Six TV.** Private television took to the airwaves for the first time in France on Feb. 20, when a new national station, La Cinq (Channel Five), began broadcasting from the top of the Eiffel Tower in Paris. The operation is jointly run by two French industrialists, Jerome Sydoux and Christophe Riboud, and Silvio Berlusconi, an Italian broadcasting magnate with more than 55 stations and the largest private TV network in Italy and new television interests in Spain. The station will broadcast movies, serials, game shows and news and is expected to have an annual budget of between \$125 million and \$250 million.

Private television first became a possibility in France last August, when French President Francois Mitterand, in a decision which has since aroused dissent from both his political opponents and some supporters, authorized 40 private TV stations, two national and the remainder local. Mitterand's Socialist government also approved private radio in 1982 for the first time since before World War II, and several hundred private radio stations are now on the air.

The second private TV channel, La Six (Channel Six), was scheduled to begin broadcasting last week. Fashioned primarily as a music video station, it is principally owned by Publicis, a state-controlled advertising agency, Gaumont, a film producer and distributor, and private radio station NRJ, with interests held by recording companies including CBS.

The new TV stations expect to have access to two of the four channels on the French high-power Ku-band broadcast satellite TDF-1, which is set to be launched in 1986.

**KGBX(AM) Springfield, Mo.** □ Sold by Springcom Inc. to KGBX Communications Inc. for \$776,000, comprising \$726,000 cash and remainder note. **Seller** is owned by Alfred Sikes and his wife, Martha; Noel Boyd and family; J. Neal Etheridge and family, and Gary Canaler and his wife, Judith. It also owns KJAS(AM)-KJAQ(FM) Cape Girardeau, Mo., and has interest in KRMS(AM)-KLYC(FM) Osage, Mo. Sikes has been nominated to head Commerce Department's National Telecommunications and Information Administration ("Top of the Week," Feb. 24). **Buyer** is headed by H. Allan Thompson, station's general manager. It has no other broadcast interests. KGBX is on 1260 khz full time with 5 kw.

**WYDE(AM) Birmingham, Ala.** □ Sold by Sudbrink Broadcasting of Birmingham Inc. to WYDE Broadcasting of Alabama Inc. for \$740,000 cash. **Seller** is principally owned by Robert W. (Woody) Sudbrink. It recently traded KBCQ(AM)-KCKN(FM) Roswell, N.M. for WTLL(TV) Richmond, Va., pending FCC approval. Sudbrink also owns three other AM's and one TV. **Buyer** is owned by L. Rogers Brandon and his brother, Anthony, who own American General Media Corp., Arroyo Grande, Calif.-based group of three AM's and two FM's. WYDE is on 850 khz with 50 kw day and 1 kw night.

*For other proposed and approved sales, see "For the Record," page 84.*

## Doubleday takes Emmis bid for radio stations

**With sale of its last three radio properties, Doubleday exits broadcasting**

Doubleday & Co. will soon be out of broadcasting. The large publishing concern has signed a letter of intent with Indianapolis-based Emmis Broadcasting for the sale of its three remaining radio properties, WHN(AM)-WAPP(FM) New York and WAVA(FM) Washington, for a total of \$53 million. Approximately \$15 million went for WHN, \$21 million for WAPP and \$17 million for WAVA. Doubleday had paid a combined \$29 million for the properties between 1981 and 1984.

The sale took place with such speed—only a week after Doubleday officially announced the stations were going on the block ("In Brief," Feb. 17)—that it took many potential bidders out of the hunt. Emmis Broadcasting President Jeff Smulyan said he had been interested in the three stations for some time and first approached the company about their availability last fall. Smulyan said he has already received several sale inquiries on the outlets. "We are definitely going to hold onto them. We are not buyers and sellers. We are broadcasters and we plan to make the stations an integral part of our chain," said Smulyan.

Emmis, which means truth in Yiddish,

December 30, 1985

## Sudbrink Broadcasting

*has completed the sale of the assets of*

**WLAC-AM/FM**

**Nashville, TN**

*to a subsidiary of*

**Price Communications Corporation**

*The undersigned initiated this transaction and represented the seller in the negotiations*

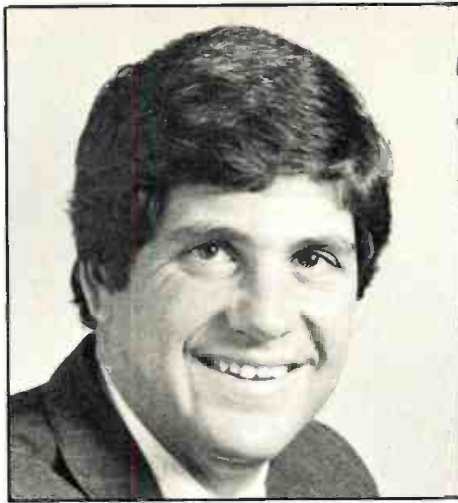
**THE  
TED HEPBURN  
COMPANY** Cincinnati

currently owns WENS(FM) Indianapolis, WLOL(FM) Minneapolis, KSHE(FM) St. Louis and KPWR(FM) (formerly KMGG(FM)) Los Angeles. It was founded five years ago.

Although Emmis is shown to have a fairly good track record for increasing revenues at its stations—three of Emmis's stations improved their cash flow for the fiscal year ending Feb. 28, 1985—the New York properties, which sources say are operating anywhere from a negative cash flow base to break-even at best, should prove to be a challenge for the growing firm. Country-formatted WHN, even with its carriage of New York Mets baseball, slipped from a 2.8 12-plus metro share (Monday through Sunday, 6 a.m. to midnight) in the summer 1985 Arbitron report, to 2.2 in the fall book. And contemporary hit WAPP hasn't been able to put a dent into the rock radio scene in New York, pulling only a 1.7 overall metro share in the latest Arbitron book. WAPP, however, recently received FCC approval to switch from a directional to a nondirectional antenna, which is expected to help its signal strength.

Smulyan said he found WHN attractive because of its format exclusivity, strong signal and relationship with the Mets. He added that research is being done on WAPP, but it was too early to discuss the possibility of a format change. "Hopefully, with a more aggressive approach in marketing and promotion, our cash flow situation [at the New York stations] will improve," said Smulyan.

Contemporary hit WAVA, on the other hand, doesn't appear to be a problem spot for



Smulyan

Emmis, finishing with a solid 4.0, 12-plus metro share in the fall Arbitron report for Washington. It has consistently done well in the ratings for the past several years.

Emmis has funds available for the purchase through its sale of \$50 million in subordinated debentures and another \$11.2 million in common stock and subordinate convertible notes (BROADCASTING, Dec. 9, 1985).

Handling the sale for Doubleday was its former broadcasting president, Gary Stevens, now first vice president in the financial department for Wertheim & Co., a New York-based investment banking firm. Representing Emmis Broadcasting was Morgan

Stanley & Co.

WHN(AM) is on 1050 khz full time with 50 kw. WAPP is on 103.5 mhz with 5.8 kw and antenna 1,390 feet above average terrain. WAVA is on 105.1 mhz with kw and antenna 500 feet above average terrain.

Doubleday has been in the broadcasting business since 1968 when it purchased four radio and three television stations from Trigg-Vaughn. □

## ANA's two-day advertising blitz

**Annual TV and media workshops in New York feature Tinker, Turner; poll on split 30's unveiled; people meter debated**

Speakers at the annual television and media workshops of the Association of National Advertisers in New York last week focused on ways to meet the challenges in a changing advertising environment shaped by new media competition, growth in media services, zapping of television commercials and the 15-second and split-30 commercials.

Approximately 650 advertiser, agency and media executives attended the two-day meeting, highlighted by talks from Grant Tinker, president and chief executive officer of NBC, and Ted Turner, chairman, president and chief executive officer of Turner Broadcasting System. The two were featured luncheon speakers—Tinker on Tuesday, Feb. 25, and Turner on Wednesday, Feb. 26.

Tinker, in an unusual stance, extended "thanks" to cable, pay networks, ad hoc networks, independent stations and the rest of the new technologies. "We owe them a debt of gratitude."

He said a few years ago, network TV shares began to decline as competition from new media and independents became more intense. "We at the networks have to thank the newcomers for the kick in the pants they gave us," he said. "They forced us to think more carefully about our business and where it was going."

To stem the erosion in network shares, Tinker continued, NBC sought out creative workers and encouraged their ideas. This resulted, he said, in better programming. "All three networks now seem to be taking a more careful, more reflective stance on programming. And we're seeing results."

Tinker predicted network television will be around for a long time and said that with all its faults, people enjoy it. In this diverse society, he said, this "most diverse communications system plays a unique and necessary role."

Ted Turner was almost as conciliatory as Tinker. He said at the outset he was not going to berate the networks, as he usually does, but still made some good-natured jibes. Turner seemed to concentrate on wooing the audience of top advertisers and their agencies. He pitched the MGM library of 3,000 films and the Goodwill Games in Moscow next year, to which he holds broadcast rights.

Turner did not avoid criticism of the tele-

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Tinker

vision establishment completely. At one point, he noted that several of his competitors have been sold while he is still intact, referring to ABC, NBC, MTV and Metro-media. He provoked laughter when he said CBS remains unsold, but added, "It would have changed hands if I had my way."

Turner envisioned a successful business in feature film syndication with the MGM library, pointing to motion pictures such as "Wizard of Oz," "Casablanca," "Gone With the Wind" and various cartoon classics. He was equally enthusiastic in describing the value of the Goodwill Games and urged advertisers to consider buying into the events, which begin next July 5. "The only advertising commitment I have is from Pepsi," Turner said. "I'm sure other advertisers will want to come in."

Robert Lilley, director of media and network programs, SSC&B Lintas, reported the results of a poll on split 30-second television commercials, conducted among media professionals. Lilley cautioned that the poll was not scientific or projectable.

Among the findings: Networks will be forced to revise TV commercial requirements as shorter-length spots increase; 15's will account for about 25% of all units carried by the end of 1986, up from 17% in January 1986; daytime will continue to be used heavily but prime also will be used; product protection will become a significant problem, and magazines and spot TV will be most hurt by the expanded use of 15's.

The trio of speakers on the people meter included Stephen Buck, chief executive officer of AGB Television, who said the advertising industry has endorsed the concept of these meters, but has to decide which system to choose. He said AGB is content to rely on tests conducted in Boston and on its track record of commercial service in seven countries. He announced at the workshop that Ted Bates and Grey Advertising have joined as subscribers to AGB's people meter.

James Spaeth, director of media services, ScanAmerica, discussed his firm's people meter and the validation tests held in Denver. He said the tests are progressing well among a sample of 200 households; the company will expand the sample periodically to reach 10,000 homes by 1990. He noted its meter system is the only one to provide store marketing data.

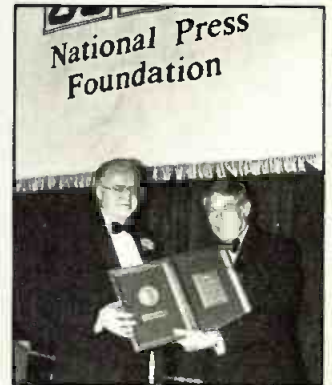
Clifford A. Botway, chairman of Clifford Botway Inc., a media service, upset the equilibrium of some of the ANA attendees by suggesting that all but the extremely large advertising agencies get out of the media business and concentrate on creative. He said that in the present environment of agen-

cy buy-outs and mergers, even the agencies with billings of \$50 million to \$100 million cannot compete with media services.

"Ten years from today, all media will be negotiated and placed either by the top three or four mega agencies or by independent media buying agencies with the skill and power to compete with them," he said.

Ron Kaatz, senior vice president and U.S. director of media concepts, J. Walter Thompson USA, discussed the growth of zapping, and called on the advertising industry to come up with suggestions to reduce it.

He suggested the "compelling commercial cluster" which stresses compatible and relevant placement of commercials (a furniture wax next to a carpet deodorant, rather than a pizza restaurant); "the viewer competition" offering large prizes via contests that require the viewer to be there at the set; "the viewer active split screen" that would reward the consumer with more programs to watch by showing commercials in only part of the screen, and "the prime time pod," on which a program ends with credits, not with several promotion spots and commercials. □



**Fourth and Fifth Estate honorees.** On Tuesday, Feb. 25, The National Press Foundation honored Don Hewitt, executive producer of CBS's *60 Minutes*, with its third annual Sol Taishoff lifetime achievement award for distinguished service to broadcast journalism. The award was named after the late co-founder and editor of *BROADCASTING* magazine. Hewitt was the first behind-the-camera recipient, the previous winners being ABC anchor Ted Koppel and NBC commentator John Chancellor. Also honored at the NPF awards dinner were John Johnson, editor and publisher, Johnson Publishing Co., who received the award for distinguished contributions to the quality of journalism, and John Quinn, editor of Gannett's *USA Today* and executive VP and chief news executive of Gannett Co., who received the editor of the year award.

In his remarks, Hewitt took network television to task for its role in political campaigns. "If I were in charge of television," said Hewitt, "the way Peter Uberroth is of baseball... I'd rule out paid political advertising. The real disservice being done to the election process is in asking the public to choose not between one candidate and another but one commercial and another." He also talked of the "much too close—almost symbiotic—relationship we've allowed to exist between politicians and television." He felt that primary coverage was overblown and that "by the time all the primaries are over, the political conventions have become little more than two big parties thrown by two big parties to take advantage of a whole lot of free air time." Of the conventions he said: "The politicians meeting there are now extras in our television show... When I first went to political conventions we were there as observers and reporters; today we are there as participants. And there's something a lot wrong with that." Hewitt added: "We should continue to go to news conferences and ask hard questions. We should follow candidates on the campaign trail... but it's time we stopped being their soapbox."

Pictured above left, Hewitt (r) receives award from NPF Chairman Robert Farrell. Above right (l-r) are award winners Hewitt, Johnson and Quinn.

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As compiled by BROADCASTING, Feb. 19 through Feb. 26, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

■ WYDE(AM) Birmingham, Ala. (850 khz; 50 kw-D; 1 kw-N)—Seeks assignment of license from Sudbrink Broadcasting of Birmingham Inc. to WYDE Broadcasting of Alabama Inc. for \$740,000 cash. Seller is principally owned by Robert W. (Woody) Sudbrink. It recently traded KBCQ (AM)-KCKN(FM) Roswell, N.M., for WTLL(TV) Richmond, Va., pending FCC approval. It also owns KAAY(AM) Little Rock, Ark.; WCBF(AM) Seffner and WBIX(AM) Jacksonville, both Florida, and WCEE(TV) Mount Vernon, Ill. Buyer is owned by L. Rogers Brandon

and his brother, Anthony, who own American General Media Corp., Arroyo Grande, Calif.-based group of three AM's and two FM's. Filed Feb. 13.

■ KWHN(AM)-KMAG(FM) Fort Smith, Ark. (AM: 1320 khz; 5 kw-U; FM: 99.1 mhz; 100 kw; HAAT: 2,000 ft.)—Seeks assignment of license from The Valley Corp. to Johnson Communications Inc. for \$900,000, comprising \$50,000 cash and remainder note. Seller is owned by Horace C. Boren, who has no other broadcast interests. Buyer is equally owned by Dewey Johnson and James D. Cypert, who have no other broadcast interests. They were former owners of KQXK(AM)-KCIZ(FM) Springdale, Ark. Filed Feb. 12.

■ KOWL(AM) South Lake Tahoe, Calif. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KOWL Inc. to Isenberg Media Corp. for assumption of liabilities. Seller is owned by James Swanson and David Isenberg, who have no other broadcast interests. Buyer is owned by Isenberg and family, with Ernie Viera and Roger Bearwolf, who have no other broadcast interests. Filed Feb. 18.

■ WROD(AM) Daytona Beach, Fla. (1340 khz; 1 kw-D)—Seeks assignment of license from Daytona Beach Radio Ltd. to La Paz Broadcasting Inc. for \$1.2 million, comprising \$1.1 million cash and remainder note. Seller is principally owned by Barry Gerber. It has no other broadcast interests. Buyer is owned by Anthony deHaro Welch and his wife, Shirley. He is former general manager of KRLD(AM) Dallas. Filed Feb. 11.

■ WIDS(AM) Russell Springs, Ky. (570 khz; 250 w-D)—Seeks assignment of license from Communications Ideas Inc. to Maddox Broadcasting Inc. for \$125,000 cash. Seller is owned by Lynn Pruitt, who has no other broadcast interests. Buyer is owned by Dr. Michael Maddox and family. It has no other broadcast interests. Filed Feb. 18.

■ WIBV(AM) Belleville, Ill. (1260 khz; 5 kw-U)—Seeks assignment of license from Belleville Broadcasting Co. to

Word of Victory Outreach Inc. for \$880,000. Seller is equally owned by Marshall True and Marvin Mollring. It has no other broadcast interests. Buyer is owned by Robert L. Mueller, Jean Donjon and Donald Nelson. Principal is Fairview Heights, Ill.-based church headed by Rev. Mueller. It has no other broadcast interests. Filed Feb. 14.

■ WQRF-TV Rockford, Ill. (ch. 39; ERP vis. 1,045 kw; aur. 104.5 kw; HAAT: 575 ft.; ant. height above ground: 575 ft.)—Seeks assignment of license from Orion Broadcast of Rockford Inc. to Communications Investment Corp. for \$3,750,000, comprising \$1,850,000 cash and remainder note. Seller is publicly-owned group headed by Samuel E. Mathews, president, and Keith Schwayder, largest stockholder. It owns three LPTV CP's and is app. for 11 LPTV's. Buyer is group of 13 equal owners headed by Ian N. (Sandy) Wheeler. It has interest in two AM's, two FM's and five TV's. Filed Feb. 13.

■ WBME(AM) Belfast, Me. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Marine Broadcasting Corp. to Argonaut Broadcasting Corp. for \$5,000. Seller is owned by Douglas L. Brown, who has no other broadcast interests. Buyer is owned by Robert Ruark and family. It also owns new FM in Camden, Me., and is app. for over 150 translators, LPTV's and MMDS licenses. Filed Feb. 14.

■ KGBX(AM) Springfield, Mo. (1260 khz; 5 kw-U)—Seeks assignment of license from Springcom Inc. to KGBX Communications Inc. for \$776,000, comprising \$726,000 cash and remainder note. Seller is owned by Alfred Sikes and his wife, Martha; Noel Boyd and family; J. Neal Etheridge and family, and Gary Canaler and his wife, Judith. It also owns KJAS(AM)-KJAQ(FM) Cape Girardeau, Mo., and has interest in KRMS(AM)-KLYC(FM) Osage, both Missouri. Sikes has been nominated to head Commerce Department's National Telecommunications and Information Administration ("Top of the Week," Feb. 24). Buyer is headed by H. Allan Thompson, station's general manager. It has no other broadcast interests. Filed Feb. 14.

■ WUTQ(AM)-WOUR(FM) Utica, N.Y. (AM: 1550 khz; 1 kw-D; FM: 96.9 mhz; 16 kw; HAAT: 790 ft.)—Seeks assignment of license from Bunkfeldt Broadcasting Corp. to Devlin/Ferrari Broadcasting Inc. for \$1.5 million. Seller is owned Dr. Rudolph Bunkfeldt, who has no other broadcast interests. Buyer is owned by Robert H. (Rick) Devlin and Jon Ferrari. Devlin is former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talkradio, syndicated format. Ferrari owns Ferrari Inc., New York-based advertising agency. Filed Feb. 7.

■ WANC(AM) Aberdeen, N.C. (1350 khz; 2.5 kw-D)—Seeks assignment of license from brothers, John and Jerry Harper, to Simpro Inc. for assumption of liabilities. Sellers have no other broadcast interests. Buyer is owned by Doris Simmons and her son, James. It has no other broadcast interests. Filed Feb. 18.

■ WCBX(AM) Eden, N.C. (1130 khz; 1 kw-D)—Seeks assignment of license from Good Samaritan Broadcasters Inc. to Stone Broadcasting Corp. for assumption of liabilities. Seller is owned by David L. Salyer, who has no other broadcast interests. Buyer is Victor C. Stone, who has no other broadcast interests. Filed Feb. 13.

■ WRNB(AM) New Bern, N.C. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Rudolph A. Ashton III to WAZZ Inc. for \$197,600. Seller is receiver for We Care Ministries Inc., which has no other broadcast interests. Buyer is principally owned by L. Brent Hill, and also owns collocated WAZZ-FM. Filed Feb. 10.

■ WGTM(AM) Wilson, N.C. (590 khz; 5 kw-U)—Seeks assignment of license from Campbell Hauser Corp. to Good Faith Broadcasting Inc. for \$375,000, comprising \$75,000 cash and remainder note. Seller is owned by Leslie Vann Campbell. It has no other broadcast interests. Buyer is owned by L.E. Willis, who owns Norfolk, Va.-based group of nine AM's and two FM's. Filed Feb. 7.

■ KLAD(AM)-KJSN(FM) Klamath Falls, Ore. (960 khz; 5 kw-U; 92.5 mhz; 32 kw; 2,300 ft.)—Seeks assignment of license from Lost River Broadcasting Inc. to 960 Radio Inc. for \$575,000, comprising \$100,000 cash, \$100,000 non-compete agreement and remainder note. Seller is principally owned by Cy Smith and his wife, Nell, with four others. It has no other broadcast interests. Buyer is owned by Jerry M. Evans, formerly production director at WMET(FM) Chicago. Filed Feb. 12.

■ WMEK(AM) Chase City, Va. (980 khz; 500 w-D)—

## Walter A. Tiburski and Anthony S. Ocepek

have successfully completed  
their buyout of the

## WIN COMMUNICATIONS INC.

Shareholders

We are pleased to have served as financial consultant  
to WINCOM Broadcasting Corporation through the assistance  
of our Associate, Donald R. Bussell, CPA.



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Seeks assignment of license from Clarksville Broadcasting Co. to West Mecklenburg Broadcasting Inc. for \$180,000. Seller is owned by Robert M. Boyd, who has no other broadcast interests. Buyer is owned by Wayne Lee Payne, station's manager, who has no other broadcast interests. Filed Feb. 7.

■ WKAU-AM-FM Kaukauna, Wis. (AM: 1050 kHz; 1 kw; FM: 104.9 mhz; 1 kw; 480 ft.)—Seeks assignment of license from Forward Communications Inc. to WinCom Communications Group Inc. for \$1.5 million cash. Seller is Wausau, Wis.-based group of four AM's, four FM's and five TV's principally owned by William E. Simon and Raymond Chambers. Buyer is also buying WNFL Green Bay, Wis. ("Changing Hands," Feb. 17). To comply with FCC duopoly rules it will spin off AM ("Changing Hands," Feb. 17). Filed Feb. 10.

## New Stations

### Applications

■ George, Calif.—Broadcasting, By George, A Limited Partnership seeks 100.7 mhz; 83.2 w; HAAT: 1,554.7 ft. Address: 20026 Olivera Lane, Apple Valley, Calif. 92308. Principal is owned by Maria Elena Moldanado, Catherine M. Heywood, Luna K. Leggett and Fred W. Volken. Maldonado's brother, Armando, and her husband, Douglas Hinson, with Heywood's husband, Hal, own KQVO(FM) Calixico, Calif. Filed Feb. 3.

■ George, Calif.—Top of the Hill Broadcasters Ltd. seeks 100.7 mhz; 83 w; HAAT: 1,492.5 ft. Address: 27114 Cole Ct., Highland, Calif. 92346. Principal is principally owned by Mary Jonson, general partner. It has no other broadcast interests. Filed Feb. 3.

■ George, Calif.—Sidney King seeks 100.7 mhz; 85 w; HAAT: 1,548 ft. Address: 15494 Palmdale Rd., Victorville, Calif. 92392. Principal owns KCIN(AM) Victorville, Calif. Filed Feb. 3.

■ Gretna, Fla.—Getson Wayne Burckhalter seeks 100.7 mhz; 85 w; HAAT: 1,548 ft. Address: Route 4, Moncks Corner, S.C. 29461. Principal has no other broadcast interests. Filed Feb. 3.

■ Gretna, Fla.—H&D Broadcasting Inc. seeks 100.7 mhz; 85 w; HAAT: 1,548 ft. Address: Route 2, Havana, Fla. 32332. Principal is equally owned by Ken Darby and John Hinson, who have no other broadcast interests. Filed Feb. 3.

■ Kanoche, Hawaii—Gila Monster Broadcasting Inc. seeks 2517 N. Calle Padilla, Tucson, Ariz. 85305. Principal is owned by Homero Serapio Pacheco, who is also app. for new FM in San Clemente, Calif. Filed Jan. 31.

■ Milledgeville, Ga.—Franklin Broadcasting seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who owns WJIK(AM) Camp Lejeune and WETC(AM) Wendell-Zebulon, both North Carolina. It is also app. for eight new FM's. Filed Jan. 29.

■ Milledgeville, Ga.—Baldwin County Broadcasting Co. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 832, 31061. Principal is owned by Julia F. Hedrick, who also owns collocated WKGQ(AM). Filed Jan. 31.

■ Milledgeville, Ga.—Preston W. Small seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 752 Dixie Ave., Madison, Ga. 30650. Principal has no other broadcast interests. Filed Feb. 3.

■ Milledgeville, Ga.—Donald W. Earnhart seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 3878, Jackson, Ga. 30233. Principal has no other broadcast interests. Filed Feb. 3.

■ \*Rome, Ga.—Shorter College Board of Trustees seeks 91.3 mhz; 4.4 kw; HAAT: 141 ft. Address: Shorter Road, 30161. Principal is educational institution headed by George Balentine, president. Filed Jan. 29.

■ Coal City, Ill.—Don H. Barden seeks 100.7 mhz; 3 kw; HAAT: 303 ft. Address: 1249 Washington Blvd., 2d Floor, Detroit 48226. Principal is also app. for nine new FM's. Filed Feb. 3.

■ Coal City, Ill.—Benjamin Macwan seeks 100.7 mhz; 3 kw; HAAT: 303 ft. Address: 47-01 Newton Rd., Long Island, N.Y. 11103. Principal is also app. for five new FM's. Filed Jan. 23.

■ Coal City, Ill.—William H. Lipsey seeks 100.7 mhz; 3 kw; HAAT: 327.6 ft. Address: 1249 Washington Blvd., 2d Floor, Detroit 48226. Principal is also app. for nine new FM's. Filed Feb. 3.

■ Nicholasville, Ky.—Janet R. Hill seeks 102.5 kHz; 2 kw; HAAT: 402 ft. Address: Route 4, Box 264-H, Bluff City, Tenn. 37619. Principal is on board of noncommercial

WHBC(FM) Bristol, Tenn. Filed Feb. 3.

■ Nicholasville, Ky.—Nicholasville Broadcasting Corp. seeks 102.5 kHz; 3 kw; HAAT: 328 ft. Address: Principal is owned by Thomas Oliver and family, who have no other broadcast interests. Filed Feb. 3.

■ Nicholasville, Ky.—Nicholasville Limited Partnership seeks 102.5 kHz; 3 kw; HAAT: 328 ft. Address: 316 Cold Harbor Dr., Frankfort, Ky. 40601. Principal is principally owned by George Lindemann. It is also app. for new FM's in Fargo, N.D.; Utica, N.Y., and Charleston, S.C. Filed Feb. 3.

■ Nicholasville, Ky.—Jessamine County Communications Limited seeks 102.5 kHz; 3 kw; HAAT: 328 ft. Address: 108 N. Main St., 40356. Principal is owned by William J. Laney, Allen B. Reifsnnyder, Raymond Ross, Howard Fain and Thomas Hinkel. Laney and Reifsnnyder have interest in WNVL(AM) Nicholasville, Ky. Filed Jan. 31.

■ Nicholasville, Ky.—Black American Enterprises Inc. seeks 102.5 kHz; 1.62 kw; HAAT: 429.6 ft. Address: 315 W. Lexington St., Harrodsburg, Ky. 40330. Principal is owned by William A. Taylor, who has no other broadcast interests. Filed Feb. 3.

■ Mexico, Me.—Tri-County Broadcasting Inc. seeks 100.7 mhz; 190 w; HAAT: 1,266 ft. Address: P.O. Box 72, Norway, Me. 04268. Principal is owned by Richard Gleason, who also owns WTME(AM) Auburn, WKTQ(AM) South Paris and WOXO-FM Norway, all Maine. Filed Feb. 3.

■ Mexico, Me.—Tanist Broadcasting Corp. seeks 100.7 mhz; 180 w; HAAT: 1,288 ft. Address: 160 Bangor Street, Augusta, Me. 04330. Principal is owned by T. Barton Carter (97%) and Cyril Wismar (3%). It also owns WFAU(AM)-WKCG(FM) Augusta, Me. Filed Feb. 3.

■ Van Buren, Me.—John A. Durkovich and Marcia Young seek 98.1 mhz; 3 kw; HAAT: 325 ft. Address: 2910 Basford Rd., Frederick, Md. Principals have no other broadcast interests. Filed Feb. 3.

■ Standish, Mich.—Wireless Media seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1101, Lansing, Mich. 48901. Principal is owned by David C. Schaberg, who is also app. for 11 new FM's. Filed Feb. 3.

■ Standish, Mich.—Benjamin Macwan seeks 96.9 mhz; 3 kw; HAAT: 276 ft. Address: 47-01 Newton Rd., Long Island, N.Y. 11103. Principal is also app. for five new FM's. Filed Jan. 23.

■ Standish, Mich.—Agri-Valley Communications Inc. seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 7585 W. Pigeon Rd., Pigeon, Mich. 48755. Principal is principally owned by John Eichler, who has no other broadcast interests. Filed Jan. 23.

■ Santa Rosa, N.M.—Don R. Davis seeks 95.9 mhz; 3 kw; HAAT: 27 ft. Address: 2929 Quincy St., NE, Albuquerque, N.M. 87110. Principal's mother owns KMIN(AM) Grants, N.M. He owns CP for new AM in Los Ranchos de Albuquerque, N.M., and is app. for new FM in Thoreau, N.M. Filed Jan. 31.

■ Utica, N.Y.—Don H. Barden seeks 100.7 mhz; 1.19 kw; HAAT: 514 ft. Address: 1249 Washington Blvd., 2nd Floor, Detroit 48226. Principal is also app. for nine new FM's. Filed Feb. 3.

■ Utica, N.Y.—Welden, Brevoort, Hickman, Inc. seeks 100.7 mhz; 1.1 kw; HAAT: 500 ft. Address: Box 219, Wagoner, Okla. 74477. Principal is owned by Phyllis Frey (51%) and brothers Nelson and Kendall Durrey (24% and 25% respectively). Durrey's own 10% each of KTCR(AM) Wagoner, Okla. Filed Feb. 3.

■ Utica, N.Y.—Deborah Metter seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 120 East 34th St., New York 10016. Principal's husband, Michael Metter, has interest in WBSM(AM) New Bedford, Mass., and WKOL(AM)-WMVQ(FM) Amsterdam, N.Y. Filed Feb. 3.

■ Utica, N.Y.—Clara Crocco seeks 100.7 mhz; 668 w; HAAT: 660.6 ft. Address: 139 Main St., Clayville, N.Y. 13322. Principal has no other broadcast interests. Filed Feb. 3.

■ Utica, N.Y.—Telecommunications Network Inc. seeks 100.7 mhz; 1.34 kw; HAAT: 472.9 ft. Address: 146 Midland Ave., Kearny, N.J. 07032. Principal is owned by Adolph Weiss (22.7%); his sons, Harvey and Stephen (18.3% each); Ira Magod (27.5%) and his wife, Carol (12.5%), and one other. It has no other broadcast interests. Filed Jan. 31.

■ Utica, N.Y.—FM America Corp. seeks 100.7 mhz; 890 w; HAAT: 604 ft. Address: 110 East 59th St., 36th Floor, New York 10022. Principal is principally owned by George Lindemann. It is also app. for new FM in Fargo, N.D.; Charleston, S.C., and Nicholasville, Ky. Filed Feb. 3.

■ Banner Elk, N.C.—Ratcliff Broadcasting Co. seeks 100.7 mhz; 3 kw; HAAT: 327 ft. Address: 721 Parkwood Dr., Long Beach, Miss. 39560. Principal is owned by Dorothy Ratcliff and her husband, Robert. It has no other broadcast interests. Filed Feb. 3.

■ \*Nanticoke, Pa.—Lazerte Community College seeks 89.1 mhz; 100 w; HAAT: minus 115.6 ft. Address: Prospect St., & Middle Rd., 18634. Principal is educational institution headed by Thomas J. Moran, president. Filed Feb. 3.

■ Charleston, S.C.—Meredith M. Steel seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 230, Queenstown, Md. 21658. Principal is app. for new FM in Cambridge, Md. Filed Feb. 3.

■ Charleston, S.C.—Opportunity Broadcasting Inc. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 716 Shirley Dr., Henderson, N.C. 27536. Principal is owned by Terry Freitag, Larry D. Williams and Ray Rodwell. Rodwell has interest in WHNC(AM) Henderson, N.C. Filed Feb. 3.

■ Charleston, S.C.—Minority Broadcasting Corp. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 688 South 42nd St., Louisville, Ky. 40211. Principal is owned by Argie L. Dale (51%), Angela Pait and Virginia Burbank (24.5% each). It is also app. for five new FM's. Dale owns WDGS(AM) New Albany, Ind. Pait and family own LPTV W05BA Jeffersonville, Ind. Filed Feb. 3.

■ Charleston, S.C.—Clear Channel Communications Inc. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 175 East Houston St., San Antonio, Tex. 78205. Principal is publicly-owned station group of seven AM's and seven FM's principally owned by Lowry Mays (34.2%) and B.J. McCombs (32.9%). Filed Feb. 3.

■ Charleston, S.C.—La-Saun Communications seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 1717 Wapoo Road, 29407. Principal is owned by William Saunders and Juanita W. LaRoche. Saunders owns WPAL(AM) Charleston, S.C., and has interest in WDPN(FM) Columbia, S.C. Filed Feb. 3.

■ Charleston, S.C.—Innovative Broadcasting Inc. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 4825 Perrier St., New Orleans, La. 70115. Principal is owned by Tracy P. Lewis and group principally owned by her father, Thomas P. Lewis, which owns WYLD-AM-FM New Orleans. Filed Feb. 3.

■ Charleston, S.C.—Charleston Associates seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 125, Adams

January 1988

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February 1988

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**COMMUNICATIONS EQUITY ASSOCIATES**

Run. S.C. 29426. Principal is owned by Walter Oree (40%); his wife, O'Violet (15%); Clyde Jones (20%), his wife DeLore (10%), and Frank Matthews (15%). They have no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Don H. Barden seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 1249 Washington Blvd., 2d Floor, Detroit 48226. Principal is also app. for nine new FM's. Filed Feb. 3.

■ Charleston, S.C.—Gemini Broadcasters Inc. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 8 Perry St., 29403. Principal is owned by Daniel Richardson (100% voting stock). Nonvoting stock is owned by Stanley Stotz as trustee for Keith Schwyder. principal in Orion Broadcast Group, which recently sold WQRF(TV) Rockford, Ill. (see Ownership Changes). Filed Feb. 3.

■ Charleston, S.C.—Second Equimedia Ltd. Partnership seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: Suite 318, 171 Church St., 29401. Principal is owned by Herbert S. Fielding and Bernard H. Bastian. It has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Radio Charleston Ltd. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 414 Briarwood Dr., Charlotte, N.C. 28215. Principal is owned by State Alexander (10% general partner) and limited partners William R. Rollins, Robert R. Hilker, William G. Brown and Clifton Moor (15% limited partners) and Gary Smithwick (30% limited partner). Alexander is community affairs director for WEGO(AM)-WPEG(FM) Concord, N.C., and is general partner of new TV in Belmont, N.C. Hilker and Rollins have interest in five AM's and six FM's and have interest in new TV in Belmont, N.C. Moor and Brown have interest in WTIF(AM) Tifton, Ga. Smithwick is Washington communications attorney. Filed Feb. 3.

■ Charleston, S.C.—Shore Communications seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: Suite 704, 739 Thimble Shoals, Newport News, Va. 23606. Principal is owned by Conway A. Downing and Camille D. Potts, who have no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Teresa H. Vause seeks 100.7 mhz; 1.82 kw; HAAT: 419 ft. Address: 805 Knobcone Court, Myrtle Beach, S.C. 29577. Principal has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Lowcountry Women Communications Inc. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 1868 Rugby Lane, 29407. Principal is owned by Sonja

Pearlman, who has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Charleston Radio Associates seeks 100.7 mhz; 3 kw; HAAT: 282 ft. Address: 1005 Sea Side Lane, 29412. Principal is owned by Douglas R. Allen and Ronald L. Wilson, who have no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Allan A. Jenkins seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 35 Soreento Blvd., Hanahan, S.C. 29418. Principal has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—FM Charleston Ltd. Partnership seeks 100.7 mhz; 2.6 kw; HAAT: 353 ft. Address: 110 East 59th St., 36th Floor, New York 10022. Principal is principally owned by George Lindemann. It is also app. for new FM's in Fargo, N.D.; Utica, N.Y., and Nicholasville, Ky. Filed Feb. 3.

■ Charleston, S.C.—John A. Fitz seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 3009 Arrowhead Dr., Florence, S.C. 29501. Principal has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Kuhl Partnership seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 101 Cottage Grove Dr., Minoa, N.Y. 13116. Principal is owned by Timothy Kuhl, Robert Neal and David Engle. It has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Susan A. Underwood and Brenda Stroud general partnership seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 1712 Picket St., 29412. Principals have no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Radio Charleston Inc. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 2803 SE 18th Ave., Cape Coral, Fla. 33904. Principal is owned by Vivian L. Bellairs and her mother, Vivian M. Bellairs. It has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Capitol Cities Broadcasting Co. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 2407 Enfield Rd., Austin, Tex. 78703. Principal is principally owned by Richard E. Oppenheimer, D.K. Anderson and Robert L. Clark. It owns four AM's and five FM's. Oppenheimer also has interest in KRPM(FM) Tacoma and KZZU-AM-FM Spokane, both Washington. Filed Jan. 31.

■ Charleston, S.C.—Charleston FM Group Ltd. Partnership seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 1721 T St., NW, #1, Washington, D.C. 20009. Principal is princi-

pally owned by Karen Green. It has no other broadcast interests. Filed Feb. 3.

■ Charleston, S.C.—Dot Broadcasting Ltd. Partnership seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 1849 Stonehedge Road, 29407. Principal is owned by Dorothy S. Wright, Elizabeth Fitch and Tom Beveridge. It has no other broadcast interests. Filed Feb. 3.

■ \*Ben Wheeler, Tex.—Ben Wheeler Educational Broadcasting Foundation seeks 90.5 mhz; 1 kw; 295.2 ft. Address: Route 3, Box 3125, 75754. Principal is owned by Robert Williams, trustee. It has no other broadcast interests. Filed Feb. 10.

■ Blanding, Vt.—Smith Media Corp. seeks 92.1 mhz; 3 kw; HAAT: 230.6 ft. Address: Highway 191 (6-I), 84511. Principal is owned by Shelby Smith and family, who also own KUTA(FM) Blanding, Vt. Filed Feb. 7.

## New TV's

■ Avalon, Calif.—Golden Shores Broadcasting Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 441 ft. Address: P.O. Box 21472, Greensboro, N.C. 27420. Principal is owned by Lee D. Andrews and Fay Hauser. Andrews is also app. for new TV in Charleston, S.C. Filed Feb. 10.

■ Avalon, Calif.—Catalina Broadcasters seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,292 ft.; ant. height above ground: 107 ft. Address: 16925 10th St., P.O. Box 149, Sunset Beach, Calif. 90742. Principal is owned by Patrick Sisneros, who has no other broadcast interests. Filed Feb. 10.

■ Avalon, Calif.—Avalon Broadcasting seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 446.9 m.; ant. height above ground: 102 ft. Address: 400 Camino Del Monte, 90704. Principal is principally owned by Elena Josefe, who has no other broadcast interests. Filed Feb. 10.

■ Avalon, Calif.—Catalina Television Partners seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,250 ft.; ant. height above ground: 107 ft. Address: 269 Rocky Point Rd., Palos Verdes Estates, Calif. 90274. Principal is principally owned by James P. Devaney. It has no other broadcast interests. Filed Feb. 10.

■ Avalon, Calif.—Island Broadcasting Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 387 m.; ant. height above ground: 173.8 ft. Address: 6768 Plum Way, Etiwanda, Calif. 91739. Principal is equally owned by Rosemary Fincher, Julio Brito and Carol Robinson, who are, respectively, creative services director, engineering director and traffic manager at KIHS-TV Ontario, Calif. Filed Feb. 10.

■ Avalon, Calif.—Christine E. Shaw seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,201 ft.; ant. height above ground: 58 ft. Address: 2 Oak Knoll Terrace, Pasadena, Calif. 91106. Principal has no other broadcast interests. Filed Feb. 10.

■ Avalon, Calif.—DHW Communications seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,527 ft.; ant. height above ground: 107 ft. Address: 1225 East Fifth St., Winston-Salem, N.C. 27101. Principal is owned by David H. Wagner, who has interest in CP for new TV in Belmont, N.C., and is app. for four new TV's. Filed Feb. 10.

■ Denver—High Seas Communications Corp. seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,108.7 ft.; ant. height above ground: 87 ft. Address: P.O. Box 255, Evergreen, Colo. 80439. Principal is owned by David M. Drucker (80%) and Charles Ergen (20%). It is app. for over 100 LPTV applications. Filed Feb. 12.

■ Denver—Lomas de Oro Broadcasting Corp. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 962 ft.; ant. height above ground: 190 ft. Address: 3000 Chandler Blvd., Burbank, Calif. 91505. Principal is owned by Theresa E. Romero, who has no other broadcast interests. Filed Feb. 12.

■ Denver—Gilbert W. Brassell seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,061 ft.; ant. height above ground: 129.5 ft. Address: 13237 W. 8th Ave., Golden, Colo. 80401. Principal has no other broadcast interests. Filed Feb. 12.

■ Denver—Stanly Group Broadcasting Inc. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,500 ft.; ant. height above ground: 746 ft. Address: Box 21472, Greensboro, N.C. 27420. Principal is owned by Lee D. Adams and Danella Davis. Davis is app. for three new TV's. Adams is app. for new TV in Charleston, S.C. Filed Feb. 12.

■ Denver—Urban Minority Broadcasting Institute Inc. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 326.8 ft.; ant. height above ground: 296 ft. Address: 740 Capitol Life Center, 1600 Sherman St., 80203. Principal is principally owned James W. Robnett and six others. Filed Feb. 12.

■ Denver—Spanish International Communications Corp. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 808 ft.; ant. height above ground: 167.5 ft. Address: 460 W.

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crease day power to 5 kw. Action Feb. 11.

■ KBUG (1320 khz) Salt Lake City—Granted app. to move SL to Bearcat Drive. South Salt Lake. Action Feb. 13.

**FM's**

■ KNIX-FM (102.5 mhz) Phoenix—Granted app. to install new transmission sys. Action Feb. 14.

■ KZTR (95.9 mhz) Camarillo, Calif.—Dismissed app. to use formerly authorized facilities as aux. Action Feb. 14.

■ KAVS (97.7 mhz) Mojave, Calif.—Dismissed app. to change TL and make changes in ant. sys. Action Feb. 14.

■ WCXL (101.7 mhz) Vero Beach, Fla.—Granted app. to change ERP to 1.39 kw and change HAAT to 464.78 ft. Action Feb. 14.

■ KFMW (107.9 mhz) Waterloo, Iowa—Dismissed app. to change TL and change ERP to 100 kw. Action Feb. 14.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Returned app. to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. Action Feb. 14.

■ WHDQ (106.1 mhz) Claremont, N.H.—Granted app. to change ERP to 9.51 kw and change HAAT to 1,068 ft. Action Feb. 14.

■ KCES (102.3 mhz) Eufaula, Okla.—Dismissed app. to change HAAT to 300 ft. Action Feb. 14.

■ WXTU (92.5 mhz) Philadelphia—Granted app. to make changes in ant. sys. Action Feb. 11.

■ WLRQ-FM (100.1 mhz) Franklin, Tenn.—Granted app. to install new ant. Action Feb. 15.

■ WMEV-FM (93.9 mhz) Marion, Va.—Dismissed app. to change ERP to 100 kw and change HAAT to 1,459 ft. Action Feb. 14.

■ KFFM (107.3 mhz) Yakima, Wash.—Granted app. to change TL and change HAAT to 1,500 ft. Action Feb. 14.

**TV's**

■ WGOT (ch. 60) Merrimack, N.H.—Dismissed app. to change ERP to vis. 1,096 kw, aur. 110 kw and change HAAT to 942.9 ft. Action Feb. 10.

**Call Letters**

**Applications**

Call	Sought by
	<b>New AM</b>
KJMM	Elliott-Pheips Broadcasting. Tucson, Ariz.
	<b>New TV</b>
KPTM	Harry J. Pappas. Omaha, Neb.
	<b>Existing AM's</b>
WJWX	WCRJ Defunlak Communications Inc., Jacksonville, Fla.
WFAM	WIGL J.R. McClure, Augusta, Ga.
	<b>Existing FM's</b>
KHKS	KLFQ David Waters, Lyons, Kan.
WZNS	WDSC-FM Resort Broadcasters of Dillon, S.C.

**Grants**

Call	Assigned to
	<b>New AM's</b>
KCBR	Caprice F. Ford, Wasilla, Alaska
WJCZ	Jerry J. Collins, Brandon, Fla.
WONS	Good News Broadcasting Co., Pleasure Ridge Park, N.Y.
	<b>New TV's</b>
KZOD	Alden Communications of Colorado Inc., Denver
*WETV	Florida Educational Television, Key West, Fla.
WCCU	Metro Program Network Inc., Urbana, Ill.
WPCA	Powers Communications, Dwensboro, Ky.
	<b>Existing AM's</b>
WLUV	WWTY Pasco Pinellas Broadcasting Co., Dunedin, Fla.
WRXJ	WJAX The Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
WMAK	WKPJ Hughes-Moore Associates Inc., Pittsburg, Ky.
WBOZ	WJIK Francon Inc., Camp LeJeune, N.C.
	<b>Existing FM's</b>
WSTH	WRFS-FM WRFS Inc., Alexander City, Ala.
KAUL-FM	KKBE Ainsely Communications Corp., Sheridan, Ark.
WLUV-FM	WWTY-FM Pasco Pinellas Broadcasting Co., Holiday, Fla.
KELR-FM	KYRS Dwaine F. Meyer, Chariton, Iowa
WSNX	WQWQ-FM Goodrich Theaters Inc., Muskegon, Mich.
KTIJ	KMAO Women, Handicapped Americans, and Minorities for Better Broadcasting, Alva, Okla.
KAFM	KDEP Thomas E. Spellman, Durant, Okla.
WHLZ	WTWE Clarendon County Broadcasting Co., Manning, S.C.
WTRZ-FM	WBMC-FM Cumberland Valley Broadcasting Co., McMinnville, Tenn.
KZPS	KZPW Bonneville Holding Co., Dallas
KLTO	KSET-FM Rio Bravo Broadcasting Corp., El Paso, Tex.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager** for WRCN/WRHD, Long Island. Overall responsibility for local sales including hiring, training, supervising sales force. Added responsibilities for developing large national/regional accounts. Experience in Long Island and New York City radio desirable. Individual must have proven ability and growth track record. Excellent compensation package. Send resume, references and letter to President, Box 666, Riverhead, NY 11901. EOE.

**FM station manager:** Responsible for day-to-day supervision of top-rated CPB qualified public radio station in North Central Florida. Works with General Manager developing policies and budgets. Requires: B.S. in Telecommunications or related field. Master's degree preferred. Minimum 4 years public broadcast management. Demonstrated expertise in personnel supervision and budgeting. Salary: minimum \$28,000. Send resume and 3 reference letters to: FM Manager Search Committee, WUFT-FM, 2000 Weimer, University of Florida, Gainesville, FL 32611 by March 24, 1986. An EOE/AA.

**Aggressive growing group** needs GM for regional AM country farm station. Prior success as sales manager or GM essential. Must be ambitious, creative, and able to succeed against tough competition. Salary, bonus, ownership opportunity. Write Jim Glassman, VP, Community Service Broadcasting, 108 North Tenth, Mt. Vernon IL 62864. EOE, M/F.

**New JAX AM radio station** seeks sales oriented general manager. Broadcast experience a must. Call Art Dees at 1-904-892-4642 or write P.O. Box 627, DeFuniak Springs, FL 32433.

**Sales manager wanted** for South Arkansas AM/FM combo. Must be strong leader, motivator, teacher, street salesman. Excellent opportunity to become part of a growing corporation. Resumes to Bob Parks, KELD/KAYZ, 2525 N.W. Ave., El Dorado, AR 71730. EOE.

**Take charge manager** with very strong sales. Small market in Iowa with excellent growth potential. Small staff. This will be a hands on job demanding a lot of attention and hard work. Salary—20% of gross.

**A growing seacoast New England group** looking to hire an experienced general sales manager. Must have a strong sales background and excellent management abilities. Grow with us. Contact Turner Porter 603-772-4757. EOE.

**If you are a believer in public radio and are capable** of organizing and leading fundraising programs, you have an opportunity for growth in America's most liveable small city. EEO/AA Employer. Letter and resume to: Tim Warner, General Manager, WCQS-FM, 73 Broadway, Asheville, NC 28801.

**Michigan—GSM** who can move to GM in short time. Organization skills and ability to motivate a must! FM 215-54 in 97th market, send resume with references. Hiring now. Act fast. P.O. Box 6606, Saginaw, MI 48608. EOE.

### HELP WANTED SALES

**Mid-West Family Radio's expansion** to 17 stations can be your opportunity to bigger and better. You are a problem solver, college grad on the way up. Have two years of highly successful selling experience small/medium markets. Strong on creativity, ability to write and sell imaginative advertising. Let's trade. We'll teach you a new, exciting profitable way to sell more radio. Few openings now available, good growth markets in Wis, Mich, Ill. Possible career path to management, equity. Write Phil Fisher, Box 253, Madison, WI 53701 EOE.

**FM on Florida's east coast** seeks Williams trained sales person excellent opportunity. Reply Box A-124.

**Increase your commissions** by selling jingles with your radio time. Or expand beyond your market and work for us. Call Prime Cuts, 615-385-3007.

**New York's Hudson Valley** offers a great opportunity for retail sales. Our top rated AM station is seeking a salesperson to handle new and existing accounts. Graduated commission structure beginning at 15%. Minimum of two years experience preferred. Excellent training and benefits. Send resume to Jean Maxwell, WGHQ 82 John, Kingston, NY 12401. EOE.

**Wanted, advertising sales representative** for small market radio station in northern Arizona. Good opportunity for the right person. Experience ok, good attitude better. No phone calls please. Send resume to KDJI, Box 430, Holbrook, Arizona 86025.

**Portland, OR oldies rock AM** seeks experienced salesperson. Great opportunity for top achiever. Reply to Steve Feder, General Manager, KAAR, P.O. Box 5857, Vancouver, WA 98668.

**New JAX AM radio station** seeks aggressive sales rep with broadcast experience. Call Art Dees at 1-904-892-4642 or write P.O. Box 627, De Funiak Springs, FL 32433. EOE.

**Sales manager** for SC market of 50,000. Earn real money if you can sell retailers on the #1 station. GM slot open...earn it! Young staff needs sales leadership. Box B-17. EOE.

**Carolina small market group** needs salesperson-announcer. Also fulltime salesperson. Tourist area, but diversified economy. Salary commission or % against draw. Good growth potential. Resume to Box B-4.

**Local sales manager:** Minneapolis/ St. Paul news/talk looking for seasoned pro to lead and motivate local sales staff. Must be creative with direct sales and knowledgeable with agencies. We believe in continued training, both classroom and in the field. Excellent compensation package. Scott Meier, 2792 Maplewood Dr., St. Paul, MN 55109. EOE, M/F.

**Local sales manager:** Will consider top biller with administrative skills who is ready to move up. Salary plus. West Coast FM, med. mkt. Resume and financial to Box B-22.

### HELP WANTED ANNOUNCERS

**Top rated Texas group** has openings at Flagship stations for personalities on AC/Pop standard AM stereo and CHR FM. Also Hands on transmitter and audio engineer. Quick advancement & benefits, resume and recent photo minorities encouraged. Box A-121.

**First job.** Great place to learn. AM/FM automated stations need news/production announcer. Call 717-888-7745.

**Mid-day personality.** AC, AM stereo in So. AR Minimum 2 years experience. Tape and resume to Bob Parks, KELD/KAYZ, 2525 NW Ave., El Dorado, AR 71730. EOE.

**Chicago area suburban AC** needs experienced announcer/ sales combo. Salary/commission/account list. Send resume, references. EOE. Box B-2.

**Announcer/ sales position** at VA AM/FM. Good place to live. Great place to work, with benefits. Tape and resume immediately to: WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE.

**Radio announcer.** Full service public radio stations KUNJ (100kw FM) and KHKE (10kw FM) need an announcer to host popular daily music programs featuring folk music and jazz, gather and report news, and host telephone interviews. A broad liberal arts background and solid knowledge of current issues is necessary, along with the ability to project a bright, informed image in on-the-air ad-lib situations. Position requires a BA in Broadcasting, Communication, Speech, Theatre, or related field. 1-2 years professional experience as on-air host/news reporter is desirable. Salary range \$13,699 - \$16,826. Send letter of application, resume and a recent audition tape by March 17, 1986 to Carl R. Jenkins, Program Director, KUNJ/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. AA/EOE.

### HELP WANTED TECHNICAL

**Chief engineer** for mature Northwestern combo. Looking for hands-on, organized person with 5+ years as chief or assistant. Must be experienced and current in AM directional, audio processing, equipment and commission rules/regs. Send resume to P.O. Box 141146, Spokane, WA 99214. EOE, M/F.

**Attention sking, entrepreneurial chiefs.** Well built, growing combo can serve as catalyst for your new contract service in engineer-starved Salt Lake City. Requirements: young, enthusiastic, full charge AM/FM experience, responsible work ethic, professional education and the desire and natural self-confidence to be your own boss. Chris Kampmeier, 801-264-1075. EOE.

**Northern California AM/FM.** Sacramento's top rated combo needs experienced maintenance and construction chief engineer. Applicants should have minimum 3 years experience as chief. Great opportunity with growing group. Send resume with salary requirements to: Jerry McKenna, KFSM/KSMJ, 937 Enterprise Dr., Sacramento, CA 95825. EOE.

**Production manager:** NJ's fastest growing radio station has an immediate opening for a production manager. Responsibilities include assigning, scheduling and producing creative on-air commercials and promotional material, monitoring promos and commercials for scheduling compliance and quality control and maintaining studio equipment. Individual must possess creative voicing ability and previous production and technical experience. This position offers and excellent benefits package including paid hospitalization, dental and more. Please send tape, resume and cover letter to: Christina Ruiz, Asbury Park Press, Box 1550, Hwy. 66, Neptune, NJ 07754-1553.

**Senior producer/announcer:** Full service public radio stations KUNI (100kw FM) and KHKE (10kw FM) need a senior level producer/announcer to serve as host/producer of daily folk music program, produce programs originating from live musical events, and produce modular feature for inclusion in magazine programs. A broad liberal arts background and solid knowledge of current issues is necessary, along with the ability to project a bright, informed image in on-the-air ad-lib situations. Highly developed professional production and interview skills are a must. Positions requires a BA in Broadcasting, Communication, Speech, Theatre, or related field. A minimum of 3-5 years professional experience as producer/on-air host required. Salary range \$18,044 - \$22,445. We think our successful candidate will enjoy working with our talented staff of radio innovators. We know you'll also enjoy Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Send letter of application, resume and a recent audition tape by March 24, 1986 to Carl R. Jenkins, Program Director, KUNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. AA/EOE.

**Radio program director.** WTMJ Milwaukee, WI is losing an excellent program director. We need another one committed to carrying on the winning tradition of news, information and sports. EOE. Resume to Paul LeSage, Box 620, Milwaukee, WI 53201.

### HELP WANTED NEWS

**News director.** #1 of 15 stations in 200,000 population market. Music and personality-oriented station. We want personality/conversational news delivery, 10 complete, but brief newscasts daily. Split shift (drive times). Directs one part-time reporter. Larger market experience preferred; stable job history required. EOE. Send tape/resume to Tom Sleeker, KKIX-FM, P.O. Box 1104, Fayetteville, AR 72702.

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## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director.** A very special radio station is looking for a leader. Baltimore's adult AOR needs an experienced program director who cares about his people and his product. If you feel you are capable of handling the demands of this position, please forward your materials to: Bill Hopkinson, General Manager, WGRX, World Trade Ctr., Suite 2815, Baltimore, MD 21202. EOE, M/F. No calls please.

## SITUATIONS WANTED MANAGEMENT

**General manager/sales manager:** results through people. Experience in programming, sales, management and ownership. Let's move onward and upward. All areas of country considered. We need each other. Reply now. Box A-109.

**Employed, successful general manager** seeks buy-in opportunity with aggressive owner. Fifteen years' radio experience - ten in management. Honest, dependable and dedicated radio and family man. Box A-112

**General manager:** Consistent front runner and high performer. 19 years in management all markets, in-depth knowledge for producing results. A quality leader committed to professionalism and goal achievement. Wants new challenge. Box A-126.

**General manager:** Experience, abilities, skills, enthusiasm, credentials. Managing successful, top rated combo in highly competitive market. Seeks relocation. Box A-125.

**16 years experience,** mostly medium market #1 rated country, as sales high achiever, PD, Operations Manager. Want to relocate for unique opportunity with responsible broadcast organization. Excellent knowledge of community relations, client relations, motivation, building station image, remotes, etc. Presently marketing entrepreneur in Washington, DC based venture (not broadcast related). Interested? Contact Bill Brink, 703-448-9623.

**Skilled, well thought of general manager** popular West Coast medium market AM/FM (and previous sm. major mkt. West Coast station) seeking to join company which will allow growth to group head position through successful management of major West Coast station for that company. Professional references will confirm abilities and character. Box B-6.

## SITUATIONS WANTED SALES

**Want increased sales?** Have at least average station? I'll supply all the billing you deserve. Sell, manage, train, promote. Builder, 602 Spring Willow, Allen, TX 75002.

**Sales or sale's management!** 13 years. sm. and med. markets, top producer, high on promotions! Experienced in writing, production, on-air, MC, programming decisions, limited management experience. Have trained several sales winners. Have family, have to produce clean, honest, consistent business! Can substantiate all claims!! Box B-11.

**Experienced sales person** now sales manager. Two years sales in resort market. 8 years broadcasting, some major market. Needs stable radio sales position. Prefer good East Coast market. Jim 302-652-7685, mornings.

**Experienced sales/announcer** wants small to medium mkt. station in Mid-west, South, or South-west. Strong sales plus top adult air sound. Box B-23.

## SITUATIONS WANTED NEWS

**Major market sportscaster** seeks job including pro or division one college PBP. Football, baseball, and basketball experience at both levels. Desire move because station lost rights. Box B-7.

**Experienced sportscaster,** who also has solid news background, looking for position in medium to large market anywhere in the country. Call 201-543-2035.

## SITUATIONS WANTED ANNOUNCERS

**Solid professional sportscaster,** NCAA Division 1 football, basketball and baseball PBP. 16 years radio experience. Seeking anchor/talk position and/or PBP. Box B-3.

**Chicago's Wildman** seeking new CHR/AOR station. Experienced D.J./news anchor/reporter. Midwest preferred. Call: Don 312-350-2522, message.

**Experienced "Baby-Boom" husband/wife** comedy team would like to take cable TV show to radio in urban market. Lots of great concepts, write and perform, grads of NYC broadcasting school. 201-288-6687.

**18 year pro announcer** both radio and TV/audio production specialist. Not a floater! Cliff 309-692-0680 after 4 CST.

## SITUATIONS WANTED TECHNICAL

**Mature AM-FM chief engineer.** Experienced in maintenance and construction. Seeks stable operation. Box B-1.

## SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Radio pro seeks operation's manager/** Program Director position. Small to medium market. Excellent on-air, production and remotes. Country, Adult MOR or Oldies format. Financial needs reasonable, not excessive. Box B-10.

**PD/ music director:** 5 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/ medium market. Jim, 615-896-4271.

# TELEVISION

## HELP WANTED MANAGEMENT

**Executive director:** The New Jersey Public Broadcasting Authority seeks an executive director to serve as general manager of its four-station television network. Preference will be given to those with experience in dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: \$53,000 to \$69,500. Deadline for applications is March 10, 1986. Send resume to Mr. Eshleman, 346 Mt. Prospect Ave., Newark, NJ 07104. Please no phone calls. EOE.

**Traffic manager:** Start-up independent in Wisconsin seeks manager with strong supervisory/ motivational skills. Computer traffic experience a must. Marketron experience helpful. Report to Controller. Resumes with salary requirements to Box A-127.

**General manager.** SW small market seeks high yield manager. Great opportunity for gen. sales manager with proven record to move up. Box B-16.

**NSM for growing Indy** in top 50 Sunbelt market. National experience, rep or station required. Send resume to Director of Sales, KRRT-TV, 6218 NW Loop 410, San Antonio, TX 78248. EOE.

## HELP WANTED ACCOUNTING

**Accountant/assistant business manager.** Will assume position of controller/business manager this year following familiarization period. Degree with accounting major and at least five years' experience preferably television. Network affiliate located in top 50 market in Northeast. Send resume with salary history to Box B-8. EOE.

## HELP WANTED SALES

**Local sales manager** for NBC affiliate in the Southeast. If you are an organizer, a motivator, a strong trainer and a pro at new business development, this is the place for you. Send resume and salary history to: Bill Lage, WPCQ-TV, Box 18665, Charlotte, NC 28218. No phone calls please. EOE.

**Local sales manager:** KTSP-TV is seeking a highly motivated individual with a successful track record in sales management. If you can demonstrate a thorough knowledge of all aspects of sales management including highly developed skills in marketing and creative problem solving send your resume (no phone calls) to Tony Twibell, GSM, KTSP-TV, 511 West Adams, Phoenix, AZ. 85003. E.O.E.

**Account executive:** Virginia ABC affiliate needs motivated AE to increase existing list and develop new business. Excellent opportunity with growing group. Send resume to Jack Porray, General Sales Manager, WXEX-TV, 21 Buford Rd., Richmond, VA 23235. EOE.

## HELP WANTED TECHNICAL

**Maintenance technicians:** KRIV-TV, Houston, is seeking qualified studio and transmitter technicians. Must have minimum of three years experience and a FCC license. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Wendell Wybomy VP/CE E.O.E.

**Engineer in charge** for state-of-the-art mobile unit. Experience on TK-47's, BVH-2000's, Abekas digital systems. Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Eric Address, E.J. Stewart, Inc. 215-66-6500. EOE, M/F.

**Leading East coast TV production house** looking for maintenance engineer with 3-5 years experience. Solid background in digital electronics. Aggressive compensation and benefits package. If you're qualified, call 215-568-4134, for Clint Tinsley, Director of Engineering.

**Chief engineer** needed for medium market affiliate in good Sunbelt market. Must be strong, aggressive manager with talent for managing people as well as working effectively with other department heads. Prior television station management experience is necessary. Box B-12. EOE.

**Sony 1" editor:** Pittsburgh based production facility seeking Sony BVE 5000 1" editor. Must have 3-5 years' commercial editing and ADO experience. 4 Sony 1" machines & Ampex 4100 switcher. Send resume to Box B-9.

**Senior editor.** Washington, DC production/post-production facility seeking editor. Computerized editing, DVE, 1" experience necessary. Box B-5.

**Assistant chief engineer.** Progressive, growing group operator needs an assistant chief now for newly acquired Midwest medium market. Opportunity to be in one major rebuild. Strong background in UHF RF, Ampex tape, and Betacam desired. Excellent growth potential with competitive salary and benefits. FCC General and SBE certification desired. Send resume to William Beeman, VP/Engineering, Wilson Communications, 1585 Schallenger Rd., San Jose, CA 95120.

**Technical services manager** (chief engineer). Fast growing public television station in #1 market seeks assistant chief/maintenance supervisor ready to move up. Department head position managing 15 technicians, daily operations/engineering activities, development of total technical facility. Station produces nightly news program, uses Ikegami, Ampex, RCA equipment. Requires four years' maintenance experience, three years' supervisory experience, FCC first/general, EE or equivalent, thorough knowledge of current equipment and production techniques. Salary to \$42,000 plus excellent benefits. Resumes to Myra Pollack, WLIW-TV, 1425 Old Country Road, Plainview, NY 11803. EOE.

**Broadcast engineer II.** 3 years of maintenance experience with a variety of ENG and studio equipment, knowledge of broadcast rules and guidelines. Associates degree in radio and TV or related field or equivalent experience. Position is in a medical environment. Starting salary \$23,130 - \$24,056. Equal opportunity/affirmative action employer. Resume must be received no later than March 21st, 1986. Send to: Staff Employment, University of Arizona, 1717 E. Speedway, Tucson, AZ 85719.

**Chief engineer.** VHF network affiliate seeking chief engineer with proven leadership skills. Must have broad experience in studio and microwave equipment. Prefer knowledge of long-range capital and budget planning. Send resume and salary requirements by March 12, 1986 to Personnel Director, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

**Maintenance engineer** for growing Christian broadcaster in San Francisco Bay area. Requires five years' experience in TV maintenance. Prefer substantial UHF transmitter experience. Contact Bob McAvoy, KFCC-TV, P.O. Box 6498, Concord, CA 94524. 415-676-8969.

**Maintenance technician.** We have an opening for an individual with a strong background in digital electronics. Prior experience in installation/maintenance of broadcast studio/transmitter equipment a must. Sony/Ampex 1", RCA 2", TCR, Grass Valley/Vital/Bosch switching, Chyron, RCA/JVC cameras, RCA UHF transmitter. Competitive salary and excellent benefits. Send resume to: Personnel, c/o WPGH-TV 53, 750 Ivory Ave., Pittsburgh, PA 15214. No phone calls, please. EOE, M/F.

**Video engineer:** Expanding East Coast production house seeks qualified staff engineer to maintain and expand a full service 24 track audio/1" video production facility. Familiarity with ADO, Quantel Paintbox, Dubner CBG II, Sony VTR's, CMX and CDL desirable. Editing and videodisc production experience a big plus. We offer a future with growth potential for the right candidate. Salary commensurate with experience. Send resume to Terry Lockhart, Director of Engineering, Cinemagraphics/Video One, Inc., 100 Massachusetts Ave., Boston, MA 02115.

#### HELP WANTED NEWS

**Reporters needed** who know how to cover ground and write to the viewer. Editing skills a must. Shooting skills a strong bonus. Send tape/resume to Stephan Foust, News Director, WTVM-TV, Box 1848; Columbus, GA 31994. EOE, M/F.

**Producer/reporter** for award winning statewide public TV network. Cover state legislature and produce issue-oriented reports/documentaries for local, regional and national distribution. Bachelor's in Broadcast Journalism, Mass Communications plus three years related experience required. Equivalency considered. \$21,664 minimum. Apply by March 21 to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501 AA/EEO.

**Anchor/news director.** Three years' reporting required. EOE. Send resume and videotape to Station Manager, KUMV-TV, Box 1287, Williston, ND 58802.

**News reporter:** non-union national financial cable TV program. Strong business background & financial reporting. Send resume: Financial Inquiry, #200, 11812 San Vicente, Los Angeles, CA 90049.

**Anchor/producer:** For progressive medium-market network affiliate. Need solid anchor to settle in our Mid-west community. One year producing experience essential. Send resume and salary requirements to Box A-114. EOE.

**General assignment reporter:** WA/Y-TV has an opening for a general assignment reporter. Minimum 18 months' experience in commercial television news reporting and college degree required. Send resume, audition tape, and salary requirements to News Director, WA/Y-TV, 801 Wavy St., Portsmouth, VA 23704. WA/Y-TV is an affirmative action/equal opportunity employer. No beginners and no phone calls.

**TV news anchor,** San Juan, PR. Bilingual, English/Spanish. Send resume and tape: Mr. Ramon Cotta, WPRV-TV, Channel 13, P.O.B. 31313, Rio Piedras, PR 00929. EOE.

**We're looking for a good reporter** with anchor potential. Energetic, hard workers need only apply. We are a dominant Sunbelt station with live equipment. Please send tape and resume immediately! Pete Michenfelder, News Director, WJBF, Box 1404, Augusta, GA 30903.

**General assignment reporter** with four years' experience in television news, preferably at a major market station. Send resume and tape only to Bill Vance, Director of News, WJBK-TV, Box 2000, Southfield, MI 48034. EOE.

**Videotape editor.** Help us turn great video into great packages. Send tape, resume, and references to ATTN: Dave Powan, Chief Editor, WTSP-TV (Tampa, St. Petersburg), 11450 Grandy Blvd., St Petersburg, FL 33702. EOE.

**News promotion producer.** Can you create slick, exciting on-air episodic promos that really sell news? Must have strong writing and production skills, solid grasp of news values. Send resumes, tapes, references to News Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No phone calls. EOE.

**Executive producer** needed for dominant Gulf Coast net affiliate. Aggressive, experienced producer or executive producer with good people skills to work with a number one team. Previous reporting experience required. Contact Rob Dean, News Director, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. EOE.

**Mature anchor** needed to complement female anchor. Ideal candidate will do some reporting, and must be able to produce. Looking for a team player. Join us as we put up tall tower and broadcast in stereo. Send resumes, tapes to Peggy Lucas, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39701. No calls.

**Reporter,** CBS affiliate, good writing skills, live work, self-starter. Resume and tape to Tim G. Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE.

**Anchor/reporter,** wanted; aggressive, hard-working individual to anchor weekends and report during the week. Must have some anchor experience. Send tape/resume to Craig Cannon, News Director, KHBS-TV, P.O. Box 4150, Fort Smith, AR 72914. No calls.

**Assignment editor.** Strong news leader in medium SE market needs experienced desk manager. Must be take charge, imaginative individual with ability to think on your feet, motivate crews, write, edit, assist producers, monitor scanners and two way. Reporting experience a must. Send resume to Box B-21.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/director** for network affiliate in southeastern top-40 market. Primary responsibility will be switching 6 and 11pm newscasts. Also responsible for special projects. Minimum two years hands-on experience on 6 and 11pm newscasts required. Grass Valley 300 E-MEM and NEC DVE experience a plus. Reply to B-20. EOE.

**Sports and program producer** for Midwest ABC station. Supervise production of locally produced and regional network programs and sporting events. Three years producing and news directing experience. Send resume to Program Manager, Box 718, Columbus, OH 43216.

**Promotion producer:** Seeking a top-notch writer/producer to assume responsibility for production of on-air promos with emphasis on news. Candidate must have minimum of three years experience and a dynamite reel to show for it. On location experience essential. No beginners. If you're talented, a team player, and won't settle for being second-best, send resume and tape to: Manager Creative Services, WTLV, Box TV12, Jacksonville, FL, 32231.

**Director of program production:** Experienced production manager/producer-director to head production unit of well equipped, top rated PTV station. Internal promotion re-opens position. Sets policies, standards and procedures for all productions. Works with top management to set goals and objectives. Responsible for departmental budget. Recommends equipment purchases. BA/BS in communications or related field and 4 years television production experience required. MA and management experience preferred. Salary: minimum \$20,000. Apply WUFT-TV Search Committee, 2000 Weimer, University of Florida, Gainesville, FL 32611. Deadline: March 5, 1986. An EEO/AA Employer.

**Commercial producer/announcer/writer.** Immediate opening for senior director with experience, talent, enthusiasm, and skills in location and studio tape production. You'll have the freedom to create a selling spot from concept to completion in this exciting SE market. "cassette/resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

**Continuity/traffic manager** for public television station near LA with expanded signal coverage throughout Southern California. Must have two year full-time continuity, promotion or traffic experience at a broadcast television station plus BA in Radio/TV or related field. Must type 40 words per minute. Salary to \$19K. Excellent family benefits package. Letter and resume, postmarked by 3/7/86 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. EOE.

**Top 100 Midwest network affiliate** seeks director for production/newscasts. ADO and Chyron experience necessary. Salary commensurate with experience. Send resume and salary requirements. EOE. Box A-132.

**In house TV producer/coordinator** to build 2 weekly cable programs for special interest publisher. Must be experienced/ marketing-smart. Publisher, PJS Publications, Box 1790, Peoria, IL 61656.

**Production manager:** Midwest network affiliate, top 60 market seeks production manager with proven management skills and a reputation for quality work. Send resume and salary requirements to Box B-14. EOE, M/F.

**Scriptwriters and filmmakers:** for an instructional television series about the U.S. Constitution. Applicants must have extensive experience in on-location dramatic and historical documentary production. National writing or production credits helpful. Project requires research-oriented writers and filmmakers who can work closely within a team consisting of a producer, an instructional designer, content specialists and reviewer/evaluators. No relocation required. A unique opportunity to help young people increase their understanding of the U.S. Constitution, the project requires people with exceptional talent who can produce compelling programs. Writer applicants: please send a resume and no more than two sample scripts, which have been produced. The scripts should reflect the ability to write first-rate drama and/or comedy and documentary scripts. Filmmaker applicants: please send a resume and 3/4" videocassette no longer than 30 minutes. The cassette must demonstrate the ability to produce and direct drama, comedy and documentary production. (Enclose self-addressed, stamped envelope for return materials. Scripts and cassettes may not be returned for several months.) Send to: U.S. Constitution Project, Agency for Instructional Technology, 1111 West 17th St., Bloomington, IN 47401. AIT is an equal opportunity/affirmative action employer.

**Director:** Medium Midwest network affiliate is looking for a director to handle fast paced 6 and 11 PM newscasts. Minimum 2 years' fulltime news experience. Resumes only to Box A-59.

**Program supervisor:** Need the other half of a two person team for programming/operations assistance and supervision. Help coordinate on-air operations and programming. Good knowledge of broadcast procedures, planning, systems, programming and inventory. Ability to deal with program suppliers, clients, talent. People management with good organizational skills. A "be involved" job. Resume, full details to General Manager, WTZA-TV, Box 1609, Kingston, NY 12401. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Now VP Impact TV.** Seek SE USA. TV/radio/cable group. Creative street sales trained pro. 30 years' impressive management, team hands-on attitude, excellent record and references, dedicated, people, profit oriented. BS degree. Rick, Randy 703-893-3151.

**"On the Beach"** after GSM stint at 1985's hot new indie. Major & medium experience. Seeking sales or station management position. All market sizes considered. Mr. Bailey 205-837-7342.

#### SITUATIONS WANTED SALES

**Ambitious account executive** seeks career in broadcasting. Network exposure, BS marketing and management. 7 years' sales experience. Communications background. Spot sales, promotions, news, production. Open door chameleon. LI or NY metropolitan area. Nancy 516-671-4747.

#### SITUATIONS WANTED TECHNICAL

**20 years' broadcast engineering.** 10 years' as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box B-24.

#### SITUATIONS WANTED NEWS

**Recent N.R.P.A. Photographer of the Year** looking for alternative to Los Angeles rat race. Currently shooting magazine, interested in special projects and documentaries. My tape tells the story. Box A-79.

**Creative cable news reporter** looking for break in small market. Aggressive self-starter; extensive production skills. Investigative reporting, features, live coverage. Allison 617-696-1026.

**News director/executive producer** seeks challenge. Twelve years television news, eight years management. Team player. Currently employed. Box A-120.

**Versatile anchor-reporter** news and sports experience. Solid writing, shoot, edit, produce. BYU graduate seeking relocation. Steve 801-571-2683.

**"Cookie cutter" reporters?** Don't hire another disappointing news clone. Invest in a Boston bred original Brent Mann 1-800-533-1776.

**Reporter/field producer:** award-winner, seven years' experience, people motivator, want quality medium or large market station. Box A-103.

**Top 50 anchor.** Our news #1 in competitive market. Strong writer, field reporter. Available now. Days 214—891-3036, nights 214—492-5749.

**Warm, authoritative anchor/reporter.** Astonishing personal accomplishments. Awesome audition tape. Fountain of fresh ideas. Street-wise and production savvy. Gil Fryer, 1424 Ethel St., Glendale, CA 91207.

**Anchor/feature reporter:** Perfect for weekend or noon show in medium market; great at crafting features; five years' production experience. Edits tape. Call Mary 608—271-3071.

**"Assembly line" anchors?** Let your competitors hire the mediocre mass produced news robots. Invest in Brent Mann! A classy professional with rare talents. 1-800—533-1776.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Lighting director** with network credits and studio production skills willing to relocate. Resume on request. Box A-73.

**Production manager:** 4 solid years' "do it all" experience as video PM for major sports facility. Experienced with mobile video operations, problems, and special needs, especially for sports. Good administrator, motivator, with a knack for getting the job done. BA. There's untapped potential here! Box B-13.

**Creative, ambitious, well educated** master control operator seeks production position (entry level OK) in Colorado or the Northeast. I prefer to make TV and let other people watch it. Mark 303—860-9821.

#### MISCELLANEOUS

**Opportunities are now available** in greater numbers with many of our client stations in television and radio nationwide. We're looking for career-minded individuals who thrive on professionalism—anchors and reporters in news, weather, and sports, along with photographers, directors, producers, disc jockeys, talk-show hosts, and promotion specialists. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813—786-3603.

**Primo People:** The news director's best friend when it's time to fill a talent or management position. Top quality people available now. Contact Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116, 203—637-3653.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Telecommunications:** Assistant Professor, full-time, tenure-track position. Masters required, Ph.D. preferred, 3 years college teaching required. Teach graduate and undergraduate courses in an established, production-oriented program. Applicant would be able to teach TV production and any of the following: Introduction to Telecommunications, Writing for TV, Telecommunications Law, Telecommunications Management, and supervise internship. Competitive salary/benefits. Available September, 1986. Deadline for application in March 15, 1986. Send resume, transcripts and three letters of recommendation to: Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

**Graduate assistant:** positions available for experienced broadcasters interested in managing on-air FM station while pursuing MS degree in media management in college communications. Contact Dr. H.H. Toward, 98 Communications Bldg., University of Tennessee, Knoxville, TN 37996.

**Graduate Assistantships** available for persons with at least three years full-time experience, writing, editing, either print or broadcast media, ready for mid-career opportunity to earn an MA in a 12-month program. Stipends of approximately \$6000 plus full out-of-state tuition for best qualified teaching and research assistants. Deadline for application is April 15, 1986. Write: Chairman, Graduate Studies, School of Communications, The Pennsylvania State University, 215 Carnegie building, University Park, PA 16802.

**Assistant Professor,** Tenure track, Radio-TV Department, School of Journalism, University of Montana. Available September 1, 1986. \$22-26,000 for nine-month academic year. Requires teaching and student advising in accredited program. School offers Bachelor of Arts degrees in journalism and radio-TV and Master of Arts program. Founded in 1914, University of Montana School of Journalism is one of oldest J-Schools in nation. The University opened an \$8.6 million Performing Arts Radio-Television Center in 1985. Applicants must have minimum of 5 years experience and demonstrated competence as news reporter or producer, preferably in TV and in major market. Teaching experience and Master's degree desirable. Most important consideration: Quality of professional experience as working broadcast journalist. Position offers opportunity to join first-rate professionally oriented journalism faculty in spectacular Rocky Mountain setting at time when University of Montana has established broadcasting as a priority. To apply, send letter of application and complete summary of education and experience, including names of at least three (3) professional references, postmarked no later than March 15, 1986 to Joseph Durso, Jr., Chairman, Radio-Television Department, School of Journalism, University of Montana, Missoula, Montana 59812. AA/EOE. Women and minorities are encouraged to apply.

**Graduate associates** with professional experience in broadcast journalism needed to help teach classes in television and radio news while earning an MA in journalism. Full fee waiver plus minimum \$645 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

**Notice of anticipated vacancy.** Instructor in Mass Communications, Morningside College/Department of Communicative Arts anticipates a faculty opening in Mass Communications for Fall, 1986. The successful applicant will have a broad general mass communications background and will teach courses in print, advertising, theory and mass communications law. The applicant will also assist in intern supervision or management of the student-run radio station. Qualifications: MA or MS experience in TV/radio, teaching experience. Submit letter of application, resume and 3 letters of recommendation to Dr. R. Franklin Terry, Dean of the College, Morningside College, Sioux City, IA 51106 by March 31, 1986. AA/EOE.

**Seek tenure-leading broadcasting faculty member** and news director of KRNU-FM radio commencing Aug. 18. Will teach broadcasting courses with emphasis in broadcast reporting. Long-time accredited program offering BA and MA degrees will give preference to applicants whose credentials include at least a MA plus substantial successful experience in broadcasting. (Ph.D holders also encouraged to apply, but must possess desirable in-depth broadcasting professional experience.) BA holders with highly significant professional experience and interest in academic development will also be considered. Apply by March 20 with letter of application, names and telephone numbers of 5 references and current resume to: Broadcasting Search Chair, College of Journalism, 206 Avery Hall, University of Nebraska-Lincoln, NB 68588-0127. AA/EOE.

**Broadcast journalist.** Teach radio-TV news gathering, editing. Supervise twice-weekly live TV newscasts. Also teach visual communication, other courses which could include mass media writing, and areas of personal expertise. Ph.D preferred, MA acceptable. Rank, salary dependent on qualifications. Probationary position. Send letter of application, resume, transcripts, 3 letters of recommendation to Dr. James Fields, Chairman, Dept. of Journalism, University of Wisconsin-Eau Claire, WI 54701. Beautiful setting. Application deadline April 8, 1986. AA/EOE. Women, minorities strongly encouraged to apply.

#### HELP WANTED MANAGEMENT

**National sales manager:** Television broadcast products. Growing high-tech broadcast equipment manufacturer with established brand name worldwide searches for a national sales manager. We are looking for an executive experienced in high-tech sales with determination to grow with company. Experience in field sales essential. Contact: Lee O'Keefe, Secretary to President, Shintron Co., Inc., 144 Rogers St., Cambridge, MA 02142. Telephone: 617—491-8700.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**1" Editor needed.** Full time evenings, must be Sony 5000. Grass Valley 300, and DVE experienced. Send resumes to PPC, 29 N. Main St., S. Norwalk, CT 06854, or call 203—853-1740.

**ENG photographer** with a commercial flair. Experienced cameraman based in Washington DC, needed to shoot political ads. You must be willing to travel. Resumes only to: Dale Weiss, Broadcast Services Director, National Republican Congressional Committee, 320 First St., SE, Washington, DC 20003. No phone calls.

#### INSTRUCTION

**FCC License.** Cassette recorded lessons plus one week seminar. April seminars in Washington, Boston, Detroit, Philadelphia. Bob Johnson Telecommunications. 213—379-4461.

#### HELP WANTED TECHNICAL

**Expanding production company** seeks qualified maintenance engineer with strong electronic background/computer editor to work with clients. Resumes to 421 Briarland Dr., Charlotte, NC 28209.

#### PROGRAMING

**Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

**Jingles enhance commercials.** A good commercial will get aired more often. Call Prime Cuts for a great demo. 615—385-3007.

#### MISCELLANEOUS

**Info-packed cassette** tells how to break into radio/TV voice-over business. \$9.95 to: Voiceworks, Box 17115, Greenville, SC 29606.

**Study British television programming,** policy, production and administration in London, May 10-22. Visit BBC, IBA and other research and production facilities. Guest lectures. Can extend stay. 4 hours of undergraduate/graduate credit or audit. Contact Dr. Richard Vincent, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901; 618—536-7555.

**Pretty, petite, trim,** well-proportioned lady, 33, divorced from TV news anchorman, seeks to meet another man in TV or radio. Good looks are important, age isn't. Unhappy married men may apply too! Send introductory letter, photo, phone to DPB, P.O. Box 15983, Orlando, FL 32858.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash—highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

**Wanted: used VHS 3/4", 1 and 2" videotapes.** Cash paid for all lengths. No defectives. Call Andy Carpel, 301—845-8888.

**VHF television transmitter,** low band, 25KW under 15 years old. Prefer RCA, consider any brand. Maze 205—956-2227.

**Wanted, AM-FM transmitters,** towers, antennas, studio equipment. AS&E, Route 1, Box 406C, Chester, MD 21619.

#### FOR SALE EQUIPMENT

**AM and FM transmitters—used,** excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888.

**FM-20kw/30kw,** BE FM-30 (1983) w/FX-30 exc. like new; CSI T-20-Fon air w/exc. & stereo (1982), mint. Call M. Cooper, Transcom, 215—379-6585.

**FM-2.5/3.5kw,** CCA 2.5kw w/exc. on air w/proof, Bauer 605B (1984) 5kw w/690 exc. (going higher power); McMartin 3.5k w/exc. on air w/proof, Call M. Cooper, Transcom, 215—379-6585.

**AM-5kw & 1kw,** Collins 21E on air w/proof, ITA 5000A on air excellent condition, Harris BC-1H (1972) mint condition—Collins 820D1 (1972). Call M. Cooper, Transcom Corp. 215—379-6585.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

**GE 30kw UHF transmitter.** Immediate delivery, good condition. Quality Media 404-324-1271.

**Videomedia 1" VTR editor** model Z-6000. New. Half price. Bill Kitcher, Quality Media, 404-324-1271.

**GE 110 KW UHF transmitter.** Townsend exciter, pulsars, ready to go. Quality Media, 404-324-1271.

**Two Ikegami HL-79A ENG/EFP cameras.** Good condition. Each includes Cannon 9-118mm macro zoom lens, 2 batteries, and shipping case. \$11,500.00 each. Call Clint Tinsley, Center City Video. 215-568-4134.

**Production equipment:** Hitachi HR100, low hours, he-trodyne adaptor—\$15,000. Ikegami HL79A, \$9,000. TK76B, Hitachi FP50s, Panasonic AK100/AU100, CMX340/NEC TT7000s, VPR2Bs, Illusion DVE, Quanta Q7 CG, Chyron 4000, 5500 color corrector, Angenieux 25X and Fuji 22X lenses, CP6112 switcher, Vinton heads, tripods and dollies. Hydroped 500 head. Call Jack Taylor, WVSCO, 315-367-2800.

**Mobile vans:** Two 14' cube vans fully equipped, Camera Van - Five triaxed cameras, GV switching and routing, Yamaha audio. Tape Van - 2 Ampex VPR2B w/ Slo-Mo, Chyron 4000, Bosch and Tektronix monitoring and test equipment. Ready to go. Excellent Condition \$285,000. 38' Gerstenslager recently rebuilt. No equipment \$27,000. 30' Gerstenslager recently stripped. \$14,000. Call Jack Taylor, WVSCO, 215-367-2800.

**Dubner CBG-2 animation system,** excellent condition. 4096 colors, DeJag/Anti-Aliased, 4 Meg Meg-O-Mem Board. Drives included. Omega and CDC removable. Call 215-568-4134.

**Over 85 AM & FM transmitters.** AM-50kw-10kw-5kw & 1kw FM-25kw-10kw-5kw & 1kw. All manufacturer's. All spares. All inst. books. All our own inventory. See us at NAB, BESCO International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Quality broadcast equipment.** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

**For sale: ITC stereo record/play cart.** Moseley remote control, ITC stereo reel-to-reel, BE-4 mixer. Call 812-451-2636.

**RG-19A/U on 550 foot rolls**\$2.00/ft. Cablewave 50 ohm 7/8 inch foam on foot reels @ \$2.00/ft. Write for our list of Jennings Vacuums. J.S. Betts Company, 81 W. Campbellton St., Fairburn, GA 30213.

**Motorola MR-96 microwave system** for sale, new condition. Call Ben Ferguson 609-935-1510.

**For sale: Good RCA 10kw transmitter.** In service until mid-January. Price \$10,000. Call Tom Taylor, 704-668-7977 or write P.O. Box 1044, Sylva, NC 28779.

**Sony 1" VTRs,** AMPEX 1" VTRs, NEC 1" VTRs, Sony BVE-800 editor, RCA film islands (several new TP-66s), 2 TP-7 projectors, 2" VTRs by RCA and AMPEX, Hitachi Z-31s, HL-79As, 79DAs, 79DALs, 79 EALs, RCA TK-46s, TKP-46, TK-76Cs. Call Media Concepts, 919-977-3600.

**Machine control system:** Utah Scientific PLMC-1. Brand new, never used. For use alone or with Utah AVS-1 routing switchers. 3 assignment panels, 2 panels to control 4 VTRs and up to 8-8 function machines. 1 interface for 2-15 function machines. Contact Ted Szypulski, Director of Engineering, WTIC-TV, 203-527-6161.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

**Well maintained oldies but goodies:** Skypans w/Pan-tagraph; RCA TK-44s w/ spares; RCA TR-70s; RCA TPR-10 VTRs; RCA TK-760, 76B, 76s; RCA FM Ant. 14 Bay 102.9 Mhz; RCA TK-22 B&W camera; RCA TFU 46K Ch. 44 Ant; RCA TCR-100s w/extras; Sony BVU-110 3/4" VTRs w/extras; RCA TR-60s. Contact George Merrill or John Reinfeld at 612-646-5555.

**New and used radio broadcast** and microwave towers. Complete nationwide sales and service erection specialists. Bonded with 25 yrs experience (Turn-key Operations). T.M.C.I. 402-467-3629.

**Sony 3/4" 5800 deck** 4800 loc. BVE 500 editor, BVU 200, M3 camera/CCU, Chyron. Best offers. 303-629-5347. M-F.

**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.

**Technics recorders** model RS 1506 US. New, limited stock, ea. only \$995.00 Northwestern, Inc. 1-800-547-2252.

**FM transmitters:** 20, 15, 10, 5, 1, .25kw. Continental Communications, 3227 Magnolia Blvd., St. Louis, MO 63118. 314-664-4497.

**AM transmitters:** 50, 10, 5, .5, .25kw. Continental Communications, 3227 Magnolia Blvd., St. Louis, MO 63118. 314-664-4497.

**CETEC 7000/GLS** with Audiofile, 4 Cartel/Carousels, 3 Otari Playbacks, CRT Logging Package, live assist package. Dale Hendrix, 215-868-6767. Holt Technical Services, a division of the The Holt Corporation.

**Ward-Beck intercom—** 24 X 24 Squak system. Includes remote panels with microphones, cables, IFB system and patch panel. In operation now. Available March, 1986. Contact Ted Szypulski, Director of Engineering, WTIC-TV, 203-527-6161.

**CETEC 7000/GLS** with Audiofile, 4 Cartel/Carousels, 3 Otari Playbacks, CRT Logging Package. Live Assist Package. Dale Hendrix - 215-866-2131. Holt Technical Services, a division of The Holt Corporation.

## RADIO Help Wanted Management

### WTAR RADIO NORFOLK, VIRGINIA

Virginia's first radio station needs a local sales manager with a proven track record of performance as a general or local sales manager. Must have strong leadership, motivation and people skills. Excellent benefits and opportunity for the right career-minded professional. Send letter and resume with salary history, in confidence, to Dan Maxwell, General Sales Manager, WTAR/WLTY, 720 Boush St., Norfolk, VA 23510. EOE.

### Situations Wanted Sales

#### ONE OF OUR BEST

We've just sold one of our top 100 AM/FMs. We feel our GM is uniquely qualified for a group VP or top 50 assignment. He's 40; experienced in sales, group and station management. CRMC and MA. Two company turnarounds to his credit. Prefers upper Midwest or West Coast. Box B-15.

## TELEVISION Help Wanted Management

### EXECUTIVE DIRECTOR, MARYLAND PUBLIC TELEVISION

The Maryland Public Broadcasting Commission invites application for the position of executive director for Maryland's public television system, a state agency with a 90,000 square foot production headquarters in Owings Mills (a northwestern suburb of Baltimore), a staff of 300, an annual \$15 million operating budget and six transmitters statewide. Maryland Public Television is a major producer of national and local programs.

Applicants must be mature professionals, with experience preferred in both education and broadcasting management. Graduate degrees are desirable, with greater emphasis on experience and proven ability. Applicants should be well versed in public broadcasting and familiar with all areas involved in the operation of a major TV production facility, particularly technical, financial and personnel management.

A mastery of communication skills--written, spoken and interpersonal--is essential. Knowledge of, and experience in, working with state organizations is desirable as is a firm background in dealing with both executive and legislative branches of state and federal governments. Because public broadcasting in Maryland stresses educational objectives, applicants should also be familiar with educational issues.

Applications will be received until March 31 in the form of a letter and complete resume. Salary and benefits are competitive.

This position is of key importance to the future of Maryland's public broadcasting system. The Commission, an Equal Opportunity/Affirmative Action Employer, stresses that its standards are particularly high and its selection procedure thorough. Please submit applications and nominations to:

Mr. Ross Jones, Chairman  
Public Broadcasting Search Committee  
Maryland Center for Public Broadcasting  
Owings Mills, Maryland 21117



## Help Wanted Sales

### REGIONAL SALES REPRESENTATIVE

Forulne 500 Company Subsidiary; leader in the industry; producing station IDs, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



## 4 WCCO TV

#1 rated television station WCCO TV is looking for a *distinct* personality to host a new morning talk show. Honest, friendly, knowledgeable, witty, good with an audience, good interviewer, gregarious, open to discussion on any topic. Send tape and/or resume to: WCCO TV, 90 South 11th St., Minneapolis, MN 55403

Attention: Local Programming Host

No calls please. Equal Opportunity Employer.

## 8 WXFL MAINTENANCE TECHNICIANS

Florida Opportunity

WXFL, Channel, 8 Tampa, Florida has two excellent positions available in our Engineering Department for Broadcast Maintenance Technicians to perform all levels of maintenance for broadcast electronic equipment including digital, analog and microwave equipment. Duties will include installation of electronics equipment as required. We require a minimum of 3 years broadcast electronic experience, FCC license desired but not required. We seek self-motivated individuals capable of working with a minimum of supervision.

In addition to our desirable Florida West coast location, we offer a competitive salary and benefits. Send resume to

Personnel Department  
MEDIA GENERAL  
BROADCAST GROUP  
817 E. Washington St.  
Tampa, FL 33602

an equal opportunity employer M/F  
NO PHONE CALLS PLEASE

## Help Wanted Technical Continued

### BROADCAST MAINTENANCE ENGINEER II

KUED-TV

2 years' experience in electronic maintenance or equivalency required. FCC General license preferred. Maintains studio, remote, operational and technical equipment. Sets up and operates studio and remote equipment. Assists maintenance supervisor with schedules, supplies and equipment. Application and/or two copies of resume with names, addresses and phone numbers of three references to Patricia Baucum at:

UNIVERSITY OF UTAH

Personnel Department  
101 Annex Building, PB-1894  
Salt Lake City, Utah 84112

Equal opportunity employer

### TV- TECHNICAL DIRECTOR

The Christian Broadcasting Network, Inc., located in Virginia Beach, Virginia, has an immediate opening for a technical director in their production services division. The qualified candidate will have 5 years' experience in live television production. News experience helpful. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital video effects, and all areas of production...camera, audio, lighting, videotape. Must have the ability to work well under pressure. Must also be willing to work nights, holidays, and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence, to:

The Christian Broadcasting  
Network, Inc.  
Employment Department - Box TD  
CBN Center  
Virginia Beach, VA 23463

### DIRECTOR OF ENGINEERING

WPXI-TV PITTSBURGH  
AMERICA'S MOST LIVABLE CITY  
NBC AFFILIATED STATION  
EXCELLENT FACILITY & BENEFITS

Ideal candidate should have a minimum of 5 years' engineering management experience and also experience in dealing with Union personnel. The individual should have an in-depth knowledge of ENG, SNG and other microwave equipment, good knowledge of facility planning and budgeting also essential.

Super opportunity for a dynamic individual. Please respond in strict confidence to Mr. John A. Howell, III, Vice President and General Manager, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EEO/AA.

### AUDIO ENGINEER

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced audio engineer. The successful candidate must be a high school graduate with instruction in basic electronics with emphasis in audio engineering. Degrees helpful. Also requires a minimum of 3 years experience as an audio operator for television or professional 16-24 track recording studio. Remote television and film audio experience a plus. Must have the ability to proficiently operate audio mixing, processing, and recording equipment. If you wish to serve on a team committed to excellence, send resume and salary history in confidence to:

The Christian Broadcasting  
Network, Inc.  
Employment Department—Box AE  
CBN Center  
Virginia Beach, VA 23463

### CHIEF ENGINEER

WDJY, United Broadcasting Company's Urban Contemporary station in Washington, DC is seeking a qualified person for the position of chief engineer. Qualified candidates must have an FCC License or SBE certification, knowledge of studio and transmitter construction, maintenance and operations. Those interested should send their resume to Richard Mertz, Director of Engineering, United Broadcasting Company, 4733 Bethesda Ave., Bethesda, MD 20814. Please, no phone calls. EOE/MF.

### OVERSEAS

TV & radio station complex chief engineer in Bahrain. Manages daily engineering operations/activities and development of total technical facility. Requires FCC license and EE degree or equivalent, five years of supervisory experience and thorough knowledge of broadcasting equipment and production techniques. Salary to \$50,000, tax free. Transportation and housing furnished. Call collect: R. Fisk 205-949-7184.

### ALLIED FIELDS

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Lum and Abner  
Are Back

... piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

**Help Wanted Sales**

**FIELD SALES REPRESENTATIVE**

North Eastern U.S. 3-5 years' broadcast sales experience. Heavy travel. Present Co-op advertising information system to radio, TV stations. Personnel, Jefferson Pilot Communications, One Julian Price Place, Charlotte, NC 28208, 704-374-3603. EOE.

**For Sale Equipment**

**FOR SALE  
Complete RCA  
60 KW Transmitter**

Model TTU-60A in excellent condition. Available because of increased power and transmitter replacement.

**Also Available:** 1100 ft. of 6 1/2" transmission line.

Call Hoyle Broome, General Manager, at 205-322-4200, for more details.

**WBMG-TV, Box 6146  
B'ham, AL 35259**

**BROADCAST EQUIPMENT RENTALS**

Mizlou is offering dual-channel frequency extenders for rent. This equipment is designed to convert "two" phone lines into "one" 5 KHZ broadcast circuit. For more information regarding equipment rentals, networking, back-haul transmission services and remote engineering contact: Mizlou, 350 Fifth Ave., New York, NY 10118, ATTN: John Pisciotta or call: 212-279-4020.

**Consultants**

**Radio Managers and Owners  
Considering a Format Change?  
STARROCK**

A totally new up-tempo rock format for adults 25-49. Not AC, not CHR, not AOR. complete personalized consultation service. Free demo, call 512-448-1873.

**Miscellaneous**

**Congratulations**

**Alan D. Kirschner**  
New Chief Engineer WNEW AM New York  
from  
Gerry-Q Media Steve-WHTZ  
Pete & Carl WFUD

**LIKE TO VISIT CHINA?**

As part of our scenic 22 day tour, produce your live, exclusive 2-way call-in show with your American audience participation.

Please call or write for additional information.  
Paul Hale, 1619 N. Royer St.  
Colorado Springs, CO 80907 303-633-4795

**Employment Services**

**TALENT WANTED!**

**IT'S WHO YOU KNOW!**

Looking for a job in broadcasting? **BTA** gets your foot in the door. **FIRST!** All of us need some luck and good timing for the better jobs. **BTA** helps by presenting your tape when opportunity knocks! No more wondering whether you got the job or not. **BTA** can obtain an immediate evaluation and let you know where you stand! Increase your chances for the best jobs available by being in "the right place at the right time"--with **BTA!** For complete confidential details and registration form, enclose \$2.00 postage/handling to:

**Broadcast Talent Agency**  
555 S. Palm Canyon 110A  
Suite #350  
Palm Springs, Ca. 92264  
(619) 341-0225

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TV and Video Engineers  
COAST TO COAST**

[All Levels, But Not Operators]  
ALL FEES PAID BY EMPLOYERS  
Phone/Resume

**KEY SYSTEMS**

479 Northampton Street  
Kingston, PA 18704  
Phone Alan Kornish at  
**(717) 283-1041**

**10,000 RADIO-TV JOBS**

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive weeks only \$15.95--you save \$20. **AMERICAN RADIO JOB MARKET**, 1553 N. Eastern, Las Vegas, NV 89101. Money back guarantee!

**RADIO PERSONNEL NEEDED**

Due to our large number of placements, and increased demand of radio stations, **NATIONAL** is in need of qualified personnel for all radio positions, for all size markets. If you are seriously seeking a move, contact **NATIONAL** now. For complete information and registration form, enclose \$1.00 postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!**

**Most Job Openings Never Published!**

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**Broadcast Entry Consultants**  
15 W. 44th St/Suite 303, New York, NY 10036  
1-800-255-9500 Ext. 322

**SEEKING A JOB IN TV?**

Get **DIRECTION**, the new National Directory of Television Employers. Over 2,600 companies listed with addresses, phone numbers and business descriptions. Compiled by insiders of the television industry, **DIRECTION** also includes a book of job search techniques for television. Get the edge over your competitors with this innovative job search tool. Send \$24.95 plus \$1.95 P&H to: Communications Connection, Suite 307, 1 Linden Place, Great Neck, NY 11021 or write for more info.

**Wanted to Buy Stations**

**WANTED TO BUY**

Small newspaper chain seeks radio station. \$1M - \$3M, prefer Midwest or Southeast. AM/FM or FM stand alone. Flexible in management arrangements. Reply confidential: Perry Samuels, 303 Greenup, Covington, KY 41011, 606-581-2221.

**For Sale Stations**

**BETTER THAN  
OWNING A  
RADIO STATION  
OWN A  
CONNECTICUT  
SCHOOL OF  
BROADCASTING  
in Your City**



- Over 20 years of proven success in training professional broadcasters.
  - Thousands of CSB graduates employed in radio and TV coast-to-coast.
- Now, you can be in business for yourself but not by yourself. Connecticut School of Broadcasting is expanding its operations in a limited number of prime markets throughout the country.\*

As a CSB owner, you'll start with someone already at the top of the broadcast school business. Train in Connecticut or Boston

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or Consulting Fee without corporate name \$25,000.

Call Dick Robinson, President

1-203-232-9988

**CONNECTICUT SCHOOL  
OF BROADCASTING**

Radio Park, Farmington, CT 06032  
Stratford, CT • Palm Beach, FLA • Wellesley Hills, MA  
\*Not available in New England, South Florida, New York City, New Jersey or Philadelphia area

*Hogan - Feldmann, Inc.*

MEDIA BROKERS • CONSULTANTS  
P.O. Box 146  
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Media Investment Analysts & Brokers  
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**AM spin-off located in growing Southeastern market.**  
**\$350,000.**

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415 434-1750

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New York, N.Y. 10021  
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455  
Atlanta, GA 30339  
404 956-0673 Hal Gore, V.P.

■ Have the best of both worlds - a weekly newspaper and day time radio station located near metro area in South Carolina - includes modern building, and land. Grossing \$480,000.00. Priced for quick sale at \$950,000.00 cash

■ South Carolina fulltime AM - Good market - real estate. Low down - assume long term low interest note. \$225,000.00.

■ Virginia fulltime AM - medium growth market, real estate. Gross can be improved - \$250,000.00, \$50,000.00 down, good terms.

Write Ted Gray,  
P.O. Box 475,  
Altavista, VA 24517

### Medium, Major, Small Markets

Radio stations priced from \$200K to \$8 million in Tex., LA., Ark., Tenn, Miss., MO., KS, Ariz, Okla, Ill., Ala., SC.

Put our combined 60 years of broadcasting and brokering experience to work for you.

#### Mitchell & Associates

Joe Miot or John Mitchell  
318-868-5409  
P.O. Box 1065, Shreveport, LA 71163

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### TO BUY OR SELL

In Connecticut or southern New England  
Mike Rice 203-423-1767

In northern New England  
George Wildey 207-947-6083

Our television specialist  
Bill Mockbee 506-529-3847

8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

### MAJOR MARKET

Class B FM  
1mm population  
Currently cash flow B.E.

Principals only  
State financial qualifications  
in letter to Box B-18



## PALM BEACH BROADCAST SCHOOL AVAILABLE

### ESTABLISHED CONNECTICUT SCHOOL OF BROADCASTING FOR FRANCHISE PURCHASE

Attractive, modern South Florida facility in one of the fastest growing areas in the country. Price approximately 1½ times gross or four times cash flow. This is a once-in-a-lifetime opportunity.

Call Dick Robinson, President  
1-203-232-9988

### CONNECTICUT SCHOOL OF BROADCASTING

Radio Park, Farmington, CT 06032  
Stratford, CT Wellesley Hills, MA

### SMALL MIDWEST MARKET

Class A FM  
Price reduced to \$170,000  
with \$45,000 down  
Good terms.

Contact Bill Lytle (816) 941-3733



### TWO CLASS C FM'S Rocky Mountain

1985 net over \$1.0 million. Market leaders, excellent technology. \$2.1 million. Principals only, complete details.

Daniels & Associates Bruce Cranston  
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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

**THIS PUBLICATION IS AVAILABLE IN MICROFORM**  
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For Sale Stations Continued

# The Holt Corporation

Location	Size	Type	Price	Terms	Contact	Phone
WI	Med	FM/AM	\$3900K	Cash	Bernie Fuhrmann	(215) 865-3775
VA	Med	FM	\$1900K	Terms	Leigh Moylan	(215) 865-3775
WV	Med	FM/AM	\$1350K	Cash	Mark O'Brien	(202) 775-1980

<b>Suite 205</b> The Westgate Mall Bethlehem, PA 18017	<b>Suite 800</b> 2033 M Street, N.W. Washington, DC 20036	<b>Box 2869</b> One Tower Park Winchester, VA 22601
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**OKLAHOMA CITY  
FULL-POWER  
UHF TV**

**LOW PRICE  
EXCELLENT TERMS**

**FT. WORTH TEXAS  
LPTV  
EXCELLENT COVERAGE  
GOOD TERMS**

**Bill Kitchen  
(404)324-1271**



**Quality Media  
Corporation**

**VHF-TV/NETWORK AFFILIATE**

with 2 satellite stations located in western growth market. Asking \$6 million on terms. Contact Brian Cobb (202) 822-8913 or Corky Cartwright (619) 346-0742.



**NETWORK AFFILIATE  
TV STATION**

Located in top rated southwest market. Asking under \$4,000,000. Contact Brian Cobb (202) 822-8913 or Corky Cartwright (619) 346-0742.



**OWNER WILL FINANCE  
DOWN PAYMENT**

Southeast suburban fulltimer priced at \$550,000 with 1985 cash flow of \$75,000. Down payment owner financed INTEREST FREE. Must be experienced broadcaster. Mr. Williams 404-396-4970.

**FOR SALE**

5000 watt AM. Fulltime. Medium size market, Milan, Tennessee near Jackson. Days 615-379-5817 - nights 615-379-0140.

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 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.

- Class C covering 110,000. Coastal California. \$1.9 million. Terms.
- More than 80 radio stations and 20 TV and TV CPs from Puerto Rico to Guam including several combos and class C stations. Call to get on our mailing list.
- Buying or selling. See us at NAB in Dallas. By appointment only.

**Business Broker Associates  
615-756-7635, 24 hours**

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar • Suite 1135 • Memphis, TN 38157



**305-453-3311**  
Box 1065, Merritt Island, FL 32952

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AM-FM-TV-Appraisals  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

**MIDWEST COLLEGE TOWN**

Medium market  
Class A FM  
Price reduced to \$600,000 with terms  
Contact Bill Lytle  
(816) 941-3733



**CENTRAL TEXAS**

Resort Area Combo  
\$1.2 million cash

**JAMAR RICE CO.**  
Media Brokerage & Appraisals

(512) 327-9570  
950 West Lake High Dr., Suite 203, Austin, TX 78746

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

# Fates & Fortunes

## Media

**Richard Spinner**, director of sales, Capcities/ABC's WPVI-TV Philadelphia, named president and general manager. He succeeds Lawrence Pollock, who was named head of Owned Television Stations-East for Capcities/ABC (BROADCASTING, Feb. 3).



Spinner



Bures

**Paul Bures**, president and general manager, WTVD-TV Raleigh-Durham, N.C., joins Capcities/ABC's KTRK-TV Houston as president and general manager. He succeeds Kenneth M. Johnson, named head of Owned Television Stations-West (BROADCASTING, Feb. 3).

**Craig Fox**, VP and general manager, WAQX-AM-FM Syracuse, N.Y., named president.

**Edward Branca**, VP and general manager, KPDX-TV Portland, Ore., joins KMPH-TV Visalia, Calif., as VP and general manager.

**Edward Cervenak**, VP and general manager, Scripps Howard's WEWS-TV Cleveland, will retire June 30. **James Knight**, assistant general manager, co-owned WPTV-TV West Palm Beach, Fla., will succeed him as general manager. **Donald Webster**, executive assistant to general manager, WEWS, will be named station manager.

**Frank Watson**, VP, Fort Myers Broadcasting Co., licensee of WINK-AM-FM-TV Fort Myers, Fla., joins WTNT-AM-FM Tallahassee, Fla., as general manager.

**Barbara Currie Oliphant**, general sales manager, WOWW(FM) Pensacola, Fla., named general manager.

**Tom Reynolds**, from WMYR(AM) Fort Myers, Fla., joins WQTL(FM) Ottawa, Ohio, as general manager.

**Steven Brisker**, general sales manager, WFLA(AM) Chicago, joins WBZE(AM) Indian Head, Md., as general manager.

**Stan Shields**, general manager, WELI(AM) New Haven, Conn., named VP of parent, Clear Channel Communications.

**John Callahan**, from WKGa(AM) Grafton, W. Va., joins Vanguard Communications' WJOZ(AM) Troy, Pa., and WKAD(FM) Canton, Pa., as general manager.

**Bradley Dusto**, VP, operations, Cox Cable, New Orleans, joins McCaw Cablevision as VP and general manager, Tucson, Ariz., system.

**Dave Rose**, director of news and operations, KOAA-TV Denver, assumes additional duties as station manager.

**Nelson Cohen**, assistant to general manager, KYW-TV Philadelphia, resigns.

**Linda Hafner**, senior financial analyst, CBS Radio, New York, named manager, administration, CBS Radio Networks. **Michael Connolly**, manager, financial reporting, CBS Radio Network, New York, named district manager, affiliate relations.

**David Vondrak**, treasurer, ABC, New York, named treasurer, Capital Cities/ABC Inc.

**Mary Rieser**, manager of internal audit, Great Trails Broadcasting, Dayton, Ohio, named assistant controller-manager of internal audit.

**Tim Singleton**, general manager, noncommercial WBN(FM) Fort Wayne, Ind., joins noncommercial KUNM(FM) Albuquerque, N.M., in same capacity.

**Jonathan Wells**, from Chemical Bank, New York, joins noncommercial WETA-TV Washington as director of corporate marketing. **Michelle Bertrand**, account executive, Total Video International, Washington, joins WETA-FM as program resources officer.

Angeles offices and departments Ayerdirect, Ayer Public Relations and Ayer Design.

**Burt Manning**, chairman and chief executive officer, J. Walter Thompson U.S.A., New York, named to board of directors.

**Bob Taylor**, senior VP, creative director, Leo Burnett, Chicago, joins Needham, Harper Worldwide as creative director-at-large, based in Chicago. **Bruce Delahorne**, from N W Ayer, New York, joins NHW, Chicago, as account supervisor.

**Joseph Schroeder**, audit manager, Windham, Brannon & Co., Atlanta, joins BDA/BBDO there as chief financial officer.

**David Snell**, group account director, Needham Harper Worldwide, Chicago, named senior VP.

**Tony Durket**, from Ogilvy & Mather, San Francisco, joins Knoth & Meads, San Diego, Calif., as VP and creative director.

Appointments, Foote, Cone & Belding/East, New York: **Sheri Lawlor**, account supervisor, Chapman Direct Marketing, New York, to account supervisor; **Mary Labas**, from CIT Financial Services, Livingston, N.J., to account executive; **Mitchell Lunsford**, art director-designer, Martin & Scott Advertising,

## Marketing

Appointments, N W Ayer, New York: **Jerry Siano**, worldwide creative director, to new post as president, Ayer New York; he assumes operating responsibilities for New York office from Ayer chairman, Louis Hagopian; **Jerry Jordan**, executive VP, to managing director.



Siano



Jordan



Means



Manning

overall agency administration and development; **David Means**, chief administrative officer, to managing director, Ayer USA/Ayer Enterprises, comprising Chicago and Los

# NUMBER 62 JOINS THE ANTONELLI TV NETWORK.

Katz in New York just made the same decision made by dozens of other smart, profit-oriented TV stations, TV program syndication firms and TV rep firms across the country.

They hired a person trained by the Antonelli Media Training Center.



## ANTONELLI MEDIA TRAINING CENTER

20W20St., NYC (212) 206-8063  
ANTONELLI MEDIA TRAINING CENTER INC

Houston, to art director: **Thomas Ozga**, assistant art director. Stone & Adler, New York, to associate art director: **Mitchel Fried**, marketing specialist, Grumman Data Systems Institute, New York, to media planner: **Carol Marshall**, director of production and traffic, Stone & Adler, New York, to production director: **Michelle Davis**, assistant media planner. John Blair Marketing, to traffic manager, and **Zee Wanger**, office manager, Stone & Adler, New York, to office manager.

Appointments, Botway/Libov Associates, New York: **Maureen Berger**, VP, to senior VP, client accounting; **Thomas Clancy**, from Calvillo, Shevack & Partners, New York, to senior VP, account services, and **Frank Arturi**, from J. Walter Thompson, New York, to controller.

Appointments, Barkley & Evergreen: **Gaye Kaufman**, project director. R. Biederman & Associates, Overland Park, Kan., to research director; **T.J. Doss**, account coordinator, to traffic manager; **Donna West**, member of accounting department, to traffic coordinator; **Susan Christinsin**, copywriter and producer, Wsyong, Quimby & Jones, Kansas City, Mo., to copywriter; **Dave Wilhm**, associate art director, Fletcher/Mayo, Kansas City, Mo., to art director, creative department; **Susan Peele**, senior art director. S.C.G. Advertising, Overland Park, Kan., to computer graphics consultant; **David Hagan** and **Jennifer Harmon**, account executives. Sandven Harmon True Pruitt Advertising, Kansas City, Mo., to account executives.

**Gail Cobb**, from The Marcus Group, Atlanta, joins Cargill, Wilson & Acree there as media planner-buyer.

**John Luginbill**, account executive, CBS Radio Networks, Detroit, named sales manager, Detroit office.

**Jerry Lyonnais**, national sales manager, Colony Communications, Providence, R.I., named marketing research manager.

**Wayne Piotrowski**, director, media services, Pizza Hut, Detroit, joins Group 243 Design, Ann Arbor, Mich.-based design, marketing and advertising agency, as VP, marketing.

**Robert Smith**, executive VP, Selcom, New York, joins John Blair & Co., New York, as VP, administration.

**Tom Carroll**, account executive, AC&R Advertising, New York, named VP.

**Lisa Tumbleson**, director of advertising and promotion, Warner Bros. Television, East Coast, New York, joins Grey Advertising there as director of programing.

**Mary Brault**, director of administrative services, Needham Harper Worldwide, McLean, Va., named VP.

**Shelly Gannon**, manager, promotion and merchandising, Chiat Day, joins Hillier, Newmark, Wechsler & Howard, San Francisco, as account executive. **Ron Potts**, account executive, WABC(AM) New York, joins HNW&H there as account executive.

**Kandice Cinnamon**, account executive, Torbet Radio, New York, named New York sales manager.

**Steve Koloskus**, from SAKS Associates, Denver, joins Gardner Advertising, St. Louis, as art director. **Gini Bicket**, account

executive, Gardner Advertising, named associate creative director.

**Barbara Fultz**, account executive, advertiser sales, Orbis Communications, New York, named VP, national sales manager.

**Maren Yeska**, media buyer-planner, Hughes Advertising, St. Louis, joins D'Arcy Masius Benton & Bowles there as corporate spot buyer.

**David Abrams**, business systems analyst, Young & Rubicam, New York, joins LBS Communications there as manager, media systems operations.

Appointments, Katz: **Mitchell Praver**, programming director, Katz Continental Television, New York, to director of programing; **Mickey Colen**, VP, Midwest sales manager, Katz Independent Television, Chicago, to VP, regional sales manager; **Bill Carroll**, associate director of programing, Continental, to director of programing, Katz American; **Taryn Soba-Kianofsky**, member of training program, to account executive, Independent Television, New York, and **Stacy Nicholas**, member of sales associate program, to account executive, Continental Television, Chicago.

**Bud Weisner**, manager of radio resources, Needham, Harper Worldwide, Chicago, joins Transtar Radio Network there as director of sales, radio programs.

**John Setzekorn**, national sales coordinator, WFLD-TV Chicago, joins Katz Independent Television, Minneapolis, as account executive.

**Nell Rankin Lambert**, local sales manager, WLWI-AM-FM Montgomery, Ala., joins WOWW(FM) Pensacola, Fla., as general sales manager, succeeding Barbara Currie Oliphant, named general manager (see "Media," above).

**Jeanette Banning**, sales manager, WSBY-AM-FM Salisbury, Md., joins WRCM(FM) Jacksonville, N.C., as general sales manager.

Appointments, KDSM-TV Des Moines, Iowa: **Tommy Thompson**, from Palmer Broadcasting, Des Moines, to general sales manager; **Becky Combs**, from Clarke County (Iowa) sheriff's office, to traffic manager; **David Swartz**, from Competitive Edge Market Research and Advertising, Des Moines, to account executive.

**David Reeder**, general manager, WCTN(AM) Potomac-Cabin John, Md., joins WINX(AM) Rockville, Md., as general sales manager.

**Eddie Valdez**, national sales manager, KCIK(TV) El Paso, named general sales manager.

**Lamar Reid**, local sales manager, WTOG-TV Savannah, Ga., joins WAFF-TV Huntsville, Ala., as general sales manager.

**Tom Kane**, local sales manager, WABC-TV New York, named general sales manager.

**Ed Groppo**, general sales manager, KECH-TV Portland, Ore., joins KLZI(FM) Phoenix as general sales manager.

**Wayne Myers**, from Professional Profiles Inc., Cleveland marketing and public relations firm, joins WUAB-TV Cleveland as marketing director.

**Joseph Eisberg**, national sales manager,

WTZA-TV Kingston, N.Y., named general sales manager. **John Wolf**, senior account executive, WTZA-TV, named local-regional sales manager.

**Warren Anderson**, national sales manager, WDIV(TV) Detroit, named local sales manager.

**Ralph Crossley**, senior account executive, WAOK(AM)-WVEE(FM) Atlanta, named local sales manager.

**Kathy Himes**, national sales coordinator, WPMI-TV Mobile, Ala., named national sales manager.

Appointments, sales department, KFVB(AM) Los Angeles: **Katie McLaughlin**, account executive, KSDO-AM-FM San Diego, and **Patricia Diggs**, account executive, Group W Cable, Los Angeles, to station in same capacity.

**Michael Frohm**, from Blair/RAR, Los Angeles, joins WINS(AM) New York as account executive.

**Mary Jane Deasy**, from WYSP(FM) Philadelphia, joins WFMT(FM) Chicago as account executive.

**Pamela Trathen**, account executive, KOMO-TV Seattle, joins Northwest Television Sales there as account executive. Northwest is rep division of King Broadcasting Co.

**Barbara Allen**, general sales manager, WCKN-FM Anderson, S.C., joins WHNS-TV Asheville, N.C., as account executive.

**Tony Yoken**, morning air personality, WZXR(FM) Memphis, joins WHBQ(AM) there as account executive.

**Tom Parkinson**, account executive, Turner Broadcast Sales, Los Angeles, and **Linda Danna**, account executive, KHOU-TV Houston, join KTXA(TV) Fort Worth as account executives.

## Programing

**Dwight Tierney**, senior VP, administration, MTV Networks, New York, named senior VP, administration, Viacom networks group, which comprises Showtime/The Movie Channel and MTV Networks Inc.



Stump

**Ken Stump**, VP, videotape operations, Embassy, Los Angeles, named senior VP, production.

**Stan Brodsky**, associate producer, Radio City Music Hall Productions, New York, named director of television production.

**Robin Garb**, president, Ascension Artists Ltd., New York, joins Walt Disney Pictures there as VP, music, motion pictures and television.

**Scott Towle**, senior VP, Orion Television Syndication, named president of the Orion Home Entertainment Corp. division, succeeding **Jaime Kellner**, who recently joined 20th Century Fox Studios as president, Fox Television Network.

**John Figueroa**, VP, West Coast operations,

GalaVision, Los Angeles, named VP, marketing,

**Tony Guido**, VP, business affairs, original programming, Home Box Office, New York, joins Viacom Enterprises there as VP, business affairs.

**Donna Sessa**, president, Hidden Mill Associates, New York, joins Multimedia Entertainment there as VP, program marketing.

**Lezlee Chadda**, director of client services, Schoner Media Group, Washington-based advertising and public relations firm, and **Beth Mendelson**, director of communications, Schoner, have left to form Chadda Mendelson & Associates Inc., advertising and communications firm there, with Chadda as president and Mendelson as VP.

**Rick Pack**, chairman and president, Polo Group Ltd., sports event marketing company, joins Access Syndication, Greenwich, Conn., as VP, Eastern advertising sales.

**Kevin Rider**, director of program operations, United Stations Programming Network, New York, named VP, program operations.

**Norman Siderow**, director of program development, Harmony Gold, Los Angeles, named VP, development.

**Janet Yang**, president, World Entertainment, San Francisco, joins MCA Enterprises, Los Angeles, as director, Far East Operations.

**Patricia Goodrich**, from spot sales division, ABC Owned Television Stations, New York, named manager, affiliate relations, ABC Information Network.

**Gerard Farrell**, director of research, Paramount Pictures, Los Angeles, joins Group W Productions there as VP, sales research.

**David Knight**, producer, DIR Broadcasting, New York, named director of production. **Lauren Karasyk**, talent coordinator, *Almost Live with Richard Belzer*, DIR Broadcasting, named producer, *The American Eagle*.

**Scott Vaughn**, from Sunset Productions, Hollywood, joins KESQ-TV Palm Springs, Calif., as production manager.

**Brent Feulner**, manager of production and post production, Video West, Salt Lake City production company, named general manager.

**Michelle Clayton**, special projects producer, WTTW-TV Chicago, named director of special projects.

**Frank Biancuzzo**, news production and design manager, WSVN-TV Miami, named executive producer.

**Jeff Wyatt**, from WUSL-FM Philadelphia, joins KPWR(FM) Los Angeles, as program director.

**Mary Kay Johnson**, from River City Bank, Sacramento, Calif., joins KCRA-TV there as production manager.

**Nancy Kling**, graphic designer, WDIV(TV) Detroit, named to newly created position of graphics manager of programming.

**Perry Garner**, head of Garner Productions, Des Moines, Iowa, joins KDSM-TV there as production manager.

**Phil LoCascio**, program director, WYYY(FM) Syracuse, N.Y., joins WGCL(FM) Cleveland in same capacity.

**Keith Smith**, from KIOI(FM) San Francisco, joins KMEL(FM) there as production director.

**Thomas Twine**, from WCHV(AM) Charlottesville, Va., joins WINA(AM) there as afternoon personality.

## News and Public Affairs

Appointments. ABC News: **Rex Granum**, director, television news coverage, to Southern bureau chief, based in Atlanta, with responsibility for bureaus in Atlanta, Dallas, Miami, Central and Latin America, succeeding **Ray Nunn**, Southern bureau chief, who becomes senior producer, weekend news, New York; **Glenwood Branche**, Washington bureau producer, to bureau chief, newly created Philadelphia bureau; **Steve Lewis**, producer, *Nightline*, ABC News, named editorial producer, *Good Morning America*.

**John Edwards Hingsbergen**, from City of Cincinnati Office of Cable Communications, Cincinnati, joins WRRM(FM) there as news director.

**Stephen Butler**, from WCAU-TV Philadelphia, joins KYW(AM) there as news director.

**Emily Rose**, producer, *Business Morning*, CNN, Atlanta, named supervising producer, business news.

**Rick Snyder**, news director, WKPT-TV Kingsport, Tenn., and co-owned WEVU(TV) Fort Myers-Naples, Fla., joins KBAK-TV Bakersfield, Calif., as news director-anchor.

Appointments. Conus Communications, Washington: **Daniel J. O'Shea Jr.**, freelance photographer, Washington; **Plummer Y. Crawley III**, news producer, WRC-TV Washington; **Beth Slepp**, photographer, Capitol Broadcast News, Washington, and **Charles Voth**, photographer, Washington bureau, KUTV(TV) Salt Lake City, to photographers-editors; **Robert Harleston**, production assistant, ABC News, Washington; **Katherine Frost**, production assistant, ABC News, Washington, and **Carol Lin**, assignment editor, KCOP-TV Los Angeles, to field producers; **Michael McKee**, reporter, American Broadcast News, Washington, to bureau reporter, and **Laura Nichols**, secretary, NBC News, Washington, to office coordinator.

**Sasha Norkin**, producer, Seven Inside unit, WNEV-TV Boston, named executive producer, 6 p.m. news.

**Frank Seely**, from noncommercial KANU(FM) Lawrence, Kan., joins WTOL-TV Toledo, Ohio, as assignment editor.

**Marv Boone**, news director, WCMR(AM)-WFRN(FM) Elkhart, Ind., has formed Double M Productions, Elyria, Ohio, specializing in light news.

**Curran Snipes**, reporter, WFMV-TV Greensboro, N.C., joins KHOU-TV Houston as coastal bureau chief.

**Joe Dyer**, director of community affairs, KCBS-TV Los Angeles, named community affairs editor.

**M.J. McKittrick**, from Chronicle Broadcasting's WOWT(TV) Omaha, joins co-owned

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KAKE-TV Wichita, Kan., as medical reporter-weekend anchor.

**Brad Stauffer**, from WOI-TV Ames, Iowa, joins WIBW-TV Topeka, Kan., as assistant sports director.

**Mark McDonald**, reporter and weekend anchor, KHBS-TV Fort Smith, Ark., joins KOLR-TV Springfield, Mo., as reporter. **Ted Keller**, from WEAU-TV Eau Claire, Wis., joins KOLR-TV as chief meteorologist.

**Bernie Smilovitz**, sportscaster, WTTG(TV) Washington, joins WDIV(TV) Detroit as sportscaster.

**Gary Cohl**, sports director, WCBD-TV Charleston, S.C., joins WSOC-TV Charlotte, N.C., as sports reporter.

**Debra Darnell**, reporter, WHOI-TV Peoria, Ill., joins WRTV(TV) Indianapolis in same capacity.

Named reporters, KPNX-TV Phoenix: **Minerva Perez**, from KRLD-TV Dallas; **Cary Pfeffer**, from KTVK-TV Phoenix. and **Jeanine L'Ecu- yer**, from KTSP-TV Phoenix.

**Donna McNeely**, from KFVS-TV Cape Girardeau, Mo., joins KOLR-TV Springfield, Mo., as reporter.

## Technology

**Ricardo deBastos**, manager, general purpose communications satellites, astro-electronics division, RCA, East Windsor, N.J., named division VP, communications satellite programs.

**Albert Malang**, from RCA VideoDiscs, joins Porta Pattern, Los Angeles, television equipment manufacturer, as director of research and development.

**Richard Cassidy**, VP, engineering, National Public Radio, Washington, joins The Chesapeake Group, Chesapeake Beach, Md., as VP, responsible for company's marketing and sales efforts of broadcast products.

**Linda Fitzpatrick**, from Paramount Pictures, Los Angeles, joins California Video Center, post-production facility there, as traffic manager.

**Stephen Litwack**, treasurer, Arc-Finders Manufacturing, Rogers, Ark., joins Satellite Syndicated Systems, Tulsa, Okla., as corporate controller.

**Andrew Da Puzzo**, national marketing manager, audio products, Agfa-Gevaert, New York, named national marketing manager, video products. **Joseph Tibensky**, technical sales representative, Agfa-Gevaert, Dallas, named audio products manager, based in Te- terboro, N.J.

**Maureen Nappi**, director of computer graphics, VCA Teletronics, New York, leaves to form own computer graphics company, Maureen Nappi Inc., New York.

**Richard Joseph**, freelance sound track and record producer, joins MJI Broadcasting, New York, as chief engineer.

**John Buckett**, account manager, Scientific-Atlanta, Washington, named national sales manager, broadband communications division.

**Jonathan Lytle**, uplink engineer, American

Uplinks, Washington, and **Peter Macdonald**, microwave remote coordinator, KOMO-TV Seattle, join Conus Communications, Washington, as satellite uplink technicians.

**Mann Bush**, from General Cable Corp., Woodbridge, N.J., joins Jerrold division, General Instrument Corp., Englewood, Colo., as VP, sales, Western operations.

**Weldon Paulsen**, director of engineering, Montana Television Network, Billings, Mont., named VP.

**Mark McKeen**, production manager, KSDK-TV St. Louis, named manager of telecommunications.

**Steve Boucher**, from WDAY-AM-FM Fargo, N.D., joins WKIX(AM)-WYLT(FM) Raleigh, N.C., as chief engineer.

**Bob Lacy**, studio maintenance supervisor, KCBS-TV Los Angeles, named manager, technical facilities.

**David Ostmo**, news editor, KOTV(TV) Tulsa, Okla., joins noncommercial KXON-TV Claremore, Okla., as chief engineer.

## Promotion and PR

**Charles E. Mann Jr.**, managing editor, WBAL-TV Baltimore, joins Blakeslee-Lane, visual marketing and communications firm there, as manager, audio-visual and video services.

**Nancy Quigley**, assistant account executive, Brown Design & Promotion, Philadelphia, named account executive.

**Tony Perri**, anchor-producer, KFTY-TV Santa Rosa, Calif., joins Walt Disney Co., Anaheim, Calif., as video producer and publicist.

**Diane Digit**, senior press information writer, WABC-TV New York, joins WDVN-TV Washington as head of publicity.

**Jan Kramer**, director of creative services, Muzak, New York, joins WINS(AM) there as advertising and promotion manager.

**Sandi Davidson**, account executive, KCIK(TV) El Paso, named promotion director.

**Susan Namest**, public relations coordinator, WFMT(FM) Chicago, named public relations director.

**Jerry Johnson**, from KAYL-AM-FM Des Moines, Iowa, joins KDSM-TV there as assistant promotion director.

Elected directors, Southern California Cable Television Marketing Council, Pacific Palisades, Calif.: **Margaret Durborow**, United Cable Television, chairman; **Deborah Nicholson**, Group W Cable, VP; **Linda Belan**, Falcon Communications, VP; **Greg DePrez**, Group W Satellite Communications, secretary, and **Susan Packard**, Home Box Office, treasurer.

**Ruth Zimmer**, production manager, WKAB-TV Montgomery, Ala., joins WAKA(TV) Selma, Ala., as promotion manager.

**Dana Marshall**, account executive, Ruder, Finn & Rotman of California, Los Angeles, joins KKG(FM) there as director of promotion.

**Anne Standish**, marketing services manager, Tele-Communications Inc., Pittsburgh, joins WAMO-FM there as promotion director.

## Allied Fields



Jones

**Earl Jones**, executive VP and director, Grant Broadcasting System, Miami, resigns to form International Broadcast Systems, international consultant in station operations, based in Washington. **Sidney Shlenker**, chairman of Grant Broadcasting, is principal investor in new firm. Jones was founding partner of five TV's: KTXA-TV Dallas, KTXH-TV Houston, WBFS-TV Miami, WGBS-TV Philadelphia and WGBO-TV Chicago. KTXA-TV and KTXH-TV were sold to Gulf Broadcast for \$175 million in 1984, later sold to Taft.

**Donald Olson**, executive director, broadcast operations, Colony Communications, Providence, R.I., resigns March 15 to form EMC Associates, consulting firm specializing in electronic media.

**Beth Lawrence**, director of creative management, Grey Advertising, New York, and **Linda Sykes**, from SSC&B:Lintas, New York, join Jerry Fields Associates, advertising recruitment firm, New York, as VP's, creative search and placement division.

**Nelda Chambers**, VP, media director, Bozell, Jacobs, Kenyon & Eckhardt, Los Angeles, elected chairman of Radio Advertising Bureau's West Coast media director's advisory council.

**Madeline Simonetti**, VP, administration planning, media services division. Data Communications Corp., Memphis-based producer of Bias computer on-line traffic system for radio and television stations, named VP, customer service.

**Cynthia Brumfield**, director of research, National Cable Television Association, Washington, named acting VP, research and policy analysis.

## Deaths

**Paul Stewart**, 78, television director and screen actor, died of heart disease Feb. 17 at Cedars Sinai Medical Center, Los Angeles. He joined Orson Welles's Mercury Theater in 1938, where he directed and produced *War of the Worlds* broadcast, and later made film debut in Welles's *Citizen Kane*. He appeared in more than 20 films through 1978 and directed many television programs, beginning in mid-1950's with *The Twilight Zone* and *The Law Man*. He is survived by his wife, Peg.

**Howard da Silva**, 76, actor, director, producer and author, died of lymphoma Feb. 16 at his home in Ossining, N.Y. He began career as stage actor and in mid-1930's made film and network radio debuts. In addition to acting and directing on Broadway, he accumulated more than 40 film credits and appeared in dozens of television programs. Da Silva won Emmy Award in 1978 for role in *Verna: USO Girl*. He is survived by his wife, Nancy, two sons, three daughters and one grandchild.



## New Yorker Grant takes Hollywood

Sitting above the broad beach at Santa Monica, Calif., Merrill Grant looks like the consummate Californian. But the trim, tan looks belie the hard-core New Yorker inside.

"I have made living in California a nonoption," Grant declares flatly. "I don't mind commuting, but I *do* mind living in Los Angeles. I am based in New York, always have been and always will be."

Interviewed during a 10-day interlude at the Nathan Pritikin Center, a seaside fitness retreat visited by health-conscious executives, the chairman of Reeves Entertainment Group explains how he's kept loyalty to his home town from becoming a handicap. A central piece of evidence is his independent production company's highly successful CBS series, *Kate & Allie*, one of prime time's few New York-based programs, plus the long-running NBC sitcom *Gimme A Break*. In addition, Reeves has nine pilots in the network hopper for next fall and projects for cable and first-run syndication. This track record has given the New Yorker a high profile in a highly competitive, Hollywood-dominated environment.

"The driving engine of [the parent] Reeves Communications Corp. is now the entertainment group, which is highly profitable and successful," says Grant. "We're primarily interested now in development of prime time network comedy, but in all others as well, except for animation and mini-series."

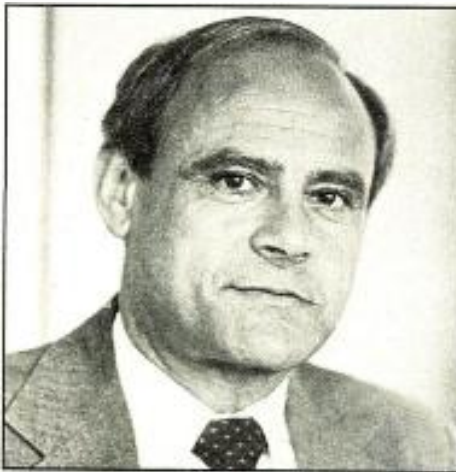
Earlier this year, Reeves entered a \$30-million, five-year agreement with the Coca-Cola Co. for development and distribution of future Reeves network prime time television series. The pact calls for distribution in the U.S. by Embassy Telecommunications and overseas by Columbia Pictures International, both units of Coca-Cola. (*Kate & Allie*, *That's Incredible!* and *Gimme A Break* will continue to be syndicated by MCA.)

In his position at the top of a rapidly growing entertainment business, Grant sees himself as "the creative traffic cop," offering what he concedes are "strong points of view on what will and won't work."

In the current season, Grant's pilot commitments are *Family Battle*, a Robert Klein vehicle for ABC; *Late Bloomer*, a *Kate & Allie* spin-off for CBS; *Puttin' On the Ritz*, a one-hour drama for CBS; a *Gimme A Break* spin-off for NBC, and an untitled taped sitcom for ABC. Three other half-hour comedies await pick-up.

Although Grant takes pride in his accomplishments, particularly his co-executive producer credit on *Kate & Allie*, the 53-year-old executive acknowledges that the road to prime time has been circuitous.

"The [television] industry has creative involvements that have always appealed to me," he says, recalling early ambitions. "I



MERRILL THEODORE GRANT, chairman, Reeves Entertainment Group; b. July 9, 1932, New York; BBA, College of the City of New York, 1953; MS, Columbia University, 1954, U.S. Army, 1954-56; with Benton & Bowles, 1956-69, rising to vice president, director of programing; senior vice president, director of radio and television, Grey Advertising, 1969-71; vice president, Viacom International, 1971-75; president, Don Kirshner Productions, 1975-77; president, Grant Case McGrath, 1977-79; president, Grant-Reeves Entertainment, 1979-84; current position since 1984; m. Barbara Fosner, May 24, 1961; children—Andrea, 18; Jonathon, 15.

thought it would be a good way to make a lot of money and there was a lot of glamour attached to it."

Grant's original career goal was media advertising, for which he prepared himself with undergraduate and graduate degrees plus an after-school job at Benton & Bowles. After serving a two-year hitch in the Army, Grant returned to the Manhattan agency and eventually rose to the position of director of programing, involved primarily with sponsored television shows.

"I enjoyed the fact that, at that time, advertisers and their agencies could affect what was going on the air," he remembers. "There was a sense of involvement and of being able to influence the medium. By dint of money and clout, an advertiser could get shows on the air."

Working with such clients as General Foods and Procter & Gamble, Grant was a force behind top-rated series of the day, including *The Dick Van Dyke Show*, *Mayberry RFD* and *The Danny Thomas Show*.

After 13 years with Benton & Bowles, Grant moved for two years to Grey Advertising. As executive vice president in charge of radio and television, he placed two of the last network barter shows, CBS's *Kid Talk* (for Block Drug) and ABC's *It Was A Very Good Year* (for Bristol-Myers).

Grant then accepted an invitation from Viacom International to develop programing to feed the distribution company's growing

video appetite, overseeing the creation of Don Kirshner's syndicated *Rock Concert*. Producer Kirshner soon started his own company, wooing Grant with a 30% ownership and the position of president. After getting Don Kirshner Productions off the ground, the executive signed on for two years as founding president of Grant Case McGrath, the production arm of the small Case McGrath ad agency. Although the division produced several profitable made-for-television movies and specials for various networks, Grant was still not in his element.

"I wanted to be in the series business," he emphasizes. "That's where the money, the fun and the real involvement in the medium are. But that was way beyond the scope of our company."

So in 1979 Grant hitched his wagon to the rising stars of Reeves Communications Corp. and its television production unit, The Alan Landsburg Co. It was a happy marriage and, after a string of successful network movies, specials and mini-series, Grant-Reeves Entertainment struck gold with ABC's *That's Incredible!* (now in syndication), *Gimme A Break* and *Kate & Allie*.

Last April, in a restructuring, Grant became chairman of the Reeves Entertainment Group, following Landsburg's exit to form a new company. President Richard Reisberg, formerly an executive with MGM/UA and Viacom, reports to Grant from Los Angeles, where most of the group's employes are based.

Although most of Reeves's development is taking place in network comedy and reality specials like *Life's Most Embarrassing Moments*, Grant emphasizes that it also expects to produce "four or five" made-for-television movies per year and is working with producers Ron Greenberg and Woody Fraser in daytime game show and reality program development. Reeves is also "very interested" in first-run syndication and cable barter (where it produces *The Fitness Magazine* and *In A Minute* for USA Network).

Asked to assess his own professional strengths, Grant cites an ability to attract strong creative talent to a company. "I'm personally interested in comedy, but I don't think of myself as a filmmaker or a comedy writer. On a conceptual level I express strong points of view, but I don't present myself as someone who on a daily basis has the expertise to affect the creative process."

Although he claims no outside interests beyond "bad tennis and reluctant jogging," Grant finds time to serve as a national director of the Foundation for the Joffrey Ballet and is on the board of trustees of the Berkshire Theatre Festival. Married, with two teen-age children, he lives in Scarsdale, N.Y., and escapes as often as possible to a second home in the Berkshire mountains, where he has access to over 100 video signals via a backyard satellite dish.

"I like to watch old movies and good comedies."

Shares of **CBS stock** had **sharp run-up on Friday**, closing at 138½, up 11¼ on New York Stock Exchange on more than double usual volume. William Lilley III, CBS senior vice president for corporate affairs, said: "We have been following the activity in the stock closely, but we know of no reason coincidental to the company's activity that would explain the recent activity in the stock." Rumors of active CBS buying by Lawrence and Zachary Fisher, New York-based real estate developers, which previously surfaced, and then died, last November, began circulating again two weeks ago. At that time another explanation for stock's volume was option trading. February options expired previous Friday. Also making rounds were other rumors suggesting buyers of stock or suitors for company.

**Supreme Court declined to review decision of U.S. Court of Appeals** in Washington affirming **Copyright Royalty Tribunal's distribution of cable copyright royalties** to so-called devotional claimants in 1979, 1980 and 1982. Christian Broadcasting Network, one of devotional claimants, appealed CRT's distributions for those years, charging that .35% share they were granted in 1979 and 1980 was

too low and that 1982 distribution proceeding in which they alone had burden of proving entitlement to share was unfair. CBN also charged that CRT has discriminated against devotional claimants in proceedings because of religious nature of programming. When appeals court upheld CRT, CBN petitioned Supreme Court. Claimants privately settled distribution of funds in 1978 and 1981.

**CBS Evening News with Dan Rather** took dive in ratings week ended Feb. 17 to make **evening news race** closer than it's been since April of 1982. **Evening News maintained lead, but just barely**, with 13.3/23, followed by **NBC Nightly News with Tom Brokaw**, with 13.2/23, and **ABC's World News Tonight**, which had 12.7/22.

**Sony** is apparently not going to let Ampex beat it to punch in digital video-recorder market. Sony announced late last Friday it would **introduce digital studio VTR at National Association of Broadcasters convention** in April. DVR-1000, it said, would be available in early 1987 at price that has yet to be set. Unlike Ampex's ACR-225 digital cart machine, which Ampex is introducing at NAB for delivery in 1987, Sony unit will employ 4:2:2 component format

## CBS, NBC tie in February sweeps

*ABC and CBS tied in Nielsen ratings for the February sweeps, the first time a tie has occurred, according to CBS research. For the Nielsen sweep period (Jan. 30-Feb. 26), the two networks had a 17.8/27. ABC trailed with a 15/23. Affiliates will be selling time on their schedules based on the February numbers through June.*

*The numbers represented a gain of 4% for NBC over its February 1985 finish with 17.1/26. CBS's finish was identical to its finish a year ago, and ABC was off from last year's 16.2/25 by 7%. NBC's finish was its fourth consecutive first-place showing in the quarterly sweeps, and its first February win since 1969, according to the network.*

*CBS and ABC also tied in the ratings for the Arbitron period (Jan. 29-Feb. 25). The Arbitron ratings are based on Nielsen NTI numbers, but the complete sweep results, and a demographic analysis, will not be ready for another month.*

*CBS owed its relative ratings success to a large degree to the performance of *Sins* (20.6/31), and the two-part *Blood and Orchids* (24.3/37). CBS promoted the latter presentation as a mini-series, but does not designate it as a mini-series because it only consisted of two parts. CBS also got good results out of *Child's Cry* on CBS Monday Night at the Movies (22.7/33) on Feb. 9, and *One Terrific Guy* on CBS Tuesday Night at the Movies (19.6/30). Additionally, *The Grammy Awards* (20.3/32) was the highest-rated special of the sweeps.*

*NBC's strength came from its regular schedule. According to NBC research, for regularly scheduled programming, including movies, NBC had a 17.7, compared to a 17.4/27 for CBS and a 15.1/23 for ABC. For regular schedules without movies, NBC had a 17.8/28, CBS had a 17/26 and ABC had a 14.6/23. CBS had nightly wins for 12 sweep nights while NBC took 11 nights and ABC had six nightly victories. Williams Rubens, NBC vice president for research, said the network was hit for pre-emptions due to White House press conferences or remarks by the President on three nights when it had particularly strong regularly scheduled programming.*

*In terms of the performance of its specially scheduled sweep programming, NBC enjoyed uncharacteristically high showings from theatrical movies, as did ABC. "Mr. Mom" on ABC had a 22.3/33, and "Officer and a Gentleman" had a 20.2/31. "We picked our spots," said Rubens of the scheduling of the theatricals which also included "Flashdance" (18/27) and "Annie" (19.3/28). In other programming, NBC's mini-series, Peter the Great, paled before *Sins* with its mark of 17.7/27. Rubens said scheduling of made-for-television movies is difficult against mini-series, something borne out by the numbers of "The Fifth Missile," which got a 14.7/22*

*opposite the first part of "Blood and Orchids."*

*It is based on its improvement from the November sweeps numbers, and the fourth quarter of 1985 in general, that CBS was claiming success. In the November 1985 sweeps, CBS finished with a 17.2/26, making its February numbers 3% better. NBC had an identical 17.8/27 in the November sweeps, and ABC was off 7% from its finish then.*

*Although he conceded that the chance of defeating NBC in household ratings for the broadcast season "are now zero," CBS/Broadcast Group research vice president David F. Poltrack said the network's showing in the sweeps was on track with where it wanted to be in preparation for the 1986-86 season. In preparing for the sweeps, CBS had not been prepared to concede the season, but said that realistically, it was setting itself up for next year's ratings race (BROADCASTING, Jan. 27).*

*Poltrack said the performance of CBS's regular schedule since the beginning of 1986 is up 5.5% over the performance of its schedule from the beginning of the season through the fourth quarter of 1985. NBC, meanwhile, is down 2% in comparing regular schedule ratings for those two periods. In terms of a difference in ratings points, Poltrack said CBS's regular schedule was behind NBC by an average of 1.8 points for the first part of the broadcast year, compared to being .6 points behind since January. In terms of how CBS has managed to improve its performance, it is most pleased with the addition of the Sunday Night Movie to its schedule.*

*In straight daytime ratings, CBS and ABC were tied with 6.7, and NBC 5.6; in common-time ratings, CBS had 7.6, ABC 7.1 and NBC 5.9. For late night, 11:30-12:30, NBC had 7.7, CBS 5.4 and ABC 4.2; from 12:30 a.m. to 1:30 a.m., NBC had 5.7, CBS had 4.6 and ABC had 4.1. In the morning ratings war (7-9 a.m.), NBC had 6.3, ABC 5.3 and CBS 3.1. And in evening news ratings, CBS had a 14.3, NBC had a 13.2 and ABC a 12.9.*

*The results also indicated a slight decline in HUT levels, three-network ratings and three-network shares. Poltrack said the ratings barometers have been up all season, so the slight decline was not noteworthy, especially considering the increase in the number of households that are now being reached.*

*In the 12 markets measured by Nielsen, NBC was first in eight—New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, Miami and Denver—and second in the other four—Washington, Dallas, Houston and San Francisco. In the Arbitron 12-market measurement, NBC was first or tied in six markets—New York, Los Angeles, Boston, Detroit, Miami and Washington (a tie)—and second in Chicago, Philadelphia, San Francisco, Dallas and Houston.*

recommended as international standard by CCIR. Ampex machine uses non-standard NTSC composite format. Sony VTR will feature 19mm cassette with maximum playtime of 76 minutes.

□  
**NBC** will debut *All Is Forgiven*, new half-hour comedy from producers of *Cheers* (Charles/Burrows/Charles Productions in association with Paramount Television) in two "sneak previews" before placing it at **9:30-10 p.m. on Saturday**, beginning on March 29. Previews will be March 20 and March 27 at 9:30-10 p.m. New show will replace *227*, which will return to schedule in May. Bess Armstrong stars as young career woman faced with a variety of problems including new marriage.

□  
Los Angeles-based **Prism Entertainment Corp.** has acquired **Fox-Lorber Associates** from co-owners David M. Fox and Richard Lorber for undisclosed amount of stock. Prism is publicly held home video distributor and acquisition of Fox/Lorber will give it foothold in television syndication business. Fox and Lorber will stay with company under long-term contracts.

□  
Beginning April 7, **ABC** will add half-hour version of *Lifestyles of the Rich and Famous* to weekday schedule at **11-11:30 p.m.** Television Program Enterprises had been selling show, reformatted version of hour-long weekly series, in syndication until recently. Clearances totalled approximately 15 markets before TPE decided to sell to network instead ("Syndication Marketplace," Feb. 24). Sale is for 10-week cycle of half-hour show, and for two more weeks of first-run episodes. Series will replace *Hot Streak* and go opposite *Wheel of Fortune* on NBC and first half-hour of *Price is Right* on CBS.

□  
**ESPN** announced last week that it was **increasing carriage fees 15%**—from 20 cents per subscriber per month to 23 cents—for affiliates whose contracts expire in 1986 and for new affiliates. Roger Werner, ESPN executive vice president, said increase would not result in commensurate increase in network's total revenues. Because it affects "very small number of total affiliates," he said, its impact on revenues will be "relatively insignificant." Based on ESPN's history of imposing incremental rate increases on affiliates, Werner said, ESPN expects latest one to cause few, if any, "affiliate defections." ESPN will release rate it will charge new and renewing affiliates in 1987 next fall. Werner couldn't say what it would be, but said it was unlikely it would be lower than 23 cents.

□  
Using lotteries, **FCC** has tentatively granted **multichannel multipoint distribution service** applications of Affiliated MDS Corp. and J. Hobart Wilson for Albany, N.Y.; Walter Communications and Lehigh Valley Mobile Telephone, Atlantic City; Lawrence N. Brandt and MDS Media Systems, Chattanooga; Thomas Glab and Charisma Telecasting, Colorado Springs; Contemporary Communications Corp. and Colony Productions, Columbia, S.C.; Line of Site Inc. and Multi-Micro (DBA), Daytona Beach, Fla.; Delta Band Services and Stella A. Pappas, Des Moines, Iowa; T/V Communications Associates and Red El Paso F Partnership, El Paso; Figgie Communications Inc. and T/V Communications Associates, Fort Wayne, Ind.; Liggett Broadcast Inc. and Baillon MDS Corp., Grand Rapids, Mich.; Microwave Video Services Inc. and Multi-Point Tele-Distributors Inc., Greenville, S.C.; Hubbard Broadcasting Inc. and Low-Power Technology Inc., Madison, Wis.; American Box Office Inc. and Red Mobile F Partnership, Mobile, Ala.; Jody Barnes and Kevin Rullman, New Haven, Conn.; Line of Site Inc. and MCI Telecommunications Corp., Omaha; Cox Cable Communications Inc. and Red Pensacola F Partnership, Pensacola, Fla.; Johnson Communications Corp. and Maxcell Telecom Plus Inc., Reno; Haddonfiled Wireless Co. and Stephanie Engstrom, Spokane, Wash.; Stephen Communications Inc. and Video/Multi-point, Stockton, Calif.; and Thomas Glab and Timm, B.F.J., Tallahassee, Fla.

□  
**Two-TV Casper, Wyo.** [ch. 2; ADI no. 180] will become **primary NBC affiliate**, effective Sept. 1. Harriscope Broadcasting Corp. station has been dual affiliate of NBC and ABC.



**Quello lobbies affiliates.** In closed session last week, FCC Commissioner James Quello reportedly urged government relations committee of ABC Television Affiliates Association to support FCC's "gutsy" package of legislative recommendations. Package recommends elimination of comparative renewal (BROADCASTING, Feb. 3). It also asks Congress to eliminate fairness doctrine, equal time and reasonable access provisions from Communications Act. "Get off your ass and sell something more important than broadcast time: sell full First Amendment freedoms for broadcasters." Quello is quoted as saying. "The FCC had enough guts to make the recommendations; now let's see if you can lobby your way out of a paper bag." Above (l-r): Quello; John Behnke, chairman of government relations committee and president and CEO of Fisher Broadcasting, and Wade Hargrove, association counsel.

Speaking before New York chapter of National Academy of Television Arts and Sciences last Wednesday (Feb. 26), **Stuart A. Hersch**, executive vice president and chief operating officer of **King World**, said: "We're not going to waste a lot of money or time" on **suit brought by Outlet Communications** alleging that King World engaged in "block booking" in its renewal negotiations for *Wheel of Fortune* on Outlet's WCPX-TV Orlando, Fla. (BROADCASTING, Feb. 17). There is "no difficulty in renewing shows separately," he said. Outlet suit charges that King World would only offer *Wheel of Fortune* for second year for package price that included two other shows. Hersch said Outlet President David E. Henderson was "trying to blame us for a bad business decision" that has left station "a poor third" in its market. Hersch also assured audience that "community of interests" involved in purchase and broadcasting of syndicated shows "have to be treated fairly" for syndication to work. Responding to question concerning rumors that King World is preparing to enter expanding **first-run, sitcom market**, Hersch said company is currently exploring two specific projects. Later he said both projects are from West Coast producer with network experience. King World is rumored to be working with Alan Landsberg Productions, which also produces King World's daily afternoon soap-opera strip, *True Confessions*, set to debut next fall. King World will not enter market until there is some shakeout among current batch of first-run, weekly sitcoms, he said. Hersch did not have warm words for attempts to integrate weekly shows into checkerboard for presentation during access. He said King World might attempt to produce strip, instead of weekly show. Earlier he told audience that King World would sell whatever property it brings out, on cash, or cash plus barter basis, because of company's present set-up and sales record. Hersch indicated **King World's next move in program distribution would be cartoons**. Specifically, he said any program would be in "soft animation" genre, and not in popular high-tech arena. Two of King World's offerings for next fall are now firm go's. Hersch said. **Rock n' Roll Evening News** is now in 90 markets covering 70% of country, and **True Confessions** is in 65 markets covering 58% of country.

□  
**NAB's Radio Audience Measurement Task Force** has extended its request for new audience measurement proposals to **March 21**. Task force is primarily interested in systems that are capable of developing, among other things, average quarter-hour listening estimates and cumes for local markets ("Riding Gain," Jan. 20). Original deadline had been Feb. 20.

# Editorials

## Historic rapprochement

Seven months and seven days after *Quincy-Turner*, the broadcasting and cable industries have effected a new must-carry agreement that could impart a degree of certainty to operators of the nation's television stations and enhanced dignity to the wiring nation. The deal has a way to go before becoming the law of the land, and may even then face court challenge. Nevertheless, in the final analysis, it deserves to carry the day.

What do broadcasters gain? First and foremost, a guarantee that they have a claim on up to one-quarter of the channel capacity of mature cable systems, and agreement that no cable system will charge a broadcaster for local carriage. On top of that, they lay to rest—hopefully, forever—the argument that the A-B switch is a way around must carry. And they establish as public policy the concept that qualified broadcasters are entitled to such carriage into the indefinite future, a principle that may loom even more importantly a decade from now.

What does cable gain? A must-carry rule far less onerous than that it has known for the last 14 years, requiring less carriage on an enforced basis than it likely would have given on its own. Plus editorial discretion to choose among channels when making must-carry decisions under an agreement that protects broadcasting, not broadcasters. Plus recognition that cable is a co-equal with broadcasting as a television medium. And perhaps most important, a guarantee that broadcasters will make peace on copyright, thus leaving the compulsory license cast in stone. Just being amenable to a must-carry deal buys cable a great store of good will on Capitol Hill.

□

Signatories to the deal so far include the National Cable Television Association, the Community Antenna Television Association, the Television Operators Caucus, the National Association of Broadcasters and the Association of Independent Television Stations. Not yet aboard is public broadcasting, which is expected to seek an inclusion of its own, as may others in the industry. Happily, there is ample time—before the final filing in late March—for all and sundry to evaluate the proposal carefully and, hopefully, to come to the same enthusiasm held by the negotiators.

Whether the FCC can be moved to that point is not as clear. Chairman Mark Fowler, taking an absolutist position on the First Amendment, wants no part of what he considers a reregulatory plot. Dennis Patrick is considered to be with him on that principle, while James Quello and Mimi Dawson appear more flexible. A formidable player in the final stages will be the Congress, which punted this political football to the FCC in the first place and won't take kindly to seeing the ball punted back.

□

The present agreement has many parents, but none played more conspicuous roles than the TOC's William Schwartz (Cox Broadcasting) and NCTA President James Mooney. By common consent of the other parties, those two wrestled the critical issues to the ground while the others gave them room. If not a textbook case in how to run a negotiation it was at least an admirable demonstration of getting things done.

One participant has called must carry the last major issue dividing broadcasters from cable. If that is so, this agreement could mark the beginning of a new amity between those industries, and even of a new reciprocity and respect that will redound to the benefit of both commerce and country. Not a moment too soon.

## Living by the clock

Russia's all-purpose interviewee was given seven minutes of ABC-TV time to appraise Ronald Reagan's speech on defense last Wednesday night. It would have been news if he hadn't found fault with it. The White House reacted with alarm that the Russian had been given air time at all.

The view at this distance from the scenes of action is that less was there than met the eye and ear. Maybe, as Richard Wald, ABC News senior vice president, said later. Vladimir Posner, who speaks the Kremlin line in idiomatic American, was given too much time. Maybe, as a reading of the transcript suggests. David Brinkley's questions were softer than they could have been. The core problem was that ABC News was filling time to compensate for an unexpectedly short Reagan speech before coming up on 9 p.m. and the dropping of the first chemise on *Dynasty*.

If there is a lesson here, it is that producers of live news programs in which time elements can change must be at least as alert to content as to the clock. Posner's observations, no matter what Brinkley's questions, could have been written in advance by any ABC journalist who is familiar with recent Kremlin utterances. If a program element had to be stretched to fill time, all kinds of ABC correspondents were ready to extend their reporting.

Here endeth the first lesson of television journalism.

## Seeing is believing

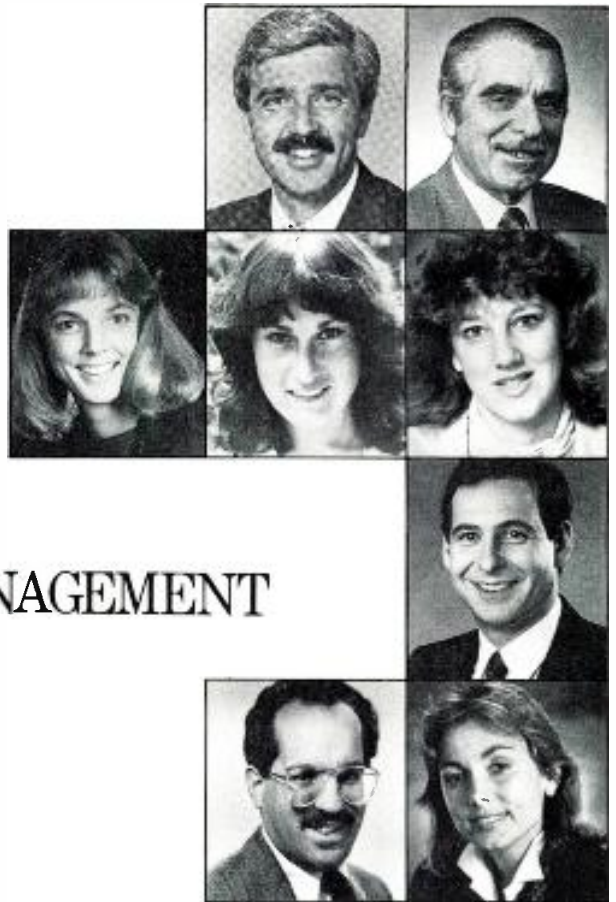
The fall of Ferdinand Marcos and the rise of a new Philippine president, Corazon Aquino, may represent the culmination of the electronic media's greatest role in the selection of a political leader since the Kennedy-Nixon debates of 1960.

Talk of television's shaping of events or of its manipulation by the parties involved misses the mark. That television was a powerful instrument in the unfolding story in the Philippines is undeniable. But what television did, as only the technology of television could do, was to show a mass audience exactly what was happening as it happened. As in its coverage of the Vietnam war, by showing the moving (in both senses of that word) pictures of the major players, the crowds, the violence, television made witnesses of us all. What several thousand words of printed copy can say about a story tomorrow, the electronic eye can show today, with an immediacy that can touch hearts and minds.

The power of television journalism, and the responsibility that power entails, has never been more apparent.



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