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Broadcasting Nov 24

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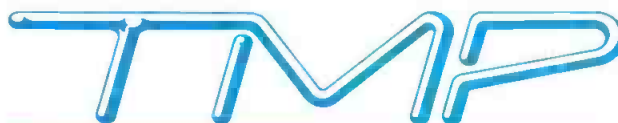
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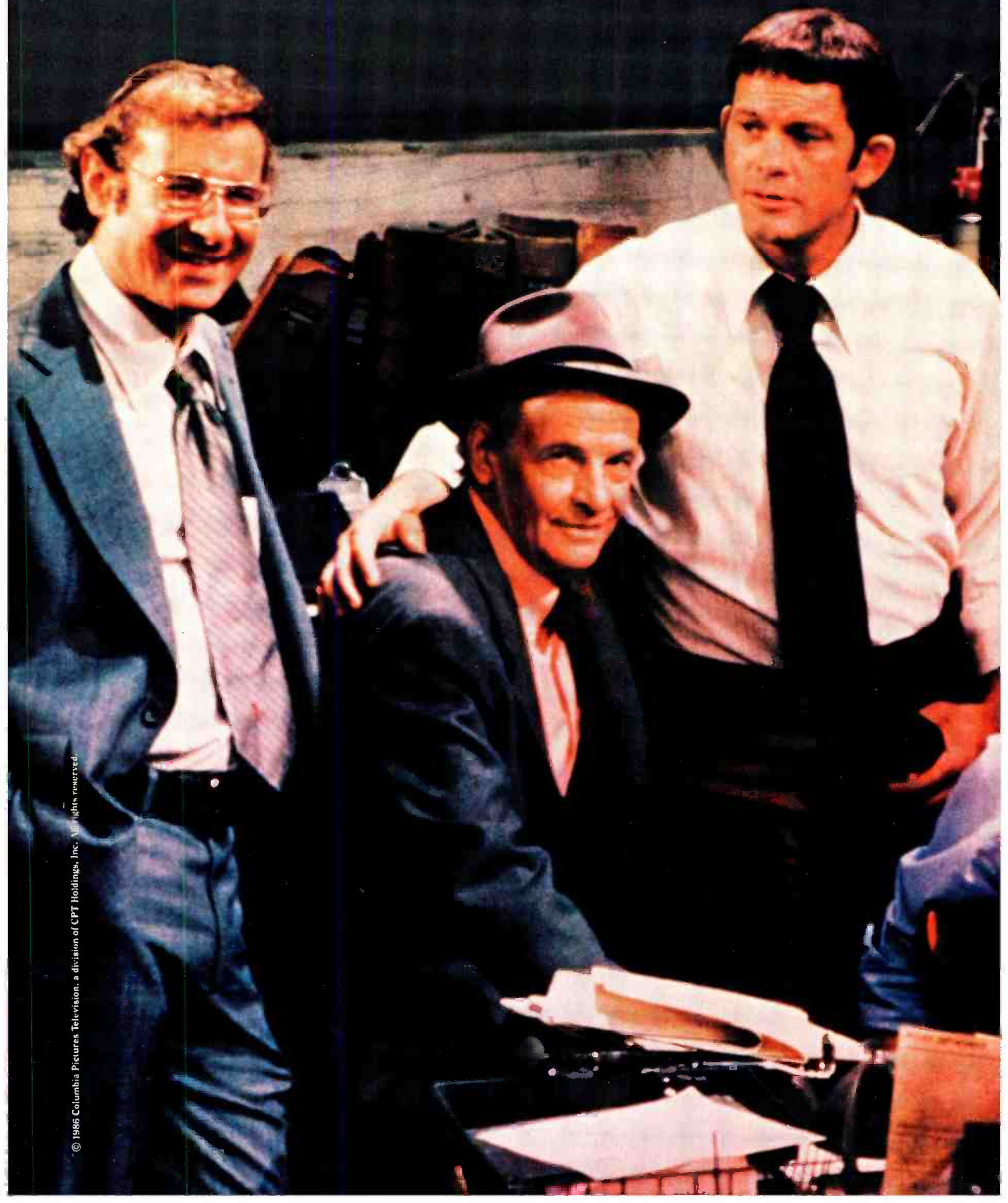
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Broadcasting **Nov 24**

The shape of the TV trading market TVX Corp. buys Taft stations for \$240 million A split decision from the FEC □ TVB coverage

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#1 HOME
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ANNOUNCES A
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EDDIE**

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- ★ Games, Prizes, Free Gifts And Fun!

**CRAZY
EDDIE**

Power struggle

Question of who will chair Senate Communications Subcommittee when Congress reconvenes next year may prove moot. Latest report out of Senate is that subcommittee may not exist at all. Senator Ernest Hollings (D-S.C.), who chairs parent Commerce Committee, is said to be seeking waiver of Senate rules so that he may head both Communications Subcommittee and Appropriations subcommittee with jurisdiction over FCC. But senator's request is meeting resistance, and there is speculation that Hollings may try to dismantle Communications Subcommittee and handle telecommunications issues in full committee. If that fails, Senator Daniel Inouye (D-Hawaii) who has seniority to assume Communications Subcommittee chairmanship is expected to take post. Conjecture is that Inouye could be moving force behind effort to block Hollings.

Money motive

News that WABC-TV New York will move *World News Tonight with Peter Jennings* from 7-7:30 p.m. to 6:30-7 to open 7-8 for access programming (BROADCASTING, Nov. 17) has excited syndicators' hopes of trend. Lorimar-Telepictures, for one, is stumping for updated version of *Truth or Consequences*. According to syndication executives, opening of hour of access on affiliates stands to grow in acceptance as stations face downturn in broadcasting economy. Purpose of advancing national newscasts to create extra half-hour during access is to increase revenue potential of station.

Pinch

Independent television business was abuzz last week with talk that high-flying Milt Grant was encountering rough air. As of Friday, month-long meetings between Grant—who operates independent television stations in Miami, Philadelphia and Chicago—and major syndicators had still not reached accord on how to ease program payments of Grant's three stations. Initial business plan for company indicated revenue next year would increase by 45%, and, in 1988, by 33%, targets that company officials now say won't likely be met. Grant canceled planned budget meeting at Miami headquarters on Friday afternoon to meet with other major creditors, represented by Drexel Burnham Lambert, which sold

high-yield securities Grant used to acquire stations. Refinancing proposal to lengthen or otherwise ease interest payments was expected to emerge.

Soft spot

Year-long doldrums for national spot radio sales will continue through fourth quarter and into first quarter next year, according to many rep executives. Radio Expenditure Reports, which collects financial data each month from rep companies, shows spot revenues from January through October up only 1.8% over same period last year to \$756,680,100. Rep-generated business for entire year is expected to finish about 1% ahead of 1985's total of \$900,954,900. Rep community, however, is not taking soft spot advertising conditions lying down. Station Representatives Association's National Radio Marketing Group, along with its newly formed spot radio task force, is looking to implement major marketing "action" plan promoting spot radio among advertisers, agencies.

Landau lookout

White House is letting it be known it was disappointed that Sonia Landau, controversial former chairman of Corporation for Public Broadcasting, had decided not to seek reappointment to that post, but says it will endeavor to appoint others who share her views—particularly on subjects of objectivity and balance in public broadcast programming. Still other administration sources say there was no chance President would actually reappoint her to post requiring Senate confirmation, and that they are on lookout for one that doesn't.

Coming attractions

Overall attendance at National Association of Broadcasters winter joint-board of directors meeting in new and posh hotel on beach at Laguna Niguel, Calif., on Feb. 2-6 could reach well over 200. That figure includes 69-member board whose spouses usually attend, NAB's senior staff and support staff (approximately 15), some of whom also take spouses. Also contributing to high attendance will be two-day congressional seminar held prior to official business of board. NAB expects at least 14 congressmen to participate in seminar (some of them also bringing spouses), and NAB is inviting representatives of major broadcast groups to seminar.

Day and date

CBS plans March 1987 launch of new daytime serial, *The Bold and The Beautiful*. As reported earlier, executive producer is William Bell. He has named Gale Kobe to produce new serial, which will be launched as half-hour. Kobe is former actress (she appeared on prime time serial, *Peyton Place*) and more recently was executive producer of CBS's *Guiding Light*. No decision yet on where program will fit in schedule. Weakest link in CBS's daytime serial block is network's youngest soap, *Capitol*, and executives at network are concerned about its performance but hope not to have to have to cancel it.

Cloud watch

United States Satellite Broadcasting, direct broadcast satellite subsidiary of Hubbard Broadcasting, is confident FCC will remove ambiguities from DBS rules at open meeting tomorrow (Nov. 25), making clear that DBS operators can use transponders for services other than direct-to-home satellite broadcasting until that market develops. USSB had sought ruling, feeling it was needed to mitigate risks of building and launching DBS satellites and attract investors and financing.

Step one

Search is on for new president of noncommercial WNET(TV) New York to succeed Jay Iselin who will resign effective June 30, 1987 (BROADCASTING, Oct. 20). WNET(TV) board has set up committee, which is interviewing headhunter firms. Committee is headed by Frank Stanton, president emeritus of CBS Inc., and includes William Ellinghaus, WNET chairman and former chairman, AT&T; Alfred Stern, chairman of board of Public Broadcasting Service; Joan Ganz Cooney, president, Children's Television Workshop; Henry Kravis, of Kohlberg, Kravis, Roberts, and John Elliott Jr., chairman emeritus, Ogilvy & Mather. Resumes are to be submitted to Gary Knell, vice president and general counsel, but candidates' names are off limits.

George Miles, who joined station as vice president-chief operating officer in April 1984 to solve station's financial problems, reportedly has done well, and Ellinghaus said he will be considered for job. There is industry speculation, however, that Miles lacks right money connections.

Music over there

Europe may be about to get its MTV. Agreement was reached last Tuesday (Nov. 18) to take the 24-hour rock video channel to European cable systems by satellite in 1987, according to New York-based MTV Networks.

The joint venture will link MTV Networks and its parent, Viacom International, with British publishing magnate Robert Maxwell and the UK's largest telecommunications firm, British Telecom.

While MTV spokesmen had few specifics to discuss last week—a London press conference was in the works for this Tuesday (Nov. 25)—the network did indicate it would attempt to tailor the program to European audiences, particularly the continent's elusive 16-24 youth market, by using European on-air "video jockeys" and operating staff.

MTV will face stiff competition from Rupert Murdoch's three-year-old Sky Channel satellite-to-cable service and from the new satellite Superchannel, to be launched next January with a mix of British programming and music videos.

According to Kenneth F. Gorman, executive vice president of Viacom International, the company had been "exploring opportunities" to expand MTV for some time and felt it had now found the "right players" to

make its move into Europe.

Gorman told BROADCASTING discussions had already commenced with European cable centers, including Belgium, Holland and France, although no international advertisers have yet been approached on time sales. Gorman said he was not up to date on other aspects of the venture, such as program rights and satellite transponder arrangements.

Viacom and Maxwell are not strangers to each other. Maxwell's Mirror Group owns the UK's largest cable TV operation (seven systems) and contracts out its management to Viacom. The two are also partners in the British cable movie channel, Premiere, launched two years ago by Viacom and a consortium of Hollywood film studios and later merged with Maxwell's Mirrorvision pay cable channel.

One key concern last week was whether the new MTV network would be able to arrange the same kind of music video exclusivity that helped boost its U.S. cable audience to more than 30 million.

Although European TV services have to date reportedly not been offered exclusive rights for music videos by the producing record companies, Gorman told BROADCASTING the European MTV network, as part of its "competitive posture," will hold a combi-

nation of both open and exclusive rights on videos.

Murdoch's Sky Channel, broadcasting on an 18-hour day, airs more than 40 hours of music videos a week on average and reaches an estimated 7.2 million homes in 16 European countries (plus an additional 12.5 million homes in Europe and Canada through its separately distributed Sky Trax music video service).

And there is a second major music video satellite channel, Music Box, with a European audience estimated at more than five million. That service is to be absorbed into the new Superchannel satellite venture, and will provide some 10 hours of music videos each day for the next three years.

Because both Sky and Superchannel, as well as a dozen other private and noncommercial TV services, are carried on Eutelsat's ECS-1 satellite, the choice of satellite and transponder will also be of considerable importance for MTV.

While there was no confirmation from the three parties, one London source said MTV will probably end up on Europe's other broadcast satellite, Intelsat V, which now carries CNN and a handful of film and sports channels. If so, Intelsat V's smaller base among European cable operators could slow the service's spread.

Like love and marriage

Bill Daniels, chairman of Daniels & Associates, believes that all professional sports, faced with inexorably rising costs, will eventually migrate to cable.

In a press release announcing that the National Basketball Association had approved his purchase of a minority interest in the NBA's Los Angeles Lakers, Daniels said: "I believe that the growth of professional sports in the future will be inextricably linked with cable television, and it is exciting from a personal standpoint to be deeply involved in both industries."

Daniels is one of the driving forces behind the cable operators' current effort to bring some National Football League games to cable next season.

What's cable's cut?

Paul Kagan Associates Inc. is forecasting rapid growth in home shopping services and sales over the next five years. In 1986, the 13 million homes receiving a home shopping service will purchase an average of \$30 in merchandise, generating total sales of \$450 million. In 1991, 85 million homes will receive a service. And, with the average home spending \$85, the total home shopping take will be more than \$7.2 billion.

Back to the future

Unlike some other basic cable programers, Black Entertainment Television President Bob Johnson still believes that cable's future



STRIP SEARCH?

YOUR SEARCH IS OVER!

TALES FROM T



**AVAILABLE NOW FOR
FALL '87 START**

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



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

independents and affiliates in markets of every size.

- 92 half hours for stripping, including 22 brand new episodes for 1987-88.
- Masterful stories by such writers as Stephen King, George A. Romero and

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- Appealing cash-barter options provide maximum flexibility for stations.

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Chicago, IL 60611
(312) 943-0707

lies not in mimicking broadcasting and offering mass-appeal programming, but in narrowcasting.

In a speech before the Adcraft Club of Detroit, Johnson urged advertising agencies to "keep the faith" in cable as a narrowcasting medium, even though cable programmers haven't.

"Somehow, we lost faith in what basic cable television is all about, and we started defining our existence on the basis of the almighty household numbers," Johnson said. "We took this course probably because the is what you and your clients are most comfortable with and because we felt that in order to be successful, we had to imitate the broadcasters. So now we have household numbers, and we argue over whether our ratings are 0.7's or 0.9's or whether the sampling methodology accurately measures cable viewership. In my opinion, this is the wrong way to buy or sell basic cable."

Over the past several years, Johnson said, "we forgot that narrowcasting does not necessarily mean small when you are talking about targeting 26 million black Americans, that specialized audience programming does not imply limited reach when you talk about 22.3 million adults who annually attend events in the performing arts."

(Johnson's BET is a 24-hour-a-day basic cable service aimed primarily at those 26 million black Americans.)

"Advertisers can help basic cable target that selective viewer by stimulating program diversity rather than forcing basic cable into becoming network clones or into resurrecting failed or discarded network programming simply to get numbers," he

said. "Advertisers can help cable reach that highly mobile and selective viewer and increase the efficiency and effectiveness of the advertiser's dollar by helping to develop audience- and demographic-specific programming and commercials that won't fall prey to zipping and zapping."

Johnson said that the "days of mass appeal programming" are numbered. "The networks' share of viewing in prime time television is down from 87% in 1979-80 to less than 73% today." On the other hand, he said, "audience fragmentation, due to the availability and expansion of alternative delivery technology, is here to stay."

Reassignment reaction

Noncommercial KBDI-TV Broomfield, Colo., has launched a major offensive against United Cable of Colorado. The public station is waging a public campaign against United's decision to move KBDI-TV (ch. 12) from its current position on the system's ch. 12 to ch. 42. (The change was scheduled to take effect yesterday, Nov. 23). United serves approximately 140,000 subscribers in the Denver area.

"United Cable is picking on the smallest kid on the block; it's like David being kicked in the gut by Goliath," said KBDI-TV general manager, Ted Krichels, in a press release the station is circulating. "The only recourse we have is to fight this publicly," Krichels told BROADCASTING. The station has attracted the attention of the local media; both the *The Denver Post* and *Rocky Mountain News* carried stories addressing the issue. In addition, it has been airing a spot urging its

viewers to write or call the cable system and will send a mailing to its members on the subject.

But the public broadcaster's campaign has not persuaded United Cable. "The decision's done," said Jim Dovey, president and general manager of United Cable of Colorado. Furthermore, the cable operator pointed out that the station was not being eliminated from the lineup, only shifted to another position. He noted that KBDI-TV is one of two public stations carried on the system.

Dovey said that United moved KBDI-TV so it could carry CNN and CNN Headline News next to each other. (Under the system's channel realignment plan, no other broadcast signals would be reassigned.) He said the cable services were carried next to each other on channels 23 and 24 and were moved to the lower band where viewership is heavier. "I understand their [the station's] point of view, but we have to represent the subscribers and to give them the best lineup." People, Dovey maintained, buy cable to watch cable services rather than broadcast stations, particularly in those markets where broadcast signals are readily available. He noted that United received a "few letters and a number of calls." However, he said, "about 50% of those calls were from people who weren't cable subscribers and not even in our franchise area." The station's campaign, Dovey added, has resulted in "more a case of confusion than a big uproar."

KBDI-TV is not the first broadcaster to protest channel realignment. The Association of Independent Television Stations has raised strong objections to the practice (BROADCASTING, Oct. 27). Krichels claims that the move will "demote public television" and make it "extremely difficult to attract new viewers." He said that channels on the upper band are "seldom watched."

HBO specials

Moonlighting star Bruce Willis will headline two original comedy specials for HBO next year, including a "comedy-music documentary," now in production in Los Angeles. The first special features the 31-year-old Willis as fictional musician Bruno Radolini and includes "celebrity interviews" and a concert with Willis and his band at the Hollywood Palace. Also, on Dec. 27, HBO will air a one-time-only, 70-minute special called *Barbra Streisand: One Voice*, which HBO said is Streisand's "first full-length concert on TV in 20 years."

JWT leaves Showtime

J. Walter Thompson/USA has resigned the Showtime/Movie Channel account, which is reported to bill about \$4 million. JWT said it would continue to provide service to Showtime for the next 90 days.

Hit avails

Hit Video USA announced that the live, 24-hour music video network is now offering its cable TV affiliates four minutes of local commercial availabilities per hour, effective last week. Dean Thomas, senior vice president, affiliate relations, said that the four minutes amount to a 50% increase in the total commercial inventory of eight minutes per hour.

Broadcasting

The Newsweekly of the Fifth Estate

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Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes

(required) No

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place most recent label here

**First It Was
A Network Hit.**

**Next It Was
A Strip Success.**

**Then It Became
A First Run
Winner.**

Now It's Ready



To Work For You!

**100 Half-Hours
Available
For Fall '88!**

It's a Living

**Proven On
The Network!**

Proven As A Strip!

Proven In First-Run!

LORIMAR-Telepictures™

The New King of Comedy



TELEVISION

Glidden Paint □ One-week campaign is in development stages to run during first quarter of 1987 in about 100 markets throughout U.S. Commercials are planned to run in fringe, prime and prime-access times. Target: adults, 25-

54. Agency Meldrum & Fewsmith, Cleveland.

Metro Area Pittsburgh Dodge Dealers

□ In unusual approach to auto dealer advertising, client has created image-building campaign focusing on Pittsburgh community projects in flights

running in January and February. Commercials will be carried in all dayparts. Target: men, 25-49. Agency: Blair/BBDO, Rochester, N.Y.

Paddington □ Company's Cinzano Asti Spumonte began pre-holiday push for sparkling wine in campaign that started last week in eight to 10 major markets. Commercials will run in prime and prime access times. Target: adults, 21-34. Agency: Berenter, Greenhouse & Webster, New York.

Advantage

By the numbers. Almost \$400 million was spent by more than 300 advertisers on barter/syndication advertising during the first nine months of 1986, according to a study issued last week by Broadcast Advertisers Reports. BAR's latest National Syndicated TV study, which monitored national commercial activity in 158 satellite-distributed syndicated programs, shows that 302 advertisers invested \$388,826,000 for 27,616 announcements for 1,295 different products over the nine months. For the third quarter of the year only, advertising expenditures totaled \$129,236,000, down from a first-quarter high of \$137,858,000. In the first nine months, the top five shows in terms of estimated revenues, BAR said, were *Wheel of Fortune*, \$27,525,950; *Entertainment Tonight/This Week*, \$25,150,500; *Fame*, \$24,600,000; *Solid Gold*, 19,058,500; *Star Search*, \$16, 887,100. The top five advertisers during the nine-month period, according to BAR, were Procter & Gamble, \$40,152,350; Philip Morris, \$27,251,950; RJR Nabisco, \$15,944,550; Mars, \$11,836,200 and Kellogg, \$11,718,900.

□

Dropping in. Media Drop-In Productions, Fort Worth, believes that next hot television commercial format will be corporate-sponsored vignettes (CSV's). Steve Saferin, president of MDI, says that when 30-second commercial is broadcast during 60-second pod also containing vignettes, there will be clear advantage—"people watch them." Since January, Drop-In has produced 45, 30-second CSV'S of "Willie Nelson's True Tales of Texas," bartered for Wrangler Jeans; 45 episodes of "Darrell Royal's Playbook" of football segments sponsored by Budweiser through DMB&B; "Liberty Tribute" radio CSV's sold directly to stations and just-completed radio series, "Roger Miller Country Music Storybook," available for corporate sponsorship. Media Drop-In has been concentrating its distribution in Texas but intends to go national in 1987.

□

Settlement. National Advertising Division of Council of Better Business Bureaus reports that six challenges to national advertising, including two carried on television, were resolved during October. In both TV cases, challenges were settled when advertisers agreed to revise commercials. Complaints involved Kimberly-Clark Corp.'s Kleenex and Huggies Diapers and Minnetonka Inc.'s Check-Up tooth gel.

□

Contraceptives okayed. Center for Population Options, Washington, reported last week that national survey shows that 14 of 16 television stations that had carried contraceptive commercials would carry them again. Other two stations said they would like to review commercials again before giving decision. Currently, ABC, CBS and NBC do not accept contraceptive product advertising but some of their affiliates have accepted such commercials.

□

Homespun wisdom. Litton Microwave Cooking Products is launching three-network television campaign this week using emotional approach to position Litton as leader in microwave industry. Commercial was produced in eight different small towns and illustrates 20-year history of Litton microwaves by showing various uses of product—in restaurant, at high school and at Legion Hall. Commercial, targeted to adults, 18 and older, will run in daytime and prime positions. Agency is Carmichael-Lynch, Minneapolis.

□

On the move. American Greetings Corp., Cleveland-based greeting card manufacturer, has dropped its associations with Young & Rubicam and DDB Needham Worldwide and has made "informal" approach to J. Walter Thompson to handle its advertising business. American had been with DDB for six years before moving most of its business to Y&R last year. According to Jody Roberts, American's marketing communications manager, the move was not prompted by disaffection for either company, but because JWT submitted a proposal that "better suited" her company's needs.

RADIO

United Negro College Fund □ One-week flight to encourage contributions to UNCF will be conducted in last week of December in about 20 major markets. Commercials will be presented in all dayparts. Target: adult blacks, 25 and older. Agency: Vince Cullers Advertising, Chicago.

Firestone Batteries □ Advertiser is preparing first quarter 1987 flight to run six to seven weeks in seven markets, including Chicago, Denver and Philadelphia. Commercials will be carried in drive periods. Target: men, 18-49. Agency: Stern Advertising, Pepper Pike, Ohio.

Osterman's Jewelers □ Pre-Christmas advertising push will be implemented in early December for two weeks in about 20 markets. Commercials will be slotted in all dayparts. Target: adults, 25-54. Agency: Stone August & Co.,

Rep Report

WNUV-TV Baltimore: To Katz Independent Television from Independent Television Sales.

□

WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL(AM)-WSSL(FM) Greenville-Spartanburg, S.C.: To Torbet from Eastman.

□

WKJN(FM) Baton Rouge, La.: To Blair Radio from Eastman.

□

KODI(AM)-KOOZ(FM) Great Falls, Mont.: To Republic Radio from Weiss & Powell.

□

WDMT(FM) Cleveland: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

KEBE(AM)-KOOT(FM) Tyler, Tex.: To Republic Radio from Riley Representatives.

Warner Bros. commitment

to supply the very best
features continues with

TV4



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

Birmingham, Mich.

Linblad Travel □ Company specializing in exotic cruises makes its first major use of radio on stations in New York area, starting in late November and continuing for three weeks. Campaign will roll out to West Coast markets in California and Arizona in December. Commercials will run in drive periods and on weekends. Target: adults, 25-54. Agency: Davidoff & Partners, Fairfield, Conn.

Jewel Box □ Chain of jewelry stores will launch pre-Christmas effort this week for six weeks in about 25 markets. Commercials will be scheduled in all dayparts. Target: adults, 18-49. Agency:

May Partners, Seattle.

RADIO & TV

Jacobson Stores □ Retail apparel chain will stage one-week flight, starting Nov. 30, in eight radio markets, including Tampa, Orlando and Jacksonville, all Florida, and in Detroit on television. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Simons Michelson & Zieve, Troy, Mich.

CABLE

DeMert & Dougherty □ Company's HEET gas line additive products will be promoted on The Weather Channel this

Some lenders give you static.



We communicate clearly.

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We have been serving the broadcast industry for years.
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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.

"Firm"
GO
January '87!

ALREADY SOLD IN 9 OF THE TOP 10 MARKETS!

After only two weeks of selling, ValueTelevision is a firm "GO" with stations in 9 of the top 10 markets, plus these additional bluechip broadcasters.

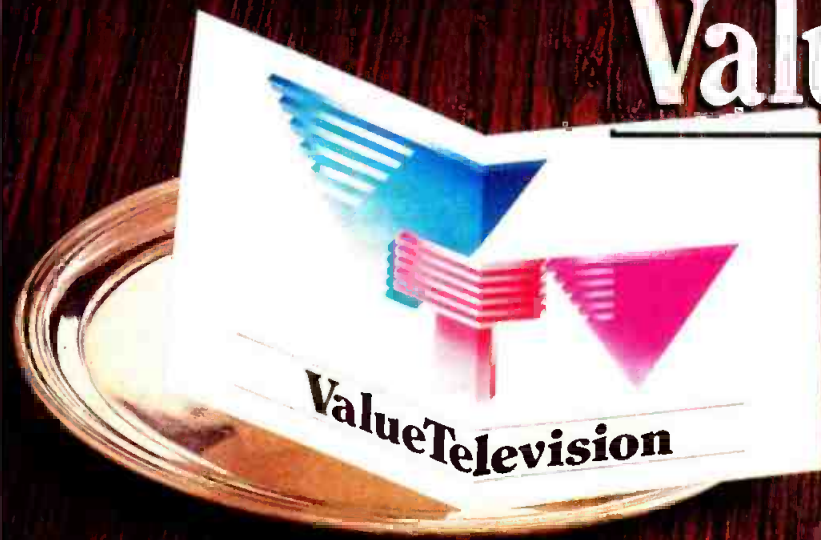
WAGA Atlanta
KQVR Sacramento
KOIN Portland
WITI Milwaukee
WCPO Cincinnati

WDSU New Orleans
WHAS Louisville
KOAT Albuquerque
KVVU Las Vegas
And many more...

Lock up the VTV franchise in your market!

ValueTelevision

Quality Television
Has Come To Home Shopping.



LORIMAR-Telepictures



HORN &
HARDART

winter, starting in November and appearing when severely cold temperatures hit particular sections of

country. "Cold Wave Alerts" will identify HEET as supplier and will be accompanied by 30-second commercial

for one of its products. Commercials will appear in all time slots. Agency: Keroff & Rosenberg, Chicago.

Monday Memo

A cable television network commentary from Laurence Rebich, VP-marketing, Lifetime, New York

Cable network strategy: define a need and fill it

To attract an audience and benefit advertisers, cable television networks must differentiate themselves from broadcast television. They must present a clear statement of what they are and to whom they appeal. A single programming and marketing identity is essential.

For example, in the past, a large and homogeneous women's audience was easy to reach with television, especially in daytime. Today it is much tougher to reach women with television. In particular, marketers are concerned about reaching mid-to-up-scale women with children at home, who are becoming increasingly light viewers.

The women's labor force numbers just under 50 million today. Almost two-thirds of women 18-54 work, and half of all mothers with children under 4 work outside the home. Despite increasing time devoted to work, women are far more likely to be in charge of households than previously, and they retain most of the responsibility for raising, managing and nurturing their families.

What this means is that women are very busy. As a practical matter, they have much less time for passive television viewing and are more discriminating in what they watch. The viewing decision is much more deliberate. They want more value from television viewing whether they are seeking information relevant to their day-to-day activities or simple entertainment.

The irony of this situation is that just as women are becoming harder to reach, their attractiveness to marketers is growing. Women are becoming more crucial to the success of many products.

Auto makers are diverting dollars from men's sports and applying them to shows that skew to women. Financial services and insurance companies, seeking to enlarge their customer base, are creating special campaigns that address women. Travel marketers are focusing more on women business travelers. Surprisingly, even breweries are moving funds into programs designed to appeal to women. Closer to home, cable operators are becoming aware that many women are responsible for the cable subscription retention decision month in and month out.

These developments have left advertisers in a quandary. The days of the simple national media buy are over. And this raises a question: How do advertisers deal with these new media realities.



Laurence E. Rebich has been vice president of marketing of Lifetime, New York, since July 1984. Prior to that he was with Group W Satellite Communications as vice president of marketing of its Satellite NewsChannels and vice president of marketing and sales promotion for the Nashville Network. Before joining the cable television industry he served as manager of passenger marketing at TWA.

The shrewdest of marketers are working much harder at targeting their products. They are adopting advertising strategies that are segmented and personal to relate the message to the audience. They are becoming as intuitive as they are pragmatic when it comes to reaching women.

As women's lives have changed and as marketing strategies are changing, media are changing as well, to reflect the segmented and personal approach. Over the years, we've seen this happen with magazines and with radio. Now it is happening with television.

Television is evolving from a household medium to a personal medium. Nearly six out of 10 households have at least two television sets and 19% have three or more. The number of multiset households is growing.

Ad-supported, basic cable networks have risen to serve the new media realities. Today we have targeted and personal networks that serve men, teen-agers, children and women. Marketers now have their choice of a 24-hour network for women that features the selling power of television with the targetability and environment of women's maga-

zines. The advent of hybrid television vehicles for women is a direct result of the profound changes in women's life styles and the concurrent demands on their time.

Viewers will not go out of their way to find programming, so cable networks must make viewers aware of what they offer by creating and maintaining an image. There should be a consistent image from daypart to daypart. Establishing an ingrained perception of a network and fulfilling viewer expectations are the keys to successful cable programming. Audiences must have one consistent expectation of a cable network which is fulfilled *every time* they tune in.

It has always been important for television networks to identify audience niches. In the early 1960's ABC identified with sports and with younger, urban audiences. CBS was dominant among older, more rural viewers. CBS also built a strong identification with news. NBC has recently reversed its fortunes by targeting and reaching a younger audience. MTV has teen-agers, Nickelodeon targets to children, ESPN to men and Lifetime to women.

If cable is to succeed in generating *substantial* revenues, it must compete effectively in prime time, where the greatest revenues are available. However, prime time programming successes are rare. The broadcast networks generally offer something for everyone, and the competition for prime time audiences is intense. It will take several years for cable networks to generate substantial prime time audiences. In the meantime, other dayparts must be the revenue engines. Although prime time offers various kinds of shows, broadcast networks tend to mimic one another, creating opportunities for programming alternatives. For example, the variety show format is not being used. There are opportunities in presenting familiar programming forms with unique "hooks" that are targeted to specific audience groups.

Cable networks that put all of their emphasis on a particular segment cannot market their audience to advertisers in the traditional manner, solely by the number of eyeballs pointed at the screen. More is required. Vertically targeted networks must feature a promotional sell that includes selective narrow-casting, merchandising support, and longer-form commercials and infomercials.

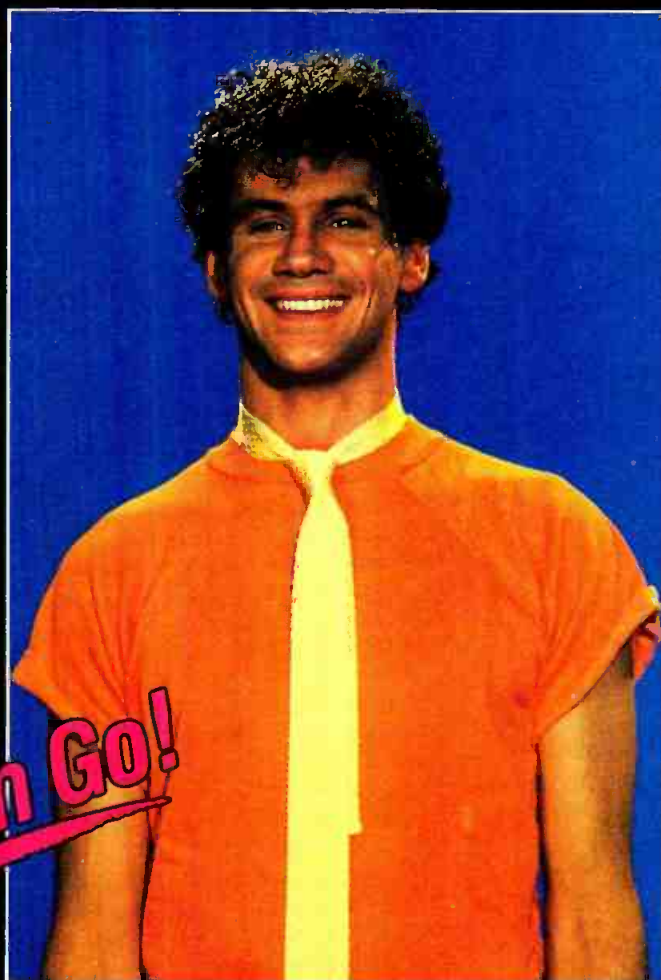
It is vital to maintain programming that is clearly targeted to an identifiable audience and not to deviate from that strategy.

A cable network's energies should be directed to providing a consistent alternative for a well defined audience group, providing a choice when it requires it.

Back in production

*We Got
it Made*

Thank you to the NBC Station Group for selecting us for your access checkerboard.



A Firm Go!

**THE HALF
ACTION/ADVENTURE
BACK IN**

PROVEN

**"SEA
HUNT"**

A diver in a dark wetsuit and scuba gear is swimming underwater. The water is a deep blue-green color. The diver is positioned in the middle-right of the frame, facing towards the left. The background shows some underwater vegetation and a rocky seabed.

**1 HOUR
ALTERNATIVES ARE
PRODUCTION.**

WINNERS

**“RAT
PATROL”**

MGM UA
MGM UA Television Syndication

Datebook

This week

Nov. 24—Presentation of International Emmy Awards, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton, New York. Information: (212) 308-7540.

Nov. 24—"Children and BBC Television," symposium sponsored by *Library of Congress*. Mary Pickford Theater. Washington. Information: (202) 287-5677.

Nov. 25—"The Investigative Reporter in a Closed Society," symposium sponsored by *Library of Congress*. Mary Pickford Theater. Library of Congress, (202) 287-5677.

Nov. 25—*International Radio and Television Society* newsmaker luncheon, featuring retired Chief Justice Warren Burger. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Nov. 25**—"... And Now the News: Is Network News in Trouble?" panel sponsored by *Columbia Journalism Alumni* for annual fall meeting. McGraw-Hill building, New York.

Nov. 29—Broadcast/entertainment seminar for students and investors, sponsored by *Gemini Productions Corp.*, Olathe, Kan. Hyatt Regency-Crown Center. Kansas City, Kan. Information: (913) 829-6600.

December

Dec. 1—Deadline for entries in 12th annual National Commendation Awards, for the "positive and realistic

■ Indicates new entry

portrayal of women in all media forms," sponsored by *American Women in Radio and Television*. Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, 20036; (202) 429-5102.

Dec. 1-2—Annual World Telecommunications Conference, sponsored by *Financial Times*. Intercontinental hotel, London. Information: (01) 621-1355.

Dec. 1-5—Video Expo Orlando '86, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 1-5—*World Association for Christian Communication, North American Broadcast Section*. 17th annual conference. Royce Resort hotel, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 1-19—"Retrospective of 50 Years of BBC Programs," three-week program sponsored by *Library of Congress*. Mary Pickford Theater, Library of Congress,

Washington. Information: (202) 287-5677.

■ **Dec. 2**—Promotional exchange, "to share success stories," held in conjunction with Western Cable Show, "PX" sponsored by *Cable Television Administration and Marketing Society's Rocky Mountain chapter and Western Regional Marketing Committee*. Marriott hotel, Anaheim, Calif.

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel, Columbus, Ohio.

Dec. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ismail Merchant, producer, Merchant Ivory Productions, on "Adventures of an Independent Filmmaker. How 'A Room with a View' Happened." Copacabana, New York. Information: (212) 765-2758.

■ **Dec. 3**—*Illinois Broadcasters Association* college seminar. Bradley University, Peoria, Ill.

Dec. 3-5—Western Cable Show, sponsored by *Califor-*

Major Meetings

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

Jan. 7-11, 1987—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

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

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

Feb. 19-21, 1987—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 25-28, 1987—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 28-31, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 1991.

March 29-31, 1987—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

April 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

April 21-27, 1987—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 26-29, 1987—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 26-29, 1987—*Public Broadcasting Service/ National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

April 29-May 3, 1987—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

May 17-20, 1987—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

May 17-20, 1987—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 31-June 2, 1987—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 9-11, 1987—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13, 1987—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14, 1987—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

Aug. 16-19, 1987—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

Aug. 30-Sept. 1, 1987—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

Sept. 1-4, 1987—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

Sept. 9-12, 1987—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

Oct. 30-Nov. 4, 1987—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

■ **Nov. 11-13, 1987**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

New Class A Winner



Continental's Type 814B 4.3 kW FM Transmitter uses the Type 802A Exciter to deliver a crisp, clean signal.

With an output of 4,300 watts, it has plenty of power reserve for Class A operation on a 2-bay antenna system. It's solid-state except for one 4CX3500A Tetrode in the final amplifier. A built-in harmonic filter is just one of many outstanding operating benefits. For a brochure, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM, FM antennas, studio & RF equipment ©1986 Continental Electronics/6213



QUALITY SHOWS!

A lot of people are trying to get into the comedy business, but not all sitcoms are created equal. In a season filled with new first-run comedies, only the best rise to the top. And this season, the best is from Lorimar-Telepictures, *The New King of Comedy*. With network budgets, network producers, network casts and network production, it's no wonder that our extra quality shows in the ratings.

PROGRAM	HOUSEHOLD RATING
<i>It's A Living</i>	5.6
Small Wonder	5.6
<i>Mama's Family</i>	5.5
<i>One Big Family</i>	5.4
Throb	5.2
What's Happening Now ...	4.8
New Gidget	4.8
Ted Knight Show	4.1
What A Country	4.0
Check It Out	2.7

It's a Living

A Witt-Thomas
Production

MAMA'S
FAMILY

A Joe Hamilton
Production

One Big Family

A Witt-Thomas
Production

And Coming For Fall '87 - Suddenly Sheriff.

LORIMAR-Telepictures™

The New King of Comedy

via Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

Dec. 4-7—Sixth annual National Video Festival, sponsored by *Sony Corp. of America* and presented by *American Film Institute*. Themes: TV and video sound—regional styles. Los Angeles campus, AFI. Information: (213) 856-7787.

Dec. 5—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, (818) 769-4313.

Dec. 6—"An Introduction to Community Access Television," orientation session sponsored by *Chicago Access Corp.* CAC, Chicago. Information: (312) 294-0400.

Dec. 7-8—*NBC-TV* midseason promotion executives conference. Contemporary hotel, Orlando, Fla.

Dec. 8—Deadline for entries in *International Television Association's* 19th annual Video Festival. Information: ITVA, 6311 North O'Connor Road, #110, Irving, Tex., 75039; (214) 869-1112.

Dec. 8-10—Eighth annual *National Media Conference and Public Relations Forum*. Theme: "New Directions." Participants include Jeff Greenfield, ABC News; Bill Kurtis, CBS News; Oprah Winfrey, syndicated talk show host; Bruce Christensen, president, PBS, and Charles Gingold, Lifetime Cable Network. New York Hilton, New York. Information: Ghislaine Darden, (212) 819-9310.

Dec. 8-11—"Convergence: An International Forum on the Moving Image," biennial event organized by *Le Forum Video de Montreal*. Sheraton Center, Montreal. Information: (514) 283-8309 or (212) 595-2452.

Dec. 9—Presentation of second annual Nancy Susan Reynolds Award for "sexual responsibility in television," sponsored by *Center for Population Options*. Beverly Wilshire, Los Angeles.

Dec. 9—"Intellectual Property Rights and the Electronic Media," program sponsored by *American Bar Association section of Patent, Trademark & Copyright Law*. Washington Marriott, Washington.

Dec. 9-10—*NBC-TV* local news promotion workshop.

Contemporary hotel, Orlando, Fla.

Dec. 10—*Washington Metropolitan Cable Club* and *Women in Cable, Washington chapter*, holiday celebration. National Press Club, Washington.

Dec. 10—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

Dec. 11—*Advertising Club of Greater Boston* "brown-bagger workshop" for those interested in advertising career. Ad Club-Boston. Information: (617) 262-1100.

Dec. 11—*Women in Cable, Southern California chapter*, panel on career goals. Embassy Suites hotel, Los Angeles.

Dec. 11-12—*Federal Communications Bar Association and Practising Law Institute* fifth annual conference, "Telecommunications: Competition and Deregulation after the AT&T Divestiture." Sheraton Washington hotel, Washington. Information: (212) 765-5700.

Dec. 13—"Influences on the Range and Quality of Television Programming," seminar sponsored by *University of Southern California's Annenberg School of Communications and American Film Institute*. Campus of AFI, Los Angeles.

Dec. 15—Deadline for entries in second annual International Computer Animation competition, sponsored by *National Computer Graphics Association*. Information: (703) 698-9600.

Dec. 15—Deadline for entries in *National Educational Film & Video Festival*, for "innovative educational productions designed for schools, universities, broadcast, cable television, instructional television, corporations, hospitals, libraries, museums and home video." Information: (415) 465-6885.

Dec. 15-16—"The Promise of High-Definition Television," sponsored by *Annenberg School of Communications, Washington Program*. Willard hotel, Washington. Information: (202) 393-7100.

Dec. 16—*Federal Communications Bar Association* luncheon, "The McLaughlin Group: Media Style." Panelists: Paul Harris, *Variety*; Tack Nail, *TV Digest*; Penny Pagano, *Los Angeles Times*, and Don West, *Broadcasting*. Washington Marriott, Washington.

Dec. 16—Conference for journalists, "Trade and Protectionism: Prospects and Problems," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Dec. 17-18—Conference for journalists, "The Economic Outlook for 1987," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Dec. 18—"An Introduction to Community Access Television," orientation session sponsored by *Chicago Access Corp.* CAC, Chicago. Information: (312) 294-0400.

Dec. 18—*International Radio and Television Society* Christmas benefit, featuring entertainer Chaka Khan. Waldorf-Astoria, New York.

Dec. 20—Deadline for entries in film and video festival sponsored by *Council on Foundations*. Entries must have received full or partial funding from private, community or corporate grantmaker. Information COF, 1828 L Street, N.W., Washington, 20036-5168; (202) 466-6512.

January, 1987

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

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

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

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

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

Jan. 13—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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

Jan. 14—*Association of Independent Television Stations and NATPE International* first-run syndication promotion event, to be held during annual Television Critics Association press tour. Los Angeles. Information: INTV, (202) 8871970.

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

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

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

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

Jan. 15—Deadline for entries in American Film & Video Festival, program of *Educational Film Library Association*. Festival is dedicated to "promoting awareness of



"NO!!!"



They one!

#1 in New York (WNYW) Sat. 7-7:30 PM – beats
It's A Living.

#1 in Washington (WTTG) Sat. 7:30-8 PM – beats
What's Happening Now!! and Mama's Family.

#1 in Chicago among independents (WFLD)
Sat. 6:30-7 PM.

#1 in San Francisco among independents
(KTVU) Sun. 11:30 PM-12 M.

#1 in Detroit among independents (WKBD)
Sat. 11-11:30 PM.

#1 in Cleveland among independents (WUAB)
Sun. 4:30-5 PM.

#1 in Houston among independents (KRIV) Sat.
5:30-6 PM and #1 overall in W 18-49 and total women!

#1 in Tampa among independents (WFTS) Sun.
6:30-7 PM.*

#1 in Cincinnati among independents (WXIX)
Sat. 7-7:30 PM and #1 overall in W 18-49.



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the wide range of film and video product available for sale to rental to nontheatrical media community." Information: Sandy Mandelberger. (212) 227-5599.

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

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

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

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

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

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

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

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

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

■ **Jan. 30**—Deadline for entries in 19th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial and Robert F. Kennedy Journalism Awards Committee*. Information: Sue Vogelsinger, (202) 333-1880.

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

February, 1987

■ **Feb. 1**—Deadline for entries in *American Bar Association's Gavel Awards*. Information: (312) 988-6137.

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

■ **Feb. 2**—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: (617) 876-6620.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 3—*West Virginia Broadcasters Association* sales seminar. Marshall University student center, Huntington, W. Va. Information: (304) 344-3798.

Feb. 3-4—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

Feb. 4—*West Virginia Broadcasters Association* sales seminar. West Virginia University's Erickson Alumni Center, Morgantown, W. Va. Information: (304) 344-3798.

Feb. 5—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco.

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

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

Feb. 15-17—*Louisiana Association of Broadcasters*



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Not only is *Small Wonder* the number one first-run sitcom, it also towers over all other weekly syndicated half-hours.*

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#1 in Philadelphia (WTAF) in W 18-34 and W 18-49.

#1 in San Francisco (KTVU) in W 18-34, W 18-49 and W 25-54.

#1 in Detroit (WJBK) in W 18-34.

#1 in Boston (WCVB).

#1 in Houston (KRIV) in W 18-34, W 18-49 and W 25-54.

#1 in Miami among independents (WCIX).

#1 in Minneapolis (KARE).

#1 in St. Louis among independents (KPLR) and in W 18-34.

#1 in Hartford among independents (WTXX).**

#1 in Baltimore (WBAL) in W 18-34, W 18-49 and W 25-54.



Small Wonder, a joint venture of the New Program Group and MPC Producers, Inc. Produced by MVP Video Productions, Inc.

*Year 3
already in production!*



Source: NSI/Cassandra (**ARB/SQAD-APOLLO) 10/86.
* - NTR/FWSDN, 10 weeks ending 11/9/86. Subject to the limitations of the methodologies employed.
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annual convention. Westin Canal Place hotel, New Orleans.

Feb. 15-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 16-22—Video Expo San Francisco '87, sponsored by *Knowledge Industry Publications*. Civic Auditorium, San Francisco. Information: (914) 328-9157.

Feb. 17-18—*California Broadcasters Association* government relations conference. Hilton hotel, Sacramento. Information: (914) 444-2237.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 18—Deadline for entries in Roy W. Howard Award for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 18-20—The Texas Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-20—Forum '86, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.

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

Feb. 19—Deadline for entries in Edward Willis Scripps Award, for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 19-21—*Howard University's School of Communications'* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

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

Feb. 23-25—Annual *National Association of Broadcasters* state leadership conference, formerly called state association presidents and executive directors conference. J.W. Marriott, Washington. Information: (202) 429-5310.

Feb. 23-25—*Kentucky Broadcasters Association* trip to Washington for NAB's annual state leadership conference (see item above).

Feb. 24-25—*Association of National Advertisers* television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.

Feb. 25—*National Press Foundation* awards dinner, featuring presentation of fourth annual Sol Taishoff Award to Robert MacNeil and James Lehrer of PBS's *MacNeil/Lehrer NewsHour*. Sheraton Washington hotel, Washington.

Feb. 25-26—*Illinois Broadcasters Association* Washington trip. J.W. Marriott, Washington.

Feb. 28-March 2—*Association of Film Commissioners* second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in conjunction with American Film Market, Feb. 26-March 6. Beverly Hilton, Los Angeles. Information: (213) 275-3400.

March, 1987

March 2-3—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of Capcities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

Information: (202) 635-5600.

March 2-4—SPACE/STTI convention, sponsored by *Satellite Television Industry Association*. Bally's, Las Vegas. Information: (703) 549-6990.

March 5—*International Radio and Television Society* annual Gold Medal banquet. Waldorf-Astoria, New York.

March 5—*Television Bureau of Advertising* regional sales training conference. Dutch Americana, Orlando, Fla. Information: (212) 486-1111.

March 6—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

March 6-8—Sixth annual *Northern California Radio-Television News Directors Association* convention and awards. LeBaron hotel, San Jose, Calif. Information: Darryl Compton, KRON-TV San Francisco, (415) 561-8760.

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

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

March 15-16—*West Virginia Broadcasters Association* spring meeting. West Virginia Marriott hotel, Charleston, W. Va.

March 17—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

March 19—*Television Bureau of Advertising* regional sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

March 20-22—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—*National Computer Graphics Association*

CONNECTICUT'S

SHARE

WTNH 24

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WVIT 14

New Leader!

WTNH 8

NEW HAVEN/HARTFORD

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SOURCE: OCT., 1986 ARB



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M*A*S*H



ation Graphics '87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

March 24—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon. Waldorf-Astoria, New York.

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

March 24—*Television Bureau of Advertising* regional sales training conference. Meriden, San Francisco. Information: (212) 486-1111.

■ **March 25**—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

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

■ **March 25-29**—"Television and the New Video Technologies," sponsored by *Popular Culture Association*. Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

March 26—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles. Information: (212) 486-1111.

March 27—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Hyatt Regency hotel, Washington. Information: Lynne Taylor. (202) 463-8970.

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

March 30-April 1—Council on Foundations 38th annual conference, including film and video festival. Atlanta. Information: (202) 466-6512.

March 31—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

April, 1987

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

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

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

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

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

April 15—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 422-0185.

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

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

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

the common good. They can be and are found in all ranks of the FCC and elsewhere in government.—*Shawn M. Sheehan, vice president/Washington, Tribune Broadcasting Co.*

AM stereo believer

EDITOR: Recently, I purchased a new 1987 Dodge K sedan. One of the options that came with the car was an AM stereo/FM stereo radio, equipped with Motorola's C-Quam AM stereo system.

Having never heard AM stereo before, and with the help of WNNR(AM) in Hamden, Conn., just north of New Haven, I got the chance to hear this new technology on the air. In the time it takes the receiver to lock onto the stereo signal, usually two to three seconds, you go from hearing the basic monaural sound that most of us are accustomed to, to a distinctive stereo sound that we've only been able to hear on FM. Even when driving home at 2:30 in the morning, clear channel stations like WHAS(AM) Louisville, Ky., sound quite impressive.

If AM radio needs a good shot in the arm, AM stereo is the way to go. If only the FCC could choose the standard between Motorola and Kahn. Unfortunately, like the World Series, the loser will suffer from the defeat, and the winner will reap the reward.

The technology is there. The AM industry needs AM stereo bad if it is to be more competitive with its arch rival, FM. When the standard is chosen, and more AM'ers jump on the bandwagon, AM radio will really be music to your ears.—*Philip J. Zocco, engineering, WTNH-TV New Haven, Conn.*

Better than rating

EDITOR: I have been general manager of KCOH(AM) Houston for more than 10 years, and I have never seen KCOH listed within the top 10 stations of any survey report put out by Arbitron or Birch.

In a recently concluded "Top Jock" contest held citywide and sponsored by the *Houston Chronicle*, Michael Harris, an air personality at KCOH, received more votes than any other air personality, or team, and was declared the first-place winner from more than 132,000 ballots cast. Only ballots clipped from the *Houston Chronicle* were eligible.

Among several personal prizes awarded to Michael Harris, the *Houston Chronicle* donated \$10,000 to KCOH's and Michael Harris's favorite charity, SHAPE (Self-Help for African People Through Education) Community Center.

Stations that participated in the contest usually appear in the top 10 in the ARB and Birch reports, year in and year out.

When will the advertising community realize that a station's involvement in community affairs and activities speaks louder than the rating systems?—*Mike Petrizzo, executive vice president/general manager, KCOH (AM) Houston.*



More on Moscow

EDITOR: May I offer a history-clarifying point to your item in the Nov. 3 "Closed Circuit" which mentioned a past episode of American radio stations' airing Radio Moscow programing?

The series you mentioned on the Gordon McLendon stations actually originated with WBT in Charlotte and was the brainchild of Charles Crutchfield, the now retired president of our company.

The program combined Radio Moscow excerpts and analysis/rebuttal by WBT's public affairs staffers, Alan Newcomb and Rupert Gillett. The broadcasts aired for about six years and were syndicated for part of that time on many stations, including some of the McLendon group, and given free to Latin American countries via shortwave. In 1960 Radio Moscow received several honors including the Sigma Delta Chi Award for distinguished public service. It also received the George Washington Honor Medal in 1960 from the Freedoms Foundation, and in 1961 the *TV/Radio Mirror* Award for the "Most Original Program on Radio."

Instead of being dropped because of specific ratings, the program's demise was caused by a temporary de-escalation of the propaganda rhetoric that characterized the cold war in the first half of the '60's.—*John Edgerton, vice president/administration, Jefferson-Pilot Communications Co., Charlotte, N.C.*

Editor's note. Leonard Marks, the former director of

the U.S. Information Agency who as a communications lawyer represented Gordon McLendon, was source of "Closed Circuit" in question. His recollection is consistent with Edgerton's account, with one exception. He recalls McLendon saying poor ratings were a prime factor in his decision to cancel the program.

In praise of better bureaucrats

EDITOR: The excellent Nov. 10 "Closeup" of Jim McKinney highlighting his contributions to the FCC is well deserved and of value to broadcasters in helping to understand how issues take shape.

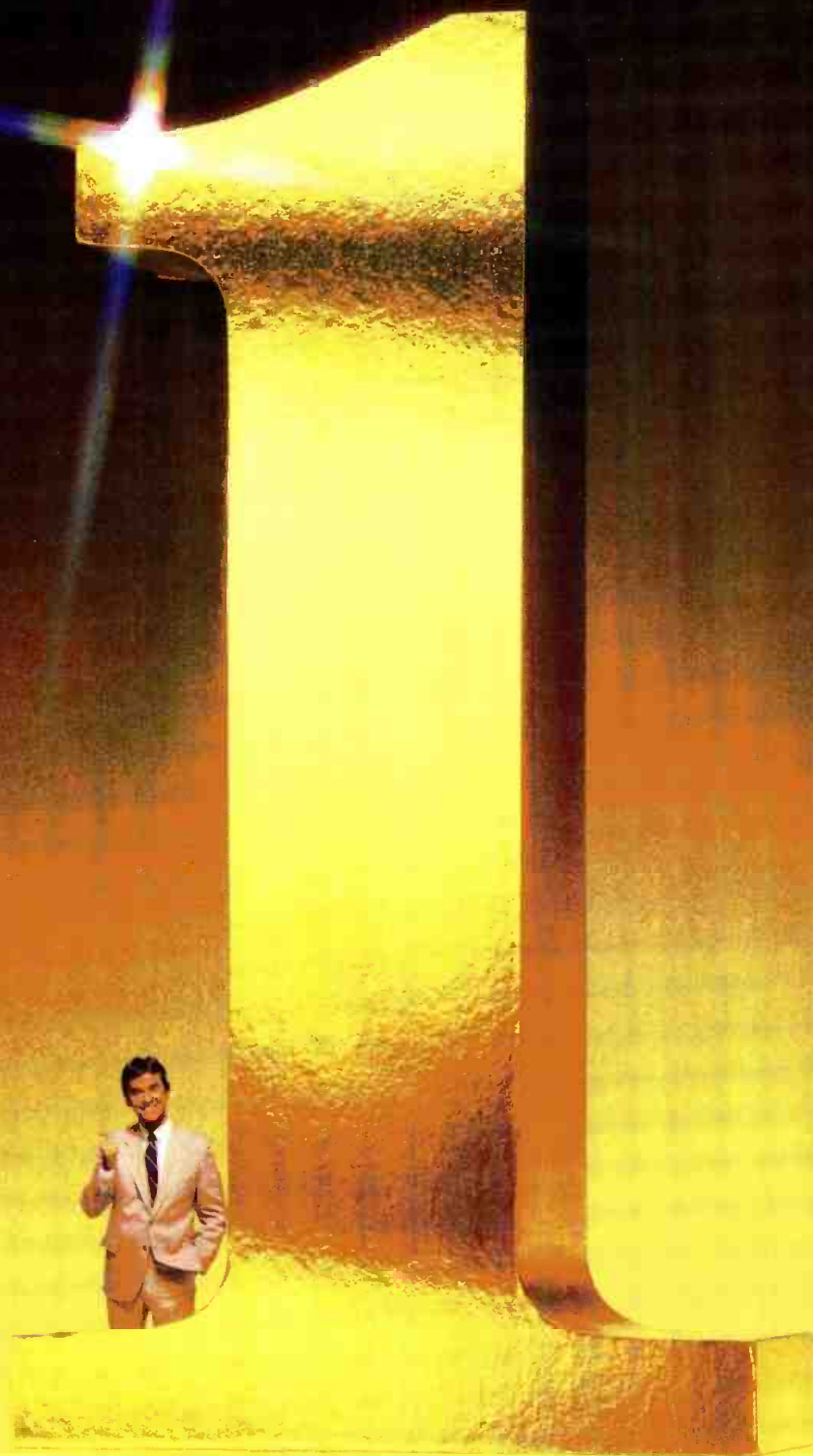
It also dispels the cliché of government bureaucrat.

A few weeks back BROADCASTING'S "Fifth Estater" profiled FCC General Counsel Jack Smith, a similarly highly qualified and experienced public servant.

I find it ironic that a new trend appears to be in vogue blaming the ills of our economy on the lethargic stewardship of big business as recently asserted by both Commerce Secretary Malcolm Baldrige and the architect of tax reform, Deputy Treasury Secretary Richard Darman.

In the not-too-distant past, so-called "faceless bureaucrats" bore the ceaseless brunt of unattributable accusations.

The McKinney piece, in particular, should be a shot in the arm for the overwhelming majority of government employees who have selected their career paths predicted by the weight and magnitude of the issues and industries before them while pursuing



We one!

All over America, the power of the Pyramid – and Dick Clark – is still on the rise!

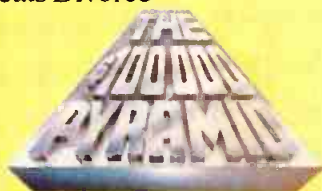
#1 in Boston (WNEV) 5-5:30 PM – beats People's Court and Too Close For Comfort.

#1 in New York in total women (WOR) 7-7:30 PM – beats The Jeffersons, M*A*S*H and O & O newscasts.

#1 in Kansas City (KCTV) 4-4:30 PM – beats Divorce Court and The Jeffersons.

#1 in St. Louis among independents (KPLR) 9-9:30 PM – outperforms lead-in prime movie HH share.

#1 in Detroit (WXON) 7-7:30 PM in 6-8 PM game show block – outperforms All New Dating Game, New Newlywed Game and The Hollywood Squares.*



Source: NSI/Cassandra (ARB/SOAD-APOLLO) 10/86.
Subject to the limitations of the methodologies employed.

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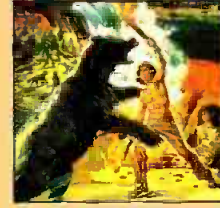
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14

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Broadcasting Nov 24

Vol. 111 No. 21

TOP OF THE WEEK

Tension in the station trading market

Spread between affiliate and independent prices, scandal, busted deals make for uncertainty

Testing the firmness of television station sale prices involves two readings, said one bank official: "psychology and dollars... If the psychology deteriorates, the dollars disappear." Within the past few weeks, an aborted transaction, a financial scandal and a new network philosophy set more than a few minds to wonder: Will the psychology change and the dollars decline?

Right now, the station trading marketplace has a split personality. There is no pattern to indicate that prices for network affiliates—constituting 70% of all commercial stations—are declining. It is a different story in the independent television marketplace where the bears are now firmly in command. Few bidders can now be attracted to partici-

pate in auctions, even for preeminent properties in that segment of the industry.

The bear market for independent stations is not entirely a new story. Intermittently over the past two years, at least, station groups, such as those belonging to Business Men's Assurance and the Christian Broadcasting Network, were pulled off the market after having failed to attract buyers at a price the sellers found attractive. It is said existing owners of several dozen major-market independents would gladly sell them, but the same was said to be the case more than a year ago.

The sharp distinction between the affiliate and independent markets is at the root of CBS's recent discussions about buying WCIX(TV) Miami, a VHF independent, that upon CBS acquisition, would become not only an affiliate but also network-owned. According to Jeff Epstein, chief operating

officer of First Boston Corp.'s media group: "A spread of several hundred million dollars between the prices of two roughly comparable facilities may become too great an opportunity for a network to resist. After all, that spread is largely due to the station's affiliation, and the networks are thinking, 'Why should we let other companies be the beneficiaries of that affiliation?'"

While there have been similar price spreads in the past, Epstein said, there is now a different breed of leadership at the networks which is less bound by tradition.

One limited partnership, Merrill Lynch Media Partners, which many expected to be a major buyer of affiliate television—for sale five to seven years later—has instead chosen to invest mostly in cable. The fund's initial failure to buy affiliate television stations was not a sign of pessimism, but rather a sign that bidding for those properties is still intense,



First for Fox. Fox Broadcasting Co. held its first affiliate board of governors meeting Thursday (Nov. 20) in Los Angeles. Company executives met with 10 governors representing major station groups in Fox's lineup of 99 affiliates. The governors expressed satisfaction with *The Late Show Starring Joan Rivers*, which they said has boosted ratings and sales revenue. FBC and the governors agreed, however, there was a need to improve promotion of the late-night show.

Pictured, front row (l to r): Garth Ancier, senior vice president-programming, FBC; David Johnson, senior vice president-marketing, FBC; Jamie Kellner, president-chief operating officer, FBC; David Hilton, vice president-affiliate relations, FBC.

Back row (l to r): Stu Swartz, vice president-general manager, United Television; Mike Fischer, vice president-general manager, Camellia City Telecasters; Bill Jenkins, executive vice president, Mairite Radio and Television; David Henderson, president-chief operating officer, Outlet Communications; Derk Zimmerman, president-chief operating officer, Fox Television Stations; Martin Colby, vice president-general manager, Bay City Television; Tim McDonald, president-chief operating officer, TVX Broadcast Group; Kevin O'Brien, executive vice president, Independent Broadcast Group, Cox Communications; Stu Powell, general manager, Scripps Howard Broadcasting, and Bill McReynolds, president, Meredith Broadcast Group.

said the general manager, I. Martin Pompadur: "I don't know anyone trying to sell an affiliate that has had real trouble. I think there is some confusion, although not among people who buy stations. Outsiders see the networks having trouble, see that perhaps compensation may be cut, and they think the world is coming to an end."

Those predisposed to believe the sky is falling might read confirmation in recent events, including:

- The failure of Lorimar-Telepictures to purchase seven stations from Kohlberg Kravits Roberts & Co. The collapse of negotiations two weeks ago (BROADCASTING, Nov. 17) has been attributed to a number of reasons including a more sober view of the industry's prospects or a failure of the financial market to recognize those prospects.

- Last week's announced sale of five Taft independent television stations to TVX Broadcast Group for \$240 million (see story, page 41). A year ago, almost anyone would have predicted those stations would sell for considerably more.

- The decision within the past few weeks by Pegasus Broadcasting not to bring to market at this time a \$98-million deferred-interest debt offering. Christopher J. Brennan, president of the former SFN Companies' broadcasting subsidiary, said the offering was delayed by filing requirements at the Securities and Exchange Commission. But he added that the company has also decided that "now would not be a very advantageous time to issue any debt securities."

In many of the recent transactions and aborted transactions, financing has played a visible role. Over the past few years, it has been "mezzanine" money—such as debt securities, added between the senior debt provided by banks and the equity anted up by stockholders—which has grown the most as a proportion of purchase financing. There is a current nervousness about "mezzanine" money.

Fred Seegal, manager of the communications group at Shearson Lehman Brothers,

said: "The current junk bond market is in shambles. . . zeros, deferred interest securities. . . They have been very weak over the last three months. Now deals can't get done for undercapitalized broadcasters."

Seegal said he thinks station prices had gotten "out of proportion" anyway: "To the extent that things got ratcheted up 20% to 25%, they may go back down again. This shouldn't be seen as anything other than a correction of a blip."

Paul Finnegan, senior investment manager, First Chicago Venture Capital, will soon attempt to raise money with "junk" bonds—also called high-yield securities—those ranked "below investment grade" by the major debt ratings services. First Chicago recently entered into a joint partnership to buy the television stations of Spanish International Communications (SICC) for \$301.5 million (BROADCASTING, July 28). Finnegan said: "What is critical is the cost of funds and the availability of high-yield paper. The question is raised: 'Will the recent crisis among some investment banks have an impact on the availability and cost of those funds?' Yes, it is true that some financings recently are charging 50 to 100 basis points (100 basis points equal 1% interest rate) but it is much too early to tell. The SICC transaction will be high-yield securities and it will be attractively priced."

The crisis to which Finnegan referred was the potentially widening scandal involving Ivan Boesky (see story, page 69) and, potentially, other financial and business executives. Although no indictment has touched the issuers of junk bonds, so far, that event could have a disproportionate impact on the Fifth Estate.

More than a few Fifth Estaters who have recently bid up station prices—Milt Grant, George Gillett, Lorimar-Telepictures and Rupert Murdoch, among them—have benefitted from "junk" issued by the firm of Drexel Burnham Lambert. If Drexel were to be implicated in the scandal and the firm were no longer a major source of funds,

some of the winning bids in future television sales might be slightly lower. And to the extent that the secondary, after-issue, market for junk securities is impaired, many of the savings and loans and other financial institutions that buy such offerings might reduce the funds they are willing to invest. At the very least, last week's scandal led to a temporary increase in the cost of raising high-yield funds, further increasing the spread between junk debt and other debt securities.

Any long-term change in financing is only speculation, said Nancy Peretsman, a vice president at Salomon Brothers: "If the market gets rough, one of the first things that might happen is that lenders would want more share in the upside [through ownership], not just the downside risk. It could mean future deals would need to have more of an equity kicker, such as coupons or warrants [to purchase stock]."

Junk bonds are only a part of the enlarged supply of capital, said Pompadur, and junkless purchases have been made by many recent bidders, including Act III Communications, Peter Desnos and Allbritton Broadcasting.

There is uncertainty in other segments of the capital markets, including a forever-changing climate for initial public offerings, and an ageless skepticism on the part of banks. Gerald Hassell, senior vice president, Bank of New York, said lenders to television stations have a new set of considerations today: "I am lending against cash flow and have the station's asset value as protection, but now we are in a situation where cash flow growth is soft, and asset value is soft. Also there is now a problem in that there is other debt involved. . . . In the past, the bank would lend, and equity would provide the difference." Still, Hassell said, the Bank of New York likes the business; that it will lend more money this year than ever before and that it is budgeting to lend still more money in 1987.

The future of station prices will also depend on the supply of stations being sold. The impact of the tax reform act on seller psychology is not yet understood but a preliminary glance suggests that with higher taxes on gains realized from a sale, but lower taxes to ongoing operations, there may be some pressure taken off the recent rapid turnover of station properties. And a reduction of stations going on the market might support or increase their prices. Also expected to reduce the supply of stations going to market are the new tax rules hindering "bust-up" liquidations of broadcasting companies (BROADCASTING, Nov. 17).

In the end, there may be no bottom line to the question: Where is station trading going? Forecasts of advertising revenue play a major role, but also important are such diverse unknowns as the future of interest rates, the long-term impact of must-carry, the strategy of OPEC and whether securities-related indictments will be brought against financial and business leaders. Said Peretsman: "Before, when everyone was in love with the industry, marginal deals had an easier time than in the current environment. Still, the reality is a lot of deals can still get done." □

New newscast for KCBS-TV

KCBS-TV Los Angeles will introduce a new 7-7:30 p.m. daily local newscast for a month-long trial beginning Dec. 1, making it the first owned-and-operated station in a major market to carry local news in that time period, according to Tom Van Amburg, the station's vice president and general manager. The experiment, which will run through Jan. 2, will determine whether viewer interest exists for such a newscast, he said, adding that management is hoping for a 5 rating.

The station, he said, is undertaking the experiment to "fill a need" for an after-dinner local newscast. "There has always been a belief that a certain audience can't get home in time to see the news," he said. "There is a lot of early evening activity in this market."

The half-hour broadcast will replace the syndicated *Photoplay*, which Van Amburg said has not been doing well. From its debut on Sept. 15 until Nov. 19, a station spokeswoman said *Photoplay* had a 5 rating and 7 share. Last year, during the same period, *The CBS Evening News with Dan Rather* generated an 8/12. The network news was moved to 6:30-7 p.m. last Sept. 15. Van Amburg said he is not certain whether *Photoplay* will run during another time period or be put on hold for a month.

Network executives support this latest move, according to Van Amburg, who last month was brought in to replace the management team that devised a "news wheel" format that flopped in the ratings. The newscast will focus more on in-depth reporting and make use of all of the station's on-air talent, he said.

Taft's TV's go to TVX for \$240 million

Buyer will use debt offering to raise funds to buy five indies

Taft Broadcasting Co., as expected, sold all five of its independent television stations last week when the company's board on Monday (Nov. 17) approved a \$240-million cash bid from TVX Broadcast Group. The definitive agreement ended, at least for the near future, Taft's plans to build a major TV station group. At the same time, the transaction catapults into prominence the stations' buyer, TVX, which will be buying stations that last year had roughly 10 times as much revenue as that reported by their purchaser.

To raise part of the purchase money, TVX is seeking investors to contribute \$50 million, a sum almost equal to the company's market capitalization (its shares outstanding times share price) as of two weeks ago. Among those considering buying a major stake in TVX are some venture capital firms, including one with a current TVX holding. Previous plans for Warburg Pincus Venture Capital to fund the five-station purchase fell apart, apparently just a few days before the agreement was signed.

TVX, which currently owns nine TV stations, all independents, expects to raise another \$250 million through a debt offering expected to be placed with institutional investors by Salomon Brothers. Also easing the financial load would be proceeds from the sale of TVX's WNRW(TV) Winston-Salem, N.C., to Act III Broadcasting for \$11 million. To keep within the FCC's 12-station limit, TVX said it also plans to sell its construction permit for WNYB-TV Buffalo, N.Y.

A previously undisclosed feature of the agreement softens the price for TVX. The Virginia Beach, Va.-based company will be able to keep the receivables—yet-to-be-paid bills owed the station—which are usually kept by the seller in asset transactions. Taft has apparently guaranteed TVX it will inherit receivables worth at least \$25 million. Market reaction to Monday's agreement was initially favorable, with TVX rising stock from a near-year-to-date low of 8½ to 10½ bid as of Wednesday.

Although WCIX(TV) Miami (ch. 6) is included in the transaction, Taft is continuing separate negotiations with at least one other party, CBS (BROADCASTING, Oct. 27), to sell WCIX. If a separate deal is made before closing, TVX will receive a "strike" fee for dropping WCIX from its group purchase. Additionally, TVX will share in a percentage of whatever excess a new buyer pays over the currently allocated price for WCIX (which was not disclosed). The other four stations being sold are: WDCA-TV Washington (ch. 20), WTAF-TV Philadelphia (ch. 29), KTXA(TV) Fort Worth (ch. 21) and KTXH(TV) Houston (ch. 20).

No matter what other specifics may yet be revealed, the sales price was a disappointment to Taft. The Cincinnati-based company said it would after-tax to record a \$45-to-\$50-million after-tax loss, perhaps close to \$100 million before taxes, reflecting the deficit



TVX's President McDonald



TVX BROADCAST GROUP INC.

TVX before Taft purchase

Stations	Percent Coverage	Ch.
KJTM-TV Pine Bluff, Ark.	.255%	38
WNOL-TV New Orleans	.375	38
WLFL-TV Raleigh, N.C.	.345	22
WCAY-TV Nashville, Tenn.	.38	30
WMKW-TV Memphis, Tenn.	.325	30
KRRT(TV) Kerrville, Tex.	.31	35
WTVZ(TV) Norfolk, Va.	.295	33
*WNRW(TV) Winston-Salem, N.C.	.28	45
**WNYB-TV Buffalo, N.Y.	.36	49
TVX coverage	2.925%	

Taft independents

WTAF-TV Philadelphia	1.485%	29
KTXA(TV) Fort Worth, Tex.	.885	21
WDCA-TV Washington	.875	20
KTXH(TV) Houston	.845	20
***WCIX(TV) Miami	1.36	6
Taft coverage	5.450%	
TVX new total coverage	8.375%	

*WNRW(TV) Winston-Salem, N.C. has been sold to Act III Broadcasting for \$11 million ("Changing Hands," Nov. 17).

**WNYB-TV Buffalo is reported to be for sale.

***WCIX(TV) Miami, while included in sale, is still in negotiation for possible sale to third party, and station price will be deducted if sale does not take place. TVX will share in whatever excess third party pays.

between the sale price and the five stations' value as previously recorded on Taft's financial statements. The \$240 million is less than half what many estimated the stations to be worth a year ago.

The devaluation of the stations resulted partly from the currently sober advertising outlook; from business conditions in the Texas energy-related markets, and from the intense competition faced by all five stations, each of which is in a market with at

least two other independents. That competition worked to escalate program prices, making several of the stations unprofitable.

Yet TVX president and chief executive officer, Tim McDonald, said the stations' current problems aren't necessarily permanent: "I took one look at those stations and saw a snake that had swallowed a big frog. That frog is film payables, particularly in 1986 and 1987. You think that snake is going to choke but in fact the snake will digest it. . . . Let's presume that I close by the end of the first quarter of 1987. Taft will have already digested five-eighths of that lump. Starting with calendar year 1988 those payment normalize automatically and drop by millions."

Average staffing at existing TVX stations is a low 37 employees, but McDonald said it was too early to tell what his plans for the Taft stations were: "I don't know if 37 is the number. You have to take into account, for example, the Phillies [the baseball team televised by WTAF-TV Philadelphia under a contract that runs through 1992]. That is a big sports production and is important to the station. Each station is a specific matter, but on the other hand, if you own a bus in Norfolk, Va., and all of a sudden, you move it to New York, you might need a more knowledgeable bus driver, but you don't need two of them."

Taft's 47.5% ownership of the Phillies is not included in the transaction. The company said it would use the cash proceeds from the sale to pay down its debt, much of it incurred two years ago when the company bought Gulf Broadcasting, a purchase that brought KTXA and KTXH to Taft at an estimated price of \$170 million.

The other current TVX stations are KJTM-TV Pine Bluff, Ark.; WNOL-TV New Orleans; WLFL-TV Raleigh, N.C.; WMKW-TV Memphis and WCAY-TV Nashville, and WTVZ(TV) Norfolk, Va. TVX also owns 80% of KRRT(TV) Kerrville, Tex. (San Antonio) after exercising an option to buy an additional 31% of the station several weeks ago. □

FEC deadlocked over ad donations

Commission will not release advisory opinion, leaving broadcasters to interpret laws on the books for themselves

Whether broadcasters' gift of free advertising time to political candidates violates the Federal Election Campaign Act ban on in-kind political contributions by corporations is proving too tough a question for the Federal Election Commission to answer. After two separate sessions on the issue on Thursday (Nov. 20)—the third and fourth sessions the commission has held on it over the past two months—the six-member FEC deadlocked, 3-3.

As a result, the advisory opinion that had been requested in September by the cam-

campaign committee of Representative Howard Coble (R-N.C.) will not be issued. Candidates and broadcasters are free to interpret the law as they see fit—and take the consequences if a complaint is filed and the commission rules against them. However, under its present makeup, at least, the FEC would probably deadlock on any enforcement action as well.

The question is a difficult one in view of the apparent conflict between the Communications Act, which has been interpreted to permit if not encourage the gift of free time to political candidates, and the FECA's ban on in-kind contributions. Indeed, Chairman Joan D. Aikens, who played a key role in Thursday's proceedings, expressed the hope the FEC, working "in tandem" with the FCC, could resolve the issue. And the staff was directed to work with the FCC on developing a joint position that would resolve the conflicts between the agencies.

In its first meeting on the issue on Thursday, Aikens voted with Vice Chairman War-

ren McGarry and Commissioners Danny L. McDonald and Joseph J. Josefiak to adopt a proposal offered by Josefiak that incorporated essentially the commission's original position holding that the gift of advertising time was an illegal in-kind contribution. But in casting her vote, Aikens said, "I don't agree with it—I'm only voting to get something out [for discussion.]" She said later she felt it important that the request for an advisory opinion be answered.

Then, later in the day, Aikens announced an intention to seek reconsideration. She was "uncomfortable" with her position, she said later. And the FEC complied on a 6-0 vote. But Aiken was the lone defector when Josefiak again presented his proposal. Voting with her were Commissioners Lee Ann Elliott and Scott E. Thomas.

The Coble committee initially raised the issue after WGGT(TV) Greensboro, N.C., had offered to air 18, 30-second public service announcements on behalf of Coble's campaign. The same offer was made to Coble's

opponents. As the commission views the matter, the question involved is whether the advertising time falls within a "news story, commentary or editorial" exemption to the law. In 1982, the commission held that superstation WTBS(TV) Atlanta's offer of two-hour blocks of time each to the major party national committees for messages would fall within the "commentary" exemption. Two months ago, the FEC held that the offer of 30-second spots would not.

The National Association of Broadcasters kept the issue alive, asking the commission to reconsider. It said the FEC should not construe the "news story, commentary, or editorial" exemption narrowly but, rather, in a manner that would "allow broadcasters to engage in all of their normal activities." It said the "reasonable access" and "equal opportunities" provisions of the Communications Act "reveal that providing free time directly to candidates on a nonpartisan basis is... a legitimate press function."

The commission agreed to reconsider, and

Political airtime tally

A survey released last week by the National Association of Broadcasters found that political candidates declined to use substantial amounts of free television program time offered by broadcasters during the 1986 campaign. NAB surveyed 303 commercial and noncommercial television stations to determine how many offered free time for debate or other appearances of program length and whether candidates accepted the offers. It found that 56% of the stations offered free time for political debates but that "nearly half of those (45%) did not air at least one of the debates offered because one or more major-party candidates declined to participate."

NAB has been encouraging its members to provide free air time, said John Summers, the association's senior executive vice president for government relations. (On a related matter, the Federal Election Commission was unable to reach a decision on a North Carolina broadcasters' offer to provide free advertising time to House candidates [see story, page 41].) In 1984 NAB conducted a similar survey that found that 45% of the stations surveyed offered to sponsor debates and that "55% of those were refused at least once by one of the candidates running for office."

NAB's decision to do another survey was based in part on its belief that a major debate on campaign reform is likely to develop next year on Capitol Hill. The association believes that congressional concern over the use of negative campaign ads might revive efforts to regulate broadcast advertising and that the growing costs of campaigns could fuel interest in legislation that would mandate free airtime for campaigning. NAB hopes the data will give Congress an accurate picture of what broadcasters are doing.

According to the survey, most stations (40.3%) offered free debate time to Senate and House candidates, followed by gubernatorial and statewide candidates. Roughly one-fifth offered free debate time to candidates for state legislatures and city and county offices. NAB said that 46% of the stations proposed to sponsor debates alone, one-third proposed to co-sponsor them with other organizations and 19% would carry debates sponsored by another organization.

Another finding of the study was that 19.5% of the broadcasters offered candidates free program time (defined as time longer than standard commercial length). NAB reported that "of those surveyed, one-tenth (10.9%) accepted requests from candidates for free program time longer than commercial length,

about one-fifth (18.2%) did not accept such requests and about two-thirds (63.4%) received no requests of this kind from candidates."

The survey also revealed that 20.5% ran ads purchased by political action committees. Among those broadcasters, 21% asked at least one of the sponsors to edit or revise the PAC ads. And 9.7% declined to run at least one PAC commercial because "they felt the ad involved did not serve the public interest." As for the broadcast of public service announcements that encouraged voters to participate, 78.5% said they ran PSAs. Among those stations, three-fifths (63.1%) produced the PSAs in-house.

In addition, NAB queried stations about their news coverage of the election campaigns. It found that during October, 81.7% of the stations "reported on the Senate and/or House elections two or more times during each week." Over three-quarters (77.2%) covered races for gubernatorial and statewide seats at least two times a week. Elections for city and county offices were covered by 56.9% of the stations. Furthermore, 90.8% reported Senate and/or House candidate forums, 87.9% covered forums for governor and state offices, 79.1% reported on state legislature candidate forums and the same held true for local candidate forums.

During the press briefing, Summers said NAB thinks one way to discourage negative ads might be to have the FCC change its interpretation of what qualifies as a candidate's "use" of a station. Under present FCC rules the presentation of a candidate's voice or likeness on the air, however brief, is regarded as a "use" and qualifies for the lowest unit rate for advertising time. But NAB, which says it will make this argument before Congress, thinks the candidate sponsoring the negative ads should be required to make a "substantial" appearance in the commercial to qualify for the lowest unit charge and the protection the equal-time law gives the candidate against censorship of the candidate's message. Essentially, explained Summers, the candidate would do the "mudslinging," rather than some unidentifiable voice.

National Research Inc., of Chevy Chase, Md., conducted the survey for NAB during the week of Nov. 10. It received an "overall response rate of 63%", said NAB, of which 47.2% were VHF stations, 52.8% UHF. "Three-fifths (59.4%) of those surveyed were network affiliates, one-quarter (26.7%) were independent stations and the remainder (13.9%) described themselves as noncommercial stations."

on Nov. 6, it met on a staff draft of an advisory opinion with two possible conclusions. One would reaffirm the original decision; the other would recognize that WGGT is subject to obligations under the Communications Act and conclude that the station's donation of time would not constitute a violation of the FECA. The commission, however, was unable to make a decision, and put the matter over for another two weeks (BROADCASTING, Nov. 10).

For several hours last Thursday, the commission appeared prepared to go with its original opinion. It noted, in the short-lived opinion drafted by Josefiak, that the station had described the spots as "public service announcements" and said its purpose in offering them was to "increase voter awareness in federal elections in 1986." But it also said FEC precedent regarding the "commentary" exemption "would seem to demand some special opportunity for the 'discussion of issues,' rather than simply airing candidate spot commercials." And under the circumstances of the WGGT offer, the Josefiak view added, "the station would simply be giving away extra advertising time rather than selling it, and the campaigns would be advertising free of charge."

Josefiak also attempted to deal with the issue that troubled the commissioners—the difficulty in reconciling the two acts under which broadcasters are regulated. He would have had the commission maintain that the two acts are "not necessarily in conflict" on the issues raised by the Coble case, while at the same time asserting that the legislative history on how Congress intended the two acts to interact in such matters to be "inconclusive." Still, the version ended with the conclusion that holding that the offer of 30-second spots would violate the FECA "best preserves the goal of 'reasonable access' to the media by candidates and the FECA's strong presumption against corporate contributions."

The principal opposition to Josefiak's position was offered by Commissioner Thomas, who, implicitly, at least, raised the First Amendment issue. In the debate preceding the vote on Thursday morning, he said the commission would be getting "into an awfully tough situation" if it tried to distinguish between material that was commentary, as in the case of the two-hour blocks of time WTBS(TV) had offered, and 30-second spots. "If the standard is 'a discussion of issues,'" he added, "I don't think we can say a 30-second spot attacking an opponent is not a discussion of issues." And in a draft opinion that he had prepared but was never discussed, Thomas echoed the position of the NAB when he quoted then-Senator John O. Pastore (D-R.I.) as stating, in the Senate debate on the Federal Election Act of 1971, that Congress had amended the Communications Act to give political candidates the access to the media that would enable them to "more fully and completely inform voters."

The inability of the commission to adopt an advisory opinion—which is not unprecedented for the six-member agency—apparently means the commission will not deal with it again, at least in the near term, unless

it receives a complaint with facts similar to those in the Coble case. But in the meantime, Congress in its next session is expected to consider election campaign reform leg-

islation—with the issue of the costs of television time fresh in the memory of the newly elected and reelected members of Senate and House. □

Mooney and Valenti spar another round

NCTA president accuses movie studios of self-interest through attempts to persuade Congress to limit MSO's; MPAA chief calls cable systems 'unsupervised monopolies'

National Cable Television Association President Jim Mooney let the major motion picture studios have it last week, blasting them for trying to preserve their "compulsory [programming] cartel" by calling on the FCC and Congress to limit the size of cable's largest multiple system operators.

Speaking at a Washington Metropolitan Cable Club luncheon, Mooney said Hollywood's current effort to limit cable ownership is the latest manifestation of its "well-established habit of seeking to either control its exhibitors through vertical integration, or to handicap their bargaining power through the imposition of regulatory disabilities.

"This isn't anything new," Mooney said. "It's been going on for nearly 80 years, since the very inception of the motion picture industry itself, indeed, since the invention of the movie camera itself."

No sooner had Mooney finished making the charges than he was making peace overtures. "We're not out gratuitously looking for trouble," Mooney said. "We didn't start this fight. It began...when Hollywood walked away from the table at which our respective industries were trying to work out a mutually livable solution to the perennial controversy over cable copyright, and announced they intended to make war rather than peace. We regretted that action of theirs and if [the Motion Picture Association of America] would like to come back to the table again, we won't shun them. We might even be willing to offer an olive branch to them." The MPAA represents nine major studios.

At this point, the differences between the cable and the studios seem to go far beyond copyright to the question of who will control the supply of cable programming in the future. This is one point on which Mooney and MPAA President Jack Valenti agree.

"What is going on here," said Mooney, "is that Hollywood sees cable on the verge of

becoming a major original distributor of television programming, and following well honed anticompetitive instincts, is beginning to beat the drum for regulatory restraints on cable which will keep in place its own semicompany cartel.

"It's simple," he continued. "They don't want to lose their hold on the three-fourths of pay cable product dollars that have gone to the studios over the past three years. They don't want more competition for the nearly half of prime time programming the studios supply to the broadcast networks, or, for the nearly half of syndicated programming which they now control. If cable, with diversity as its hallmark, and with its voracious appetite for programming, succeeds in creating its own programming infrastructure outside the cartel's boundaries, the program production industry will be thrown into the same maelstrom of competition the television transmission world finds itself in, and Hollywood will oppose that by any means."

Following the speech, Valenti said he believes that no cable operators should be allowed to control more than 10% of all cable homes. Today, he said, Tele-Communications Inc. and American Television & Communications, the two largest MSO's, already exert too much control over programming. "If you are a programmer and you decide to do a show for cable and TCI and ATC decide they don't want you for whatever reason, you are dead in the water; you can't get on cable.... That is a power and a force unregulated, unsupervised, unmonitored by anybody. By NCTA's own reckoning, TCI and ATC control 12.3% and 8%, respectively, of the nation's 41 million cable homes.

"TCI is going into the programming business and wants to commit millions of dollars to it," Valenti said. "My guess is in the next several years the giant cable companies will be in charge of most of the programs you see on cable," he said.

A study of cable concentration that accompanied MPAA's July comments to the FCC cautioned about the "backward integration by large MSO's into program production and distribution." According to the study, the FCC should be more concerned about



Paying attention. L-r: Cynthia Brumfield, research and policy analysis, NCTA; Char Beales, NCTA VP, programming and marketing; Mooney; Lucille Larkin, Larkin & Associates, and Brenda Fox, general counsel, NCTA.



MacNeil/Lehrer tapped for Taishoff award. Robert MacNeil (left) and Jim Lehrer, co-hosts of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*, will be co-recipients of the fourth annual Sol Taishoff Award, which recognizes lifetime achievement in distinguished service to broadcast journalism. The award, given in memory of the late founder and editor of *BROADCASTING* magazine, will be presented Feb. 25 at a black-tie dinner hosted by the National Press Foundation and held at the Sheraton Washington.

The first three recipients of the award were Ted Koppel, host of ABC's *Nightline*; John Chancellor, commentator on the *NBC Nightly News*, and Don Hewitt, executive producer of CBS's *60 Minutes*. Winners are chosen by a National Press Foundation committee and receive a plaque and \$5,000. (MacNeil and Lehrer will share the monetary award.)

MacNeil and Lehrer have hosted *NewsHour*—the first nightly, early evening, hour-long news program on American television—since Sept. 5, 1983; they first worked together while covering the Senate Watergate hearings for public TV. Their series began as non-commercial WNET(TV) New York's half-hour *The Robert MacNeil Report* in 1975 (Lehrer was Washington correspondent), and moved to PBS as *The MacNeil/Lehrer Report* the next year.

large MSO's than broadcast networks because the MSO's can use backward integration to limit the entry of competing program services and "use their control of intermediate markets to suppress the use of other technologies [such as multichannel multipoint distribution service and direct broadcast satellites] to compete with cable."

According to the MPAA comments, the MSO's "market power" stems from their exclusive cable franchises, which create monopolies in the sale of cable programming and monopsonies in the buying of it. And, it said, the power of the MSO's grows with every cable system they acquire.

"No matter how they try," Valenti said, cable operators "can't disguise that they are a monopoly. There is only one cable system per geographical area, and I don't know of a single place in the U.S. where there are two cable systems. For the first time in the history of the country, we are harboring in the marketplace an unregulated monopoly. That has never happened before ever.

"On Jan. 1, 1987," he continued, "every cable system in America is going to be able to raise their rates as high as they choose to go, and there is no supervising eye to monitor that. If you are a cable subscriber and you don't like what's happening to you, you have no place to go except to get off cable. If that's not a monopoly, I don't know what is."

Valenti didn't challenge the assertion that cable systems compete with broadcasting and home video stores for viewers. But, he said, they have no competition in the distribution of cable programming services such as ESPN and USA Network. "You can't get them any other place but on cable."

In Valenti's mind, the broadcast networks and the large MSO's are monopolistic distributors that need to be restrained so they will not dominate the programming business. The networks are already burdened by the FCC's ownership cap limiting the percentage of television homes they can reach through their owned stations to 25% and by the FCC's financial interest rules and anti-trust consent decrees that limit the amount of programming they can produce.

Hollywood's concern about the growth of cable operators and their interest in programming is shared by some of the cable networks, Valenti said. "There are a lot of [cable] programmers who would like to testify in open court, but they have to deal with these people day in and day out. . . . They are all worried to death about it."

Valenti conceded that the 10% cap for cable is arbitrary, but said broadcasting's 25% cap is also. "There is no economic analysis behind the 25%," he said.

"All we want is to operate in a marketplace without arbitrary barriers and to allow

anybody to compete in the marketplace without having someone so powerful that they can tell you how to operate your business," Valenti said.

NCTA believes ownership caps are unwarranted. In its comments to the FCC, it said the ostensible purposes of limits are to "protect and foster marketplace competition and to promote diversity of expression in the marketplace of idea." But, in fact, caps are "an unnecessary, inappropriate and counter-productive means of achieving these objectives—as the [FCC] itself concluded four years ago," it said.

The Justice Department agreed with NCTA that rules were unnecessary: "Any potential competitive problems that might be raised by concentration in these national [programming] markets should not be resolved by an arbitrary limit on the percentage of subscribers that a single MSO can serve, however. Rather, such problems should be addressed on a case-by-case basis in the commission's review of license transfers and the department's review of mergers and in antitrust enforcement actions."

(The Justice Department, incidentally, is investigating cable operators' activities surrounding the scrambling of cable programmers' satellite feeds and the development of the home satellite marketplace for anti-trust violation.)

Both NCTA and the MPAA are still concerned about the fate of the compulsory license, which allows cable operators to import distant broadcast signals and, according to the MPAA and broadcasters, pay artificially low copyright fees for them. Cable wants to preserve the license. MPAA wants to abolish it.

As Mooney noted in his speech, the current battle between Hollywood and cable started last March after the negotiations on a flat, per-subscriber compulsory license fee broke down over MPAA's insistence that the license be completely eliminated in 1991. "It's absurd that a \$12-billion industry [cable] has a compulsory license that allows them to get programs on the cheap without negotiating when everyone in the marketplace—television stations video stores theater and even pay cable—has to compete and negotiate," Valenti said.

Any incentive the motion picture industry may have had to fix the compulsory license rather than throw it away may have been lost last summer when a federal court agreed with cable's interpretation of how the license fees should be calculated. "The decision cut the royalties by 60%," Valenti said. "Instead of getting eight to 10 cents per sub we are now getting four cents out of a \$10 or \$12 basic subscriber fee."

Mooney's allegations of anticompetitive behavior by the studios—past and present—were supported by a 52-page white paper prepared by NCTA's research department. NCTA was circulating the report—"The Compulsory Cartel: A Survey of the Motion Picture Studios' Drive for Dominance over Program Supply and Exhibition"—widely. By week's end, it had given away at least 300 copies.

The report purports to document a long

history of studios trying to monopolize program production and distribution and accuses them of the same thing they are accusing large cable MSO's of: concentration of control and vertical integration.

"Hollywood's largest players have employed monopolistic tactics that have been repeatedly banned by the courts," the report concluded. "The largest studios have apparently reduced production to successfully raise prices and have doggedly attempted to handicap customers, competitors and potential competitors. As a result, nine or 10 studios now dominate the supply of theatrical

programming. These same studios are also actively buying up the nation's theaters and broadcast stations."

As far as market dominance in the movie business is concerned, the report found that in 1985 nine studios shared 92% of all film rental revenue and in the first eight months of 1986 10 studios shared 91% of all film rental revenues. It also said that 76% of all pay cable programming dollars flowed backed to the same studios.

Valenti dismissed the report as "disinformation" and old history. "I must say I always rather enjoy watching NCTA doing its little

minuet of disinformation which they do so well," he said. "It's like saying that people who are now involved in arms reduction talks in Geneva should read about the French and Indian War. It has no relevance. I don't know what they are talking about. There is no dominance in this business.

"If you have a good picture, you dominate," he said. "If you don't have a good picture you go belly up. This is a very high risk business. And if someone has 65% of the box office, it's not because they own something; they just have a good picture out there that people are going to see." □

First-run sitcoms scoring well

Crop of syndicated comedies bringing in respectable numbers for season to date

The ratings are filtering in for the large group of first-run syndicated sitcoms introduced this fall, and the results, to syndicators, are encouraging.

Two shows are now tied for first place among the first-run sitcoms with a 5.5 national Nielsen rating through Nov. 16—*Small Wonder* (20th Century Fox) and *Mama's Family* (Lorimar-Telepictures). Those two shows ranked 11th out of 122 shows rated by Nielsen. *One Big Family* (Lorimar-Telepictures) and *Throb* (Worldvision) have scored a 5.3 national Nielsen rating thus far, followed by *It's a Living* (Lorimar-Telepictures), 5.2; *What's Happening Now* (Columbia), 4.8; *Gidget* (Colex) 4.7, and *What a Country* (Viacom), 4, among other first-run sitcoms.

No national ratings for 20th Century Fox's *9 to 5* are available yet. Nielsen ratings this early in the season are only for shows that contain barter minutes, and *9 to 5* is sold for straight cash. The show did get off to a strong start, however, according to an average of Nielsen overnight markets from its Sept. 13 premiere through Oct. 1. For that period it scored a 6.1. And Nielsen Market-Trak ratings for 11 markets during the November sweeps to date (Nov. 1-15) have the show scoring a 6/12, making it the highest rated weekly first-run sitcom in the Market-Trak survey.

Among the other major syndicated shows that premiered this season, *The Oprah Winfrey Show* (King World) has a 5.5 national rating. In the October ratings book, the show was winning its time period (usually in the morning) in all but one (Houston) of the top 12 Nielsen overnight markets.

Among first-run game show strips that premiered this season, *Hollywood Squares* continues to perform strongly with a 6.1 national rating, placing eighth among the 122 syndicated programs monitored.

In late night programming, *Nightlife with David Brenner* has gotten lost in the shuffle over the Carson and Rivers shows. Since it debuted on Sept. 8, *Nightlife* is averaging a 2.4. Bill Fyffe, vice president and general manager at WABC-TV New York, said that he is "suspending judgment" on the show, say-

ing that it still needs more time to develop. On KCOP(TV) Los Angeles, at 11-11:30 p.m., the show had a 1.9/5 in Nielsen after its premiere through Oct. 27. From Oct. 27 through Nov. 14, from 12 to 12:30 p.m., the show has averaged a 0.9/4.

Wheel of Fortune remains in first place among syndicated programs, although it has slipped 3% from its rating last year. From Sept. 8 through Nov. 3, the Monday-through-Friday version of *Wheel* had 17.6, compared to an 18.3 last year. King World attributed the drop to special events such as the World Series and other preemptions. Beginning this season King World introduced a sixth day of the show, on Saturday. The Monday-through-Saturday rating for *Wheel* for Sept. 8 through Nov. 3 was 16.5. Moira Dunleavy, vice president, director of research, at King World, said that the Saturday number for *Wheel* dilutes its ratings because HUT levels are 25% to 30% lower on that day. She added, however, that *Wheel* beats its first-run sitcom competition on Saturdays during its usual 7:30-8 time period.

Jeopardy, also from King World, remains in second place, scoring an 11.8 from Sept. 8 through Nov. 3, up 18% from its 9.9 for the same period last year.

At KTLA(TV) Los Angeles, where the first major-market first-run sitcom checkerboard was launched on Sept. 22, ratings continue to be strong. Through Nov. 14, in Arbitron, the checkerboard had an 8.3/13 to rank second in the market behind *Eye on LA* on KABC-TV, which had an 8.7/15 through Nov. 14. In Nielsen the checkerboard ranks third behind *M*A*S*H* (9.6/15) and *Eye on LA* (8.7/14).

On KNBC-TV, one of the NBC-owned stations that will carry a first-run sitcom checkerboard next fall, a vertical block of three first-run sitcoms between 6:30 and 8 p.m. on Saturday night has easily been winning its time periods since its debut Sept. 20. The three sitcoms are *Mama's Family* (6:30-7), which has a 12.4 Nielsen rating through Nov. 19; *It's a Living* (6:30-7), with a 12.1/22, and *Throb* (7:30-8), with a 12.4/22.

John Rohrbeck, KNBC-TV vice president and general manager, is particularly pleased that he is winning a time period previously won by an independent. "It's rare you find a situation where a network station is able to beat independents because of the off-net-

work product they carry" during a given time period, he said. Rohrbeck said that another advantage the sitcom brings to the station is younger demographics, which attract advertisers.

Already syndicators are seeing an increased interest among affiliates in first-run sitcoms. *Marblehead Manor*, a Paramount offering that will be in the new NBC sitcom checkerboard (BROADCASTING, Nov. 3), has now been cleared on almost 50 stations, consisting mostly of affiliates. According to one rep, the ratings of both this fall's first-run sitcom premieres and the checkerboard on KTLA have encouraged other stations to repeat that formula. Although reps caution that such recommendations are market specific, they have occurred in roughly 10 markets so far. Along with KTLA, at least three other stations are presently using a checkerboard.

Syndication development for fall 1987 began this past summer, but the success of many of this season's first-run sitcoms has sent the production community to the drawing boards to produce more, in time for showing at the upcoming conventions of the Association of Independent Television Stations and NATPE. It is estimated that there could be 25 to 30 first-run sitcoms on the market for fall 1987 by the time INTV and NATPE roll around.

But there could be curbs on that growth. According to one syndication executive, the sheer number of first-run sitcom checkerboards that loom for next fall will make it more difficult than usual to launch a first-run strip in access. Additionally, the checkerboard planned by the NBC-owned stations, he said, eliminates another set of major-market clearance possibilities necessary for launching such strips (success being defined as clearances in most of the top 10 markets, and all of the top three). And many other major-market affiliates appear to be settling in with highly rated shows like *Wheel of Fortune* and *Jeopardy* and new shows like *Hollywood Squares*.

Another problem a new rash of first-run sitcom will face is the downturn in the broadcast advertising economy. As one rep source observed, a slower general economy and the downturn in the advertising and broadcasting world will leave stations with fewer dollars to commit to programming. While that may not mean forging the pur-

chase of cash shows, it will mean license fees will be down. "It's nice to say that stations are promising budget increases, but the fact is they aren't going to pay steep prices," he said. "The economy says so." Clearing barter programming may also be tougher for syndicators, since stations will be reluctant to take programming with less disposable advertising inventory. The first people in the syndication business to be affected will be the smaller "fringe players," the rep source said.

Bud Granoff, president of Barris Industries, said there will be fewer dollars in the syndication market for fall 1987, and that sales will be a matter of "slugging it out in the trenches."

Roger Lefkon, president of LBS Entertainment, said: "This year will be a very difficult marketplace. Clearances will be tough to get." Lefkon said that in addition to the poor economy, smaller syndicators face increased competition, especially from the major studios in the first-run area. He said making clearances for animation will be particularly tough, with a glut of shows fighting for a limited number of time periods (morning and afternoon). □

Radio Marti reporter causes stir with questions

Annette Lopez-Munoz is removed from White House beat after asking Reagan question at press conference; VOA says government employes are not allowed questions, she says she had informed supervisors of her plans

A 28-year-old reporter for the government-operated Radio Marti who asked two questions at the Presidential press conference last Wednesday later caused an uproar when she said she was threatened with being fired for asking the questions and charged that the National Security Council had complained about her questions. She was immediately removed from the White House beat.

Annette Lopez-Munoz told her story to Helen Thomas of United Press International, one of the most senior White House correspondents, who wrote a story that generated scores of telephone calls to VOA, and to Lopez-Munoz's appearances on Cable News Network and on local news programs in Washington. So heavy was the demand for comment and reaction that VOA Director Richard Carlson called a press conference to put out his side of the story. It was not a story on which the two sides were in much agreement.

Her removal from the White House beat was not in dispute. But Carlson said at his press conference that it was not the content of the questions—which dealt with U.S. relations with Nicaragua—that caused a problem. And he flatly denied the NSC had any

connection with VOA on the matter; "it has had no contact with the USIA," VOA's parent organization, Carlson said.

The problem, Carlson insisted, was that Lopez-Munoz had violated long-standing USIA policy prohibiting VOA and Radio Marti reporters from asking questions at formal presidential press conferences. The reason, he said, was to avoid situations "that could lay us open to charges of favoritism or improper questioning." Another reason for the policy, he said, was that VOA or Radio Marti reporters would be consuming limited time that would otherwise be used by reporters for commercial organizations. There is no ban on questions at briefings or other functions. What's more, Carlson said, he felt, "subjectively," that Lopez-Munoz had not reflected well on Radio Marti when she asked the questions. Carlson, who won a Peabody Award for investigative reporting in 1976 while at KABC-TV Los Angeles, said she appeared "unprofessional—she seemed unprepared."

Lopez-Munoz said neither she nor anyone else at Radio Marti knew of the policy cited by Carlson, and insisted she had notified two of her superiors that she intended to ask the questions. After BROADCASTING attempted to contact the superiors—Diana Molineaux, chief of reporters, and Helga Silva, deputy news director—they prepared statements that were read by a VOA spokesman. Molineaux, according to her statement, told Lopez-Munoz she was not allowed to ask ques-



Lopez-Munoz on ABC News

tions. Silva said in her statement that Lopez-Munoz had not notified her of an intention to ask a question at the press conference. Silva also said in her statement she had briefed Lopez-Munoz last summer on the policy regarding questioning at presidential press conferences.

Lopez-Munoz, in a telephone conversation on Friday, indicated her immediate future is in doubt. At one point, she said she did not know if she would return to Radio Marti. Later, she said: "I will quit." She said she was "upset with Carlson," who, she said, had been "rude" to her in a telephone call after reading the Helen Thomas story. She said she wanted "a public apology from Carlson" and an investigation of her removal from the White House beat. "This," she said, "is incredible." □

Pioneer AM goes silent

The continuing troubles of AM radio were brought home last week when one of the band's pioneering stations, WBIG Greensboro, N.C., ceased operations 6 p.m. Nov. 20.

Representatives of the station, owned by Jefferson-Pilot Communications, Charlotte, N.C., blamed its demise in part on limits in licensed power that left the AM unable to keep pace with market growth outside its original coverage area. Heavy competition from local FM's deepened the station's difficulties, they added.

The news/talk operation first went on the air as WNRC(AM) in 1926 and was purchased in 1934 by Jefferson Standard Life Insurance, parent of Jefferson-Pilot, a group owner.

According to James Babb, Jefferson-Pilot executive vice president, after many years as a "strong, strong" station, WBIG began a decline in the early 1970's. The decline worsened in the late 1970's with the encroachment of strong FM competition. In the just-released Arbitron summer 1986 ratings report for Greensboro-Winston Salem-High Point, WBIG drew a 0.9 share among listeners aged 12 and older. The station had slipped from a 1.9 share the previous spring, according to Arbitron.

The station, at 1470 khz with 5 kw power had "severe" directional limitations at night, according to officials, and spent hundreds of thousands of dollars trying to find a way to cover an expanding market that now covers three cities and seven counties, Babb said.

The station could not change its broadcast pattern or power without creating interference to other stations, Babb explained, and moving the transmitter to another site, a \$3.5-million-\$4.5 million project, would have proved too costly.

The station also made several efforts in the last several years to purchase an FM companion, said General Manager Mary MacMillan, a move she believed could have generated the earnings to support the AM's news format and allowed for some economies in studio operation. But no deal was ever reached, she said, in part because of potential overlapping with Jefferson-Pilot's other broadcast stations in nearby Charlotte, N.C. Attempts to sell the station were also unsuccessful.

According to MacMillan, 16 full-time and four part-time employes will be affected by the shutdown, although the parent company hopes to place some among its other radio and two TV stations. MacMillan and Babb were unsure whether the physical facility itself could be sold.

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Networks give thumbs up, thumbs down on new programs

ABC renewing 11 shows, NBC brings back four of five new hours, CBS still to decide fate of two hours

So far this season, 11 of the 24 new programs on the television networks' schedule have been renewed for the full season, five are gone from the schedule, and the jury is still out on eight others. Odds are that most of those new programs still on the air won't survive to a second season.

ABC has picked up three new-season comedies for the full season, including *Head of the Class*, *Sledge Hammer!* and *Sidekicks*. New shows gone from ABC's slate include *Life with Lucy* and *The Ellen Burstyn Show*, which have been replaced by two midseason shows, *Dads* and *Gung Ho*. The future is still unknown for ABC's three new dramas, but sources say that at least two of the them are likely to be picked for the full season—*Starman*, now on Friday's at 8 p.m., and *Jack and Mike*, which follows *Moonlighting* on Tuesdays at 10 p.m. The other drama is *Heart of the City*, now at 9 p.m. on the network's disastrous Saturday night lineup.

NBC has renewed four of five new hour programs for the full season, including *Our House*, *Matlock*, *Crime Story* and *L.A. Law*. *1986*, an NBC in-house production, won't be "renewed" in the traditional sense because there is no outside supplier from which to renew it. NBC News will continue to produce it as long as the network tells it to. NBC has also picked up for the full season two of three new comedies—*Amen* and *ALF*, while word awaits the fate of Sunday night's *Easy Street*.

Most programs returning to a network schedule from the past season are given a 22 episode commitment. *The A Team* was the exception on NBC. That show returned this season with only a 13-episode commitment and has been canceled, effective at year's end. On CBS, *The Equalizer* was the exception, although the network announced recently that the show had been picked up for the entire season, after an initial 13-episode order. The network has also decided to bring back *Twilight Zone*, which it produces, but is reducing it from an hour to a half hour.

CBS has made decisions on its four new half-hour comedies: Two are gone, *Better Days* and *Together We Stand*, and two have been renewed for the full season, *My Sister Sam* and *Designing Women*. CBS has axed one of three new one-hour shows, *Kay O'Brien*, and has not yet made a decision on the other two, *Downtown* and *The Wizard*.

All three networks have announced mid-season commitments. CBS has the following one-hour shows on the bench: *Hard Copy*, formerly *All the News*, a newspaper



ABC's "Head of the Class"



CBS's "The Equalizer"



NBC's "Crime Story"

drama; *Spies*, a light-hearted spy drama; *Houston Knights*, a police drama; *The Outlaws*, a high-concept western with a time travel twist; *The Shell Game*, another newspaper drama, and the newsmagazine show, *West 57th*. Half-hours in the hopper include *The Cavanaugh's*, which will go to Mondays at 9:30 p.m. in December; *The Popcorn Kid*, about teen-agers working in a movie house, and the *Kate and Allie* spin-off, *Late Bloomer*.

Meanwhile, NBC has announced the following one-hour show—*Stingray*. Also a six-hour family drama, *A Year in the Life*, scheduled to run Dec. 15-17 at 9-11 p.m. each night, may be picked up as a series. *Remington Steele* is in a similar situation. Three special two-hour episodes are currently being produced, and their performance will determine whether the show has a shot at returning to regular series status.

Half-hours include *The Days and Nights of Molly Dodd*, about a single women in New York; *Me and Mrs. C.* about a black female ex-con boarding with an older white woman; *Rags to Riches*, about a millionaire who takes six orphans; the *Cheers* spin-off, *The Tortellis*, and *Sweet Surrender* about suburban family life.

A new hour show is tentatively called *The Bronx Zoo* and stars Ed Asner as a school teacher.

ABC has announced the fewest midseason shows, with two comedies already scheduled to air—*Dads*, and *Gung Ho* (BROADCASTING, Nov. 10). The other two include the comedy, *Harry*, with Alan Arkin as a hospital purchasing agent, and a one-hour comedy/drama, *Ohava*, with Pat Morita as a criminologist. □

Fox continues program plans for network

Another late-night program in early stage of development, to follow Joan Rivers show; company approached disk jockey Howard Stern, among others

Fox Broadcasting Co. denied reports last week that it was planning another late-night program with controversial disk jockey Howard Stern. A spokesman acknowledged that FBC, responding to interest from affiliates, has explored the possibility of a second late-night weekday show to follow the Joan Rivers show and perhaps another late-night vehicle for the weekend and that Stern was

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approached. "He's one of many people we have talked to" as a potential host for a late-night program, the spokesman said. But he stressed that the concept for the second weekday program (a once-a-week entry, not a strip, such as Rivers) was in "early, early development" and that the top priority is to launch the weekend prime time slate of programs, scheduled to roll out in March 1987.

The spokesman refused to say whom else Fox has approached or whom it has considered for the second late-night vehicle. The strategy is to develop a concept, produce and test the program in two or three markets, and

if well received by audiences, place it on the national FBC schedule. It was unclear last week whether the FCC's obscenity inquiry into Stern's morning radio program, simulcast on Infinity Broadcasting's WXRK(FM) New York and WYSP(FM) Philadelphia (BROADCASTING, Nov. 17), would hurt his chances for the possible Fox show. Fox declined to discuss it.

Meanwhile, the early ratings returns for Fox's *Late Show Starring Joan Rivers* show that for the first four full weeks, the program averaged a 3.0 household rating, a full point less than FBC's guarantee, but about where

most agencies thought it would be. Demographically, the show has started out better than some agencies were projecting. "It's running right about where we thought it would," said Mel Conner, senior vice president, director, network programming, DFS-Dorland. He said most agencies "were not thinking [Rivers] would beat Carson or run away with the time period. It's rare that a show like that gets off to an amazing start. It has to build an audience and grow. We are satisfied with the numbers. [Fox] felt it would do a four or a five but most advertisers expected a little less than that." Conner add-

NBC wins prime time and news in week eight

NBC took week eight (it has won the previous seven) of the prime time season (ended Nov. 16) with a 17.3/27, besting CBS's 15.8/25 and ABC's 15.1/24. NBC won the evening news race as well with a 12.7/22. CBS was next with a 12.4/21 and ABC had a 10.7/18. Last year the prime time order was the same, but the numbers were considerably higher. For week eight in 1985, NBC was in front with an 18.7/28. CBS was second with 17.2/26 and ABC had a 14.3/21. Last season's news winner was CBS with a 14.0/23. NBC took second place in that race with a 12.2/21 and ABC came in third with an 11.6/20.

HUT's (homes using television) were up for week eight a scant 0.3% over week seven. Week eight stood at 63.6% over the previous week's 63.3%. Week eight's HUT was down, however, when compared with last year's 66.3%. Expressed as actual homes, 1986's week eight percentage is equal to 55.6 million homes, also down from 1985's comparable 56.9 million.

The NBC Monday Night Movie, *Unnatural Causes*, captured viewer interest enough to give NBC a win at 9-11 p.m. The movie took viewers away from part two of CBS's *Monte Carlo* mini-series and *Monday Night Football's* Miami-Cleveland game. *Unnatural Causes* ranked 17th with a 19.3/31. *Monte Carlo* was down the list, at 53d, with a 12.2/19. The football game came in at 22d with an 18.1/31. CBS took 8-9 p.m., however, when *Kate & Allie* beat NBC's *ALF* and the first half hour of ABC's *MacGyver* with a 19.5/29. CBS's *My Sister Sam*, which follows at 8:30 p.m., pulled an 18.2/27, beating *MacGyver's* overall 14.9/23 and *Amazing Stories*, on NBC, which scored 14.3/21. For the night, NBC just barely took it away from ABC with a 17.9/27.8 over its competitor's 17.8/27.5. CBS, pulled down by the low 9-11 p.m. numbers, came away with only a 14.4/22.1.

Tuesday was a different story. ABC won the night handily, with a 21.5/33.1, while CBS took a 13.2/20.3 and NBC a 12.3/18.7.

Wednesday night was a dead heat between ABC and NBC—both networks came up with prime time averages for the night of 16.3. In terms of share, however, NBC had a slight edge—0.3 of a share

point—at 25.6 to ABC's 25.3. CBS's average was 14.9/23.2.

Thursday still belongs to NBC. Week eight's fourth night closed out at 28.3/42.4 for the network, leaving CBS in second with less than half those numbers (13.1/20.0) and ABC with 11.6/17.4.

Friday was won by CBS's 19.1/31.3, over NBC's 14.5/23.6 and ABC's 11.9/19.5. NBC will be putting *L.A. Law* into *Hill Street's* soon-to-be-former Thursday slot, and *Crime Story* will take over the Friday 10-11 p.m. slot. At 8-9 p.m., ABC's *Webster* and *Mr. Belvedere* beat the hour-long *Scarecrow and Mrs. King* on CBS and the one-hour *A Team* on NBC. *Dallas* on CBS took 9-10 p.m. with a 23.7/37 against *Miami Vice's* 16.5/26. ABC's *Sledge Hammer!* and *Sidekicks* received a 10.1/16 and 9.8/15, respectively.

NBC took Saturday as well with an evening average of 19.9/34.6. CBS's *Wizard* special and Saturday movie, *Dreams of Gold: The Mel Fisher Story* mustered up only an 11.0/19.3. ABC's special on *Life* magazine *Life: 50 Years* pulled the network's average up to 8.9/15.9, while the 8-9 p.m. period was lost with the disappointing numbers of *Life with Lucy* and *The Ellen Burstyn Show*.

Sunday's battle of the movies gave ABC and CBS a fight for 9-11 p.m. Clint Eastwood's *Sudden Impact* gave part one of CBS's lampooning mini-series, *Fresno*, a good race. ABC's movie scored a 19.6/30 while Carol Burnett and company came out on top with a 19.7/30. The Shirley MacLaine-Jack Nicholson comedy on NBC, *Terms of Endearment*, came up with a 15.9/28. It ran until 12:17 a.m., having started at 9:30 p.m., after *Valerie*. *Valerie* pulled in a 15.1/22, below the show's season average of 15.8/23. *Murder, She Wrote* scored right at its season average of 25.8/38 with a 25.8/37. It ranked fifth. *Our House* dropped below its season average (14.3/22) with its 13.2/20 and 50th-place ranking. *Easy Street* dipped below average a bit with a 14.3/21, just under its season numbers of 14.6/22. ABC's *Disney Sunday Movie* moved above its average of 13.0/20 with week eight's score of 14.4/21. CBS's *60 Minutes* edged above its average (23.1/37) with its 11th place 23.3/36.

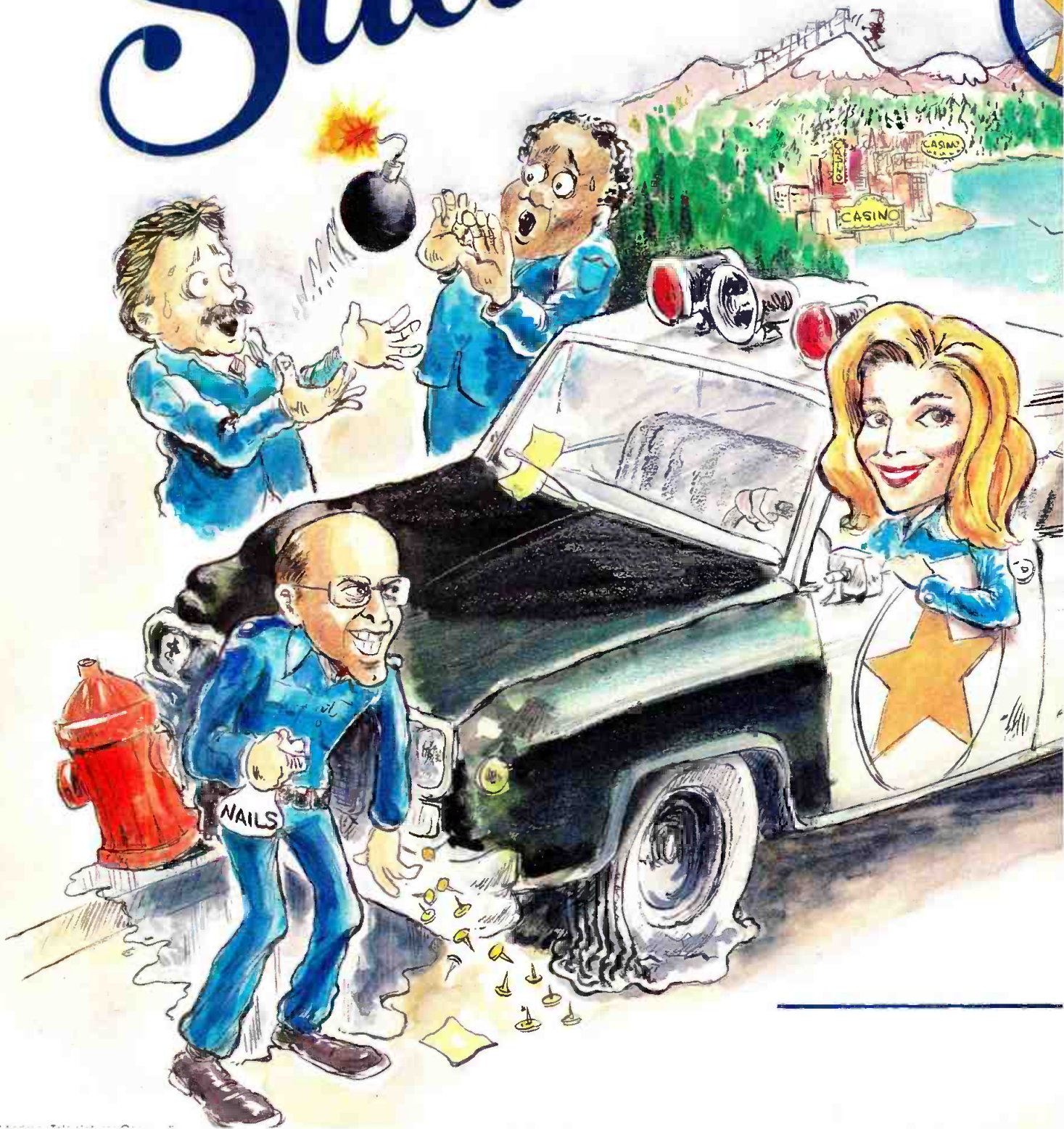
Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.6/50	25.	Perfect Strangers	ABC	17.2/26	49.	You Again?	NBC	13.9/21
2.	Family Ties	NBC	34.6/49	26.	Magnum P.I.	CBS	16.9/25	50.	Jack & Mike	ABC	13.5/23
3.	Cheers	NBC	29.8/43	27.	Matlock	NBC	16.6/24	51.	Our House	NBC	13.2/20
4.	Moonlighting	ABC	25.9/38	28.	Miami Vice	NBC	16.5/26	52.	Simon & Simon	CBS	13.1/19
5.	Murder, She Wrote	CBS	25.8/37	29.	Dynasty	ABC	16.2/24	53.	Monte Carlo, pt. 2	CBS	12.2/19
6.	Golden Girls	NBC	25.3/42	30.	Terms of Endearment	NBC	15.9/28	54.	Mike Hammer	CBS	12.1/18
7.	Who's the Boss	ABC	25.2/38	31.	NFL Football, 7-7:33 p.m., Sun.	NBC	15.9/26	55.	A Team	NBC	11.8/19
8.	Night Court	NBC	25.1/38	32.	Hill Street Blues	NBC	15.7/30	56.	Kay O'Brien	CBS	11.7/21
9.	Growing Pains	ABC	24.8/36	33.	Equalizer	CBS	15.7/27	57.	Dreams of Gold	CBS	11.3/20
10.	Dallas	CBS	23.7/37	34.	ALF	NBC	15.7/23	58.	1986	NBC	10.9/18
11.	60 Minutes	CBS	23.3/36	35.	Webster	ABC	15.5/26	59.	The Wizard	CBS	10.4/18
12.	Amen	NBC	20.4/34	36.	George McKenna Story	CBS	15.5/24	60.	Starman	ABC	10.3/18
13.	Fresno, pt. 1	CBS	19.7/30	37.	Hotel	ABC	15.3/28	61.	Life: 50 Years	ABC	10.2/18
14.	Sudden Impact	ABC	19.6/30	38.	L.A. Law	NBC	15.1/26	62.	Sledge Hammer!	ABC	10.1/16
15.	Kate & Allie	CBS	19.5/29	39.	Mr. Belvedere	ABC	15.1/24	63.	Colbys	ABC	10.0/14
16.	227	NBC	19.3/33	40.	Valerie	NBC	15.1/22	64.	Sidekicks	ABC	9.8/15
17.	Unnatural Causes	NBC	19.3/31	41.	20/20	ABC	15.0/25	65.	Crime Story	NBC	9.5/14
18.	Falcon Crest	CBS	18.8/33	42.	Scarecrow & Mrs. King	CBS	14.9/24	66.	Downtown	CBS	8.6/13
19.	Highway to Heaven	NBC	18.7/28	43.	MacGyver	ABC	14.9/23	67.	Analysis, Reagan address	ABC	8.3/12
20.	Hunter	NBC	18.3/33	44.	Disney Sunday Movie	ABC	14.4/21	68.	Life With Lucy	ABC	8.6/12
21.	My Sister Sam	CBS	18.2/27	45.	Amazing Stories	NBC	14.3/21	69.	Ellen Burstyn Show	ABC	6.2/11
22.	NFL Monday Night Football	ABC	18.1/31	46.	Easy Street	NBC	14.3/21				
23.	Facts of Life	NBC	18.0/32	47.	Knots Landing	CBS	14.2/21				
24.	Head of the Class	ABC	17.3/26	48.	St. Elsewhere	NBC	13.9/24				

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ed that FBC was making good on the difference between the actual household numbers the program was producing and the guaranteed four rating, primarily in the form of "recapturable" units built into the spot schedules.

Steve Grubbs, senior vice president, director of network television buying, BBDO, also said Rivers's performance was impressive to date, both in household and demographic terms. "If the demos we have seen from the first report hold up," he said, "then we'll be extremely pleased." Grubbs said the numbers for adults 18-49 were "excellent," a word he also used to describe the show's demos for adults 25-54, with adults 18-34 "very good."

According to Nielsen, for the two weeks ending Oct. 26, Rivers averaged the following ratings broken out by key demographic categories: women 18-34, 2.2; women 18-49, 2.3; women 25-54, 2.5; men 18-34, 2.6; men 18-49, 2.6, and men 25-54, 2.4. According to FBC research vice president Andrew Fessel, the program's concentrated audience strength is also impressive. For example, he said that for the same two-week period, for every 1,000 homes viewing Rivers, there were over 800 women, and more than 500 of them fell in the 18-49 demographic. *Late Night with David Letterman*, which advertisers credit for its strong demographics, did not do as well for the period, with only 673 women viewers for 1,000 tuned-in homes, 371 in the 18-49 demographic. (It should be noted that the period included NBC World Series coverage, which caused *Letterman* to be delayed several times.)

Despite the initial ratings success, fine-tuning continues on the Rivers program. The show's band leader, Mark Hudson, is expected to take on a larger role with more on-air conversation with Rivers. Rivers may also do more skits, and it is likely that the number of guests per episode, which has been averaging four, will be reduced to three. □

Diller taps Goldberg for top 20th post

Hollywood producer to become president and CEO for film company

Barry Diller, chairman and chief executive officer, 20th Century Fox Film Corp., announced last week that he was appointing his long-time friend and business associate, Leonard Goldberg, to be president and chief operating officer of the company. Most recently, Goldberg has been focusing his energy on his two production companies, Leonard Goldberg Productions (*Something About Amelia* and the upcoming CBS comedy, *The Cavanaughs*) and Mandy Films ("War Games"). In the past, Goldberg teamed with Aaron Spelling to produce such programs as *Charlie's Angels*, *Hart to Hart*, *Fantasy Island* and *Family*.

Goldberg will assume his new post, under a multiyear contract, on Dec. 1. Negotia-



Goldberg

tions, which lasted about three weeks, were concluded Saturday, Nov. 15. He said last week that he will continue to preside directly over the projects for which his television production company now has on-air commitments for or development deals signed. The only on-air commitment is for *The Cavanaughs* for CBS, but Goldberg said he has a number of development agreements for series, made-for and mini-series that he will oversee until final decisions are made on them. "I feel passionate about *The Cavanaughs*," he said. "I didn't want to give up two or three years' [effort of] working on this show."

All of Fox's motion picture operations will report to Goldberg, including production, domestic marketing and distribution, and international marketing and distribution. In addition, Fox's television division, headed by Jonathan Dolgen, will report to Goldberg. That division includes television production, domestic syndication, international syndication, home video (CBS/Fox) and pay television.

"It is a genuine pleasure to reunite with the person with whom I began my executive career," said Diller. Goldberg brought Diller to ABC from the William Morris Agency in the early 1960's to become his assistant when Goldberg was head of the network's program division. "It is only Leonard Goldberg's desire to return to that executive life after an immensely successful entrepreneurship in both motion pictures and television, which gives us the opportunity to attract someone of his talent and integrity," Diller said. There were reports that Diller offered the job to Goldberg before his predecessor in the post, Alan Horn, got the nod and subsequently resigned after a short tenure. Reports have said Horn and Diller differed on a number of managerial issues. Goldberg declined comment on the reports.

Early in his career, Goldberg put in stints as a research staffer at ABC and as director

of special program projects for NBC. He also served as program executive for BBDO before rejoining ABC, where he subsequently became head of programing. Before going out on his own, Goldberg served as president of Screen Gems Productions, the old name of Columbia Pictures' television production unit. Last week he cited his close association with Diller and the opportunity to run a studio as reasons for taking the new post. □

NBC announces 'Noble House' mini-series

Offering will be based on novel by 'Shogun' author James Clavell

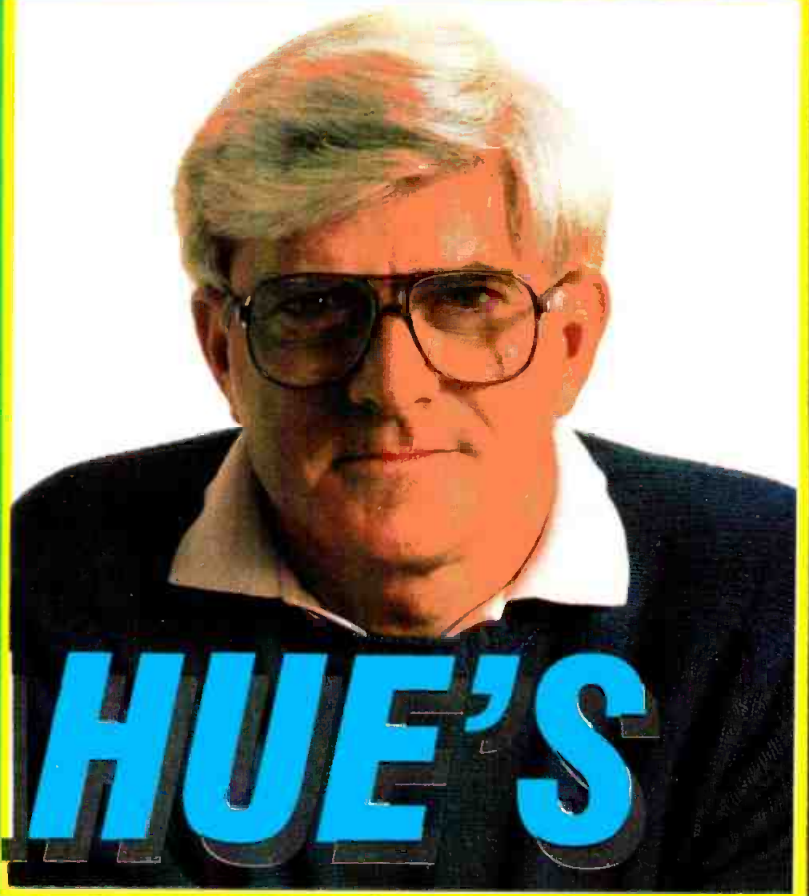
NBC announced last week its first mini-series project for the 1987-88 season—*James Clavell's Noble House*, which will star Pierce Brosnan, co-star of *Remington Steele*, the series that was canceled after last season but is returning later this season in the form of three two-hour episodes. (Brosnan lost out on a bid to become the new James Bond with NBC's decision to revive *Steele*.)

The announcement came shortly after the release of Clavell's latest novel, "Whirlwind," and a theatrical film based on an earlier novel, "Tai-Pan." The mini-series will have Brosnan playing the role of Ian Dunross, the tai-pan (leader) of a British trading house in Hong Kong. Production begins in Hong Kong in January, with the program scheduled to run eight hours. Clavell will serve as executive producer and Eric Berco-vici will write and produce the program. The pair had the same roles in the production of NBC's 1980 mini-series *Shogun*, also based on a Clavell novel, which averaged a 32.6/51 for its first broadcast airing, NBC said.

Noble House is the first network television production for The De Laurentiis Entertainment Group, which broke into the television production scene earlier this year with the announcement of a first-run strip, *Honey-moon Hotel*, scheduled for debut next fall. De Laurentiis, which also produced "Tai-Pan," said last week it will also distribute the mini-series worldwide and domestically in syndication, down the road. The average license fee for a mini-series has averaged between \$1.7 million and \$2 million, production sources said, and it is understood that *Noble House* will be produced at a deficit. Paramount produced *Shogun* at a cost of around \$20 million. An NBC spokesman said *Noble House* would cost no more than \$20 million but declined to be more specific. □

Programing prizes. Television stations won three of the six Grand Awards presented by the International Film & TV Festival of New York. WQED-TV Pittsburgh won for best entertainment program for two episodes of its *Wonderworks* series, "Miracle of Moreaux" and "Anne of Green Gables." Co-producer Sullivan Films shared in the latter award. KNBC-TV Los Angeles, along with Chuck Blore and Don Richman, won for best promotion spot with the station's "The Santa Barbara" campaign. KUTV-TV Salt Lake City won best news program for its documentary on homeless families, "Heartbreak Hotel." The best public service award went to WETA-TV Washington for "Drinking & Driving: The Toll, The Tears." HBO and Television South won the entertainment award for *Murphy*.

The October Arbitron Report Says:



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- Atlanta/WAGA
- Baltimore/WMAR
- Cincinnati/WLWT
- Cleveland/WEWS
- Columbus, OH/WCMH
- Denver/KCNC
- Detroit/WXYZ
- Hartford-New Haven/WTNH
- Houston/KTRK
- Kansas City/KMBC
- Memphis/WMC
- Miami/WPLG
- Milwaukee/WITI
- Minneapolis-St. Paul/WCCO
- New Orleans/WVUE
- Philadelphia/WPVI
- Pittsburgh/WTAE
- Providence/WJAR
- Sacramento/KCRA
- San Francisco/KGO
- St. Louis/KSDK
- Tampa-St. Pete/WTSP
- Washington, D.C./WUSA

*Source: Arbitron, October 1986

 MULTIMEDIA
ENTERTAINMENT

High hopes for 'Entrepreneurs'

PBS business documentary, like its popular precursor, 'In Search of Excellence,' will be sold as videocassette

The producers of *In Search of Excellence*, PBS's highest rated business documentary, are hoping their second offering, *Entrepre-*

neurs, will fare as well as the first in videocassette sales. *Entrepreneurs*, a 90-minute documentary that aired on most Public Broadcasting Service stations Wednesday, Nov. 5, did not perform as well on television, however: Overnight ratings for the program in four markets ranged from a 1.3/2 in New York to a 2.7/4 in San Francisco. (*In Search of Excellence*, based on a best-selling book, drew a 9.0 cumulative rating when it aired on PBS in January 1985 and has sold 10,000 videocassette copies at \$400-\$450 apiece.) Both programs were produced by Nathan/Tyler Productions, formed in De-

cember 1983.

John Nathan, producer, director, writer and co-executive producer of *Entrepreneurs* (with partner Sam Tyler), said he used a crew of between three and nine people to record interviews with five entrepreneurs and "then, in the editing process, let the thing kind of speak to us." Nathan said his subjects were chosen because they were people he admired and they could "communicate their excitement." Featured were Steven Jobs, Apple Computer and Next Inc. (pictured above, second from right); Mitchell Kapur, Lotus Development Corp.; Lane Ne-

Syndication Marketplace

Paramount reports that it has cleared *Marblehead Manor*, the first-run sitcom for fall 1987 purchased recently for the NBC-owned stations' checkerboard, on 48 stations covering 55% of the country, including 11 of the top 12 markets. Stations will get 24 episodes of *Marblehead Manor* for two runs on a cash-plus-barter basis, with Paramount retaining three 30-second spots, and stations getting five minutes per episode. Clearances include WCAU-TV Philadelphia, WCVB-TV Boston, KXAS-TV Dallas, KPRC-TV Houston, WTAE-TV Pittsburgh, WXON-TV Detroit, WPLG-TV Miami, KMOV-TV St. Louis and WFTS-TV Tampa, Fla.

Alex Trebek and Meredith MacRae have been signed as hosts for Lorimar-Telepictures *ValueTelevision*, a one-hour syndicated talk/home shopping show. The show, which debuts in January, has been cleared on 27 stations covering 40% of the country, including the Fox Broadcasting stations. Jim McGillen, president of first-run distribution, said that 97% of the stations cleared so far are affiliates which will use the show in daytime and early fringe. Stations will get the show beginning in January. Terms are a cash basis through September followed by a cash-plus-barter basis till the end of the one-year deal, with Lorimar-Telepictures retaining two of the 12 commercial minutes. The show will appear six days a week for 52 weeks. Stations are also being offered compensation depending on the amount of sales in their area. Among clearances so far: WJBK-TV Detroit; WJW-TV Cleveland; KOVR-TV Stockton, Calif. (Saberquero); KOIN-TV Portland, Ore.; WDSU-TV New Orleans; KOAT-TV Albuquerque, N.M.; WHP-TV Harrisburg, Pa., and WCTV-TV Tallahassee, Fla.

Barris Industries will take two new first-run half-hour strips, in addition to its existing properties (*The New Newlywed Game* and *The All New Dating Game*), to NATPE this year for debuts in the fall of 1987. *Comedy Courtroom* is a parody of the court-show genre featuring Chuck Barris as a judge in all of the episodes, and *Mr. Romance* is a talk show featuring couples discussing romance before a live audience. *Comedy Courtroom*, created by Chuck Barris who will also be executive producer, will utilize real court cases that have a comedic twist. A cast of comedians will be the players in the dramas, which will be written by law school students. So far 270 cases have been researched and written, according to Bud Granoff, president of Barris Industries. Barris will offer the show on a cash-plus-barter basis with stations getting five-and-a-half minutes and Barris keeping one. There will be 32 weeks of first-run episodes and 20 weeks of repeats. The show is designed for late night, early fringe and access. *Mr. Romance* will be hosted by Langdon Hill, whose advice column is syndicated by Universal Press in over 100 papers, and will be produced by Woody Fraser. The show will feature advice from "real-life experts." There will be 35 weeks of first-run episodes and 17 weeks of repeats that will be sold on a cash-plus-barter basis with stations getting five-and-a-half minutes and Barris keeping one. *Mr. Romance* is designed for telecast between 9 a.m. and 4 p.m. The pilot for *Mr. Romance* will be shot shortly in Tucson, Ariz., where Hill resides.

Viacom Enterprises is offering a new game show, *Split Second*, hosted by Monty Hall, for a January 1987 start. Designed as a mid-season replacment, *Split Second* will be offered in 52-week deals. The first 39 weeks will be on a straight-cash basis, with the remaining 13 being cash-plus-barter, with stations getting five-and-a-half



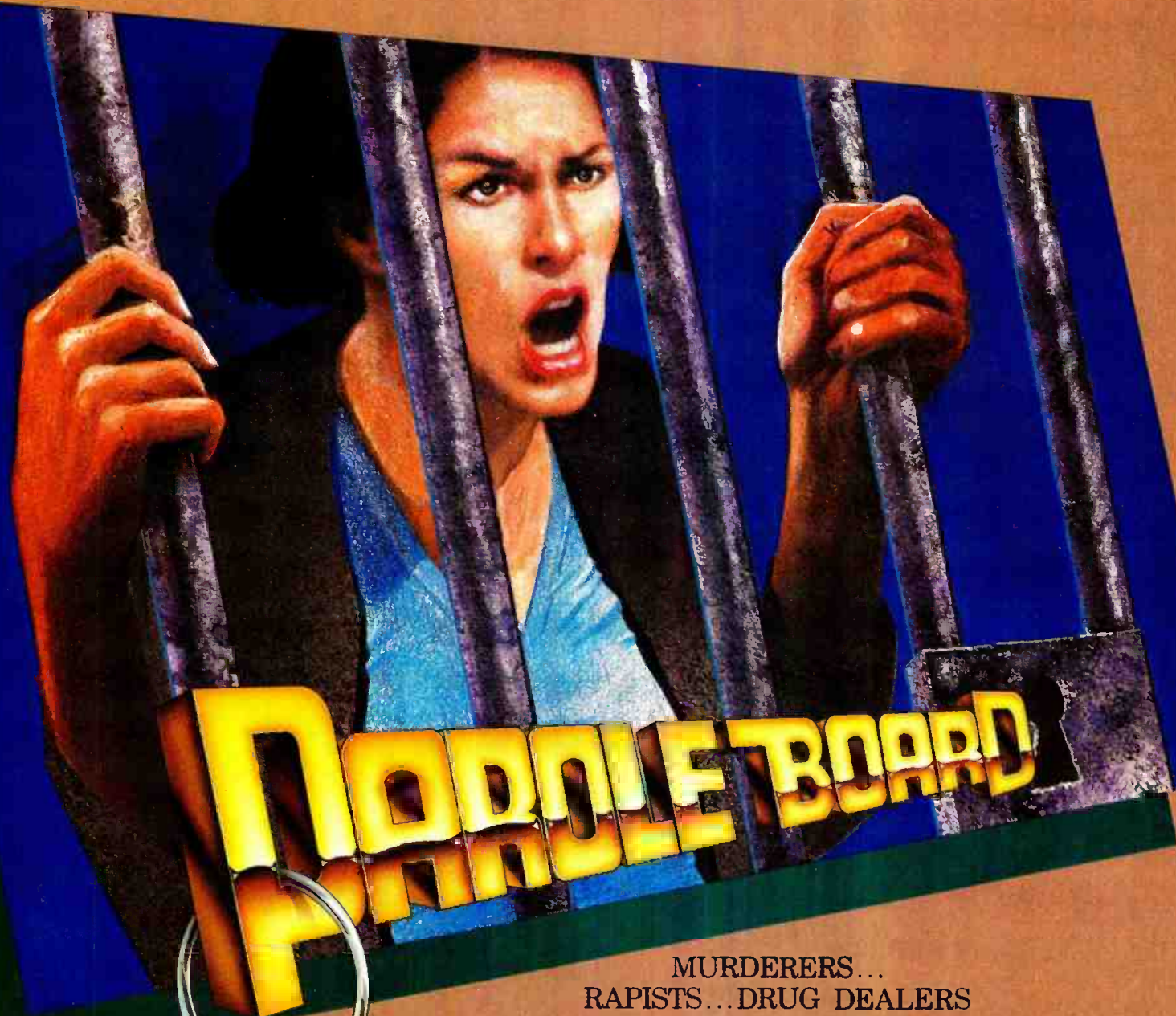
Monty Hall on the "Split Second" set

minutes and Viacom keeping one minute. *Split Second*, which originally ran on ABC-TV between 1972 and 1975 (then hosted by Tom Kennedy), features a fast-paced question and answer format, with a grand prize of a car in the final round. Hatos-Hall Productions (Stefan Hatos and Monty Hall) will produce the show.

Access Entertainment Group, DIC Enterprises and Bohbot & Cohn Advertising have joined forces to produce three animated strips for the fall of 1987 at a cost of more than \$13 million per series. The shows are: *Tiffany Blake*, an action/adventure series that follows an internationally acclaimed model and her double agent friends; *U.S. Space Force*, based on the Young Astronauts Program, a government sponsored youth organization promoting citizenship and an active interest the U.S. space program, and *Beverly Hills Teens*, an idealized look at the luxurious environment in which to grow up. DIC is a large producer of animated programming. Bohbot & Cohn, a buying service that is 10 months old, services 70 major toy accounts including Toys 'R' Us. Access Syndication produces *Hollywood Close Up* and *Heroes: Made in the U.S.A.* This will be its first foray into animated shows. There will be 65 episodes of each series, each distributed on a barter basis for eight runs over two years. Access Syndication President Ritch Colbert said Access will seek to differentiate the three shows from other syndicated animated offerings by moving away from the high-tech dehumanized robotics to series with more fully developed characters. Each of the shows is cut for six-and-a-half minutes of advertising time. During the first three quarters of the calendar year stations will get four minutes and Access will keep two. During the fourth quarter, stations will get four-and-a-half minutes and Access will keep two.

Orbis Communications began sales of a 14-title package, "Great American Adventures," last week by placing it on WFLD-TV Chicago and KTMA-TV Minneapolis. Included in the package are "Adventures of the Wilderness Family," "Wilderness Family Part 2," "Across the Great Divide" and "Mountain Family Robinson." Orbis says that the 14 titles in the package grossed more than \$150 million at the box office (over \$200 million in today's prices). Sales of the package are for seven runs over five years. Orbis recently cleared "Mountain Family Robinson" in 150 markets covering 90% of the country.

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AU-650 Studio VCR. This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

the benefit of the M-II format. The AU-650 provides video and audio performance as good as—if not better than—that of 1" VTRs. In a 1/2" cassette format that lends itself to station automation. It records and plays either 90- or 20-minute cassettes, and provides smooth action, variable slow motion as well as freeze frame. And the AU-650 can perform frame-accurate automatic editing with multi-generation transparency. There's also an internal TBC to assure on-air quality playback.

AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFM users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

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Nathan described *Entrepreneurs* as "an entertaining program that plays to a fairly broad audience and at the same time is an instrument that is rigorous enough and behind-the-scenes enough and tough enough in terms of its content to be enormously valuable as a training and motivational tool inside business America."

The *Entrepreneurs* cassettes will start at \$475, and will be marketed, like *Excellence*, by direct mail. *Entrepreneurs* was supported by a \$650,000 grant from underwriter Merrill Lynch, which will receive 8% of the videocassette profits, and which plans to underwrite a third Nathan/Tyler documentary, yet to be produced. The third program probably will not be available until 1988, Nathan said.

Nathan/Tyler is opening a feature film division to complement its management video enterprise. In addition to the two programs that aired on television, the company offers five videocassettes designed specifically for corporate America, to be used by senior management as training and motivational tools. They are "much more didactic, much more specifically aimed than our television stuff," Nathan said. □

Stay Tuned

CBS has moved up the broadcast date for *Barnum*, the movie about the 19th-century showman, which stars Burt Lancaster as the



Burt Lancaster as Barnum

flamboyant P.T. and Hanna Schygulla as Jenny Lind. *Barnum* will air next Sunday (Nov. 30), instead of the original date of Dec. 7.

In production: *Women's Fitness*, from Lifetime, is a two-hour special that is part of the cable network's new fitness series, *Lifetime Healthstyles*. Mary Fran (who plays Newhart's wife on CBS's *Newhart*) stars, and Jane Fonda will be featured. The program is scheduled to air Monday, Dec. 29, from 8 to 10 p.m. EDT. *Pals* stars George C. Scott, Don Ameche and Sylvia Sidney. The storyline has Scott and Ameche as Army buddies who discover a suitcase containing over \$3 million. The money is tainted, however, since it stems from illegal drug sales. There is a mobster after the money too, and his life hangs in the balance if he doesn't retrieve the illicit loot. Sylvia Sidney stars as Scott's wisecracking mother. Lou Antonio will direct from a script by Michael Norell. Robert Halmi is executive producer for Robert Halmi Inc. *Pals* will air on CBS. *Single Men*, for ABC, is a drama about three generations of males who cruise the singles bars of L.A. The motion picture will star two *Hill Street Blues* alumni, Ed Marinaro and Ken Olin, along with Max Gail and Robert Rusler. Bobby Roth is directing from a script by Steve Humphrey and Sue Grafton.

Philadelphia's Thanksgiving Day parade is being carried exclusively on **Lifetime**. Produced by WPVI-TV Philadelphia, the coverage of the parade will be handled by WPVI-TV's news anchors, Dave Roberts and Lisa Thomas-Laury. Julius (Dr. J) Irving is the grand marshal. Festivities will be broadcast from noon to 2 p.m., and Lifetime will also air a repeat that night, at 6-8 p.m.

Superstation **WTBS** Atlanta is set to premiere "Afghanistan's Holy War" on the Sunday, Dec. 14, edition of *National Geographic Explorer* (8-9 p.m.). The program is about the Mujahideen, the Muslim guerrillas who have been fighting the Soviet invasion of Afghanistan since it began Christmas Eve in 1979. Producer-director Jeff Harmon and cameraman/co-producer Alexander Lindsay center this

documentary on Haji Abdul Latif, a 76-year-old peasant who is also known as the "Lion of Kandahar," and his men. Harmon and Lindsay made three clandestine visits to Afghanistan to obtain footage and interviews. **WTBS** will air repeats of the special on Monday, Dec. 15, and Saturday, Dec. 20.

Of future note: *The Cavanaugh's* is a new half-hour comedy series set to premiere on CBS, Monday, Dec. 1 (9:30-10 p.m.). Barnard Hughes, Peter Michael Goetz, Mary Tanner, John Short and Christine Ebersole star as a working-class Irish-Catholic family "facing life's surprises with good-hearted humor." It's produced by Mandy Films, in association with Paramount Network Television. *Timestalkers*, a new motion picture to air on CBS, stars William Devane, Lauren Hutton and Klaus Kinski. The last two are time travelers from the 26th century. Kinski escapes into the past to alter history for his own advantage. Hutton follows in order to thwart his plans and enlists the aid of Devane. Airdate: Tuesday, Dec. 16, 9-11 p.m. *Kraft Presents: Jim Henson's the Christmas Toy* will be part of ABC's night of Christmas specials, airing Saturday, Dec. 6 (8-9 p.m.). Kermit the Frog will host, along with a cast of new faces. Ed Asner will star as a con man whose holiday spirit is renewed when a group of children believe he is Santa Claus. *The Christmas Star* will air on ABC as part of *The Disney Sunday Movie*, Dec. 14, from 7-9 p.m.

A professional's guide to the intermedia week (Nov. 24-30)

Network television—ABC: *The Kingdom Chums* (live and animated rendition of the story of David and Goliath), Friday, 8-9 p.m. "Escape from Alcatraz" (Clint Eastwood stars), Sunday, 9-11:20 p.m.

CBS: *CBS Tuesday Movie, That Secret Sunday* (Parker Stevenson stars as an unscrupulous newspaper reporter), Tuesday, 9-11 p.m. *CBS All-American Thanksgiving Parade*, (coverage of parades in New York, Detroit, Toronto and Honolulu), Thursday, 9 a.m.-12 p.m. *All Star Party for Clint Eastwood* (11th annual salute by Variety Clubs International, hosted by Lucille Ball), Sunday, 8-9 p.m. *Barnum* (stars Burt Lancaster and Hanna Schygulla), Sunday, 9-11 p.m.

NBC: Macy's Thanksgiving Day Parade (closed-captioned), Thursday, 9-12 p.m.

Cable—Lifetime: (Philadelphia's Thanksgiving Day parade), Thursday, 12-2 p.m.

Radio—ABC: *Just the Gravy... A Thanksgiving Weekend Celebration* (90-minute special, features contemporary country music), Tuesday (check local times).

CBS: *Newsmark* "The Courage to Care" (Bill Curtis talks with various individuals who devote their lives to giving hope to critically ill children), Friday, 2:30-3 p.m.

NBC: *The Battle Against Cancer* (five 90-second reports, serve as a companion to the 30-minute documentary, *Surviving Cancer*), Mon-Fri. *Surviving Cancer* (30-minute documentary), Friday (check local times).

Museum of Broadcasting (1 East 53d Street, New York) *BBC Television: 50 Years*, exhibit of over 100 hours of telecasts. Through Jan. 31. *Barbra Streisand, The Television Work*. Through Dec. 6. *Carnegie Hall: The Radio and Television Concerts*. Over 30 hours of television and radio broadcasts will be presented, and includes a seminar exploring the history and the production of the Carnegie Hall broadcasts. The seminar will be held Wednesday, December 10. Information: (212) 752-7684.

TVB conferees exude cautious optimism for 1987

Among speakers at 32d annual gathering are Rice, Byrne, Gibbs, Aug

The prevailing attitude among the more than 1,000 television and advertising executives attending the 32d annual Television Bureau of Advertising meeting last week (Nov. 17-19) in Los Angeles was one of cautious optimism: While concurring the flurry of activity taking place in today's leaner and more aggressive advertising market will lead to changes in operating and management styles, TVB members appeared confident they could meet the new challenges.

Although not all quarters of the television advertising community represented at the Century Plaza Hotel were delighted about their prospects for 1987, most notably the station representative firms there, the bottom line of the convention was that commercial television advertising is making modest gains.

Local, national and regional spot and network sales rose 9.6% in the third quarter of 1986, and for the nine months ending Sept. 30 was up 7.95%, TVB reported. In the third quarter, figures showed local television advertising again scored the largest gains, rising 14.4%, bringing its overall increase this year to 14.3%. National spot was up 10.4% in the third quarter, boosting its increase for the year-to-date growth to 8.1%. Network television, meanwhile, recorded a 5% increase in the three months ended Sept. 30. That represented a 3.5% growth rate in the first nine months of 1986 compared to the same period a year ago.

"Third-quarter results were on a rising trend," said Roger D. Rice, president of TVB. "From second-quarter growth of 5.9% for the combined television media, the third quarter increase of 9.6% reflects consider-

able improvement and strength for commercial television. Most important, 1986 is enjoying substantial real growth. With an inflation rate for this year of less than 3% projected, commercial television could end the year with solid increases on a constant dollar basis."

Rice surveys growth on local spending

TVB President Roger D. Rice said the 13% local television growth rate in 1986 indicated television is chipping away at newspapers' traditional dominance of the local marketplace. "That 13% local growth rate just may propel total local billings past total national spot billings this year," he said. TVB estimates local sales will rise 9% to 11% in 1987, national and regional spot sales will jump 6% to 8% and network will increase 3% to 5%. "Once again in 1987, local will be the key," he said.

Rice delivered a sales talk for the organization. He discussed TVB's \$350 million contribution to advertising investments, about 10% of the \$3.5-billion advertising pie, which was achieved with sales calls, advertiser platform appearances, special sales materials and videotaped success stories. The organization helped update the TVB-AAAA's industry contract, which he said made it easier for stations to negotiate rates and to raise the cost of spots at the close of a contract.

TVB this year also analyzed the impact of 15-second spots. "In spite of the trade press, TVB doesn't see 15's becoming the standard for the industry," he said. "To date, we've seen only a few stand-alone 15's on the networks." Moreover, he said, the majority of the shortened spots are split from 30-second commercials being placed by established television advertisers in two principal product categories: over-the-counter drugs, health and beauty aids.

TVB Chairman Byrne faults press for decline in television viewing

Blaming the media for a "barrage" of publicity about the decline of television viewing, TVB Chairman E. Blake Byrne, group vice president of television of LIN Broadcasting, told television executives during a keynote address that the press does not give as much attention to the decline of advertising in magazines and newspapers. "We're constantly bombarded with stories of how rough business is, how television is being replaced by VCR's, cable and a whole array of new technologies," Byrne said. "As an industry, we're taking potshots from people we've never even heard of."

The "main thrust" of the publicity, he

said, is to "trumpet the decline of the networks, the turmoil at local stations, the demise of television's advertising effectiveness and the loss of our viewership." Byrne, who forecasts growth for the industry "well into the 1990's," accused magazines and newspapers of making "us look bad so they can look better." He then commented: "Shouldn't we be promoting the fact that magazine ad pages are down so far this year while newspaper lineage is off in many of your markets?"

Byrne cited numerous studies of viewership increases, diversity of demographic groups, the medium's influence and effectiveness for selling products. "The average adult spent over four hours with television yesterday being entertained, informed and sold on the products advertised on our stations," he said.

Citing a national poll by D'Arcy Masius Benton & Bowles, Byrne said: "Americans get more pleasure and satisfaction from television than from sex, food, booze, marriage, kids or sports. Television gives people more satisfaction than anything else in their lives."

Byrne said Nielsen estimates that beginning next year there will be an increase of 1.5 million television households. That would bring the total to 87.4 million homes, which he said would confirm earlier trends showing increases in the proportion of 35-plus adults watching television.

With the overall national environment improving, Byrne called for the development of the local marketplace. "As strong as television is as an industry, we still take less than 15% of every retail dollar spent in our home markets," he said. "We have the opportunity to tap the other 85% by aggressively marketing our stations to our advertisers and by



Rice



Byrne

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Raphael

Bruce Williams

Dr. Harvey
Ruben

Bernie Meltzer

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From NBC Radio

actively developing nontraditional sources of business at the local level."

According to TVB, the surge in commercial television stations, from 734 in 1980 to 952 today, has resulted in the cost of syndicated programming to rise. Another complication, Byrne said, is "consolidation at the national rep level with fewer reps servicing longer station lists. Recently, however, price increases seem to have slowed down and we can perhaps hope that the supply of available product will increase as well."

Tough times predicted for station representatives

Station representative firms will face another tough year in 1987, a panel of industry executives concluded during an opening-day TVB panel on the changing role of the representative. "It's going to be a competitive year for us," said Browning Holcombe, executive vice president of operations for Independent Television Sales. "We are going to be looking for every advertising campaign [that involves both] national and international sales." The new accounts will be needed to stave off the effects of a low inflation rate, declining ratings, bulging inventories and proliferation of barter sales—all factors the five-member panel agreed will continue to keep advertising revenues down.

The bleak outlook follows relatively healthy gains during October and November, when political and automobile advertising increased. But the fourth-quarter surge—which panel members said will end in December when advertisers traditionally cut back on spending—was not enough to overcome the first nine months of 1986. "Our sales are running 10%-12% behind last year," said David Allen, president of Petry Television Sales.

Representative firms must also contend with an overabundance of 15-second commercials. Steve Herson, vice president of operations for TeleRep, said the increasing use of the shortened spots could double network inventories. "Whenever you have the pressures of inventory being doubled, it can kill you," he said.

But on some fronts, station representatives could benefit from changes during the coming year. "I don't think the number of [corporate] mergers will be as great," said Peter Goulazian, television president of Katz Communications. Goulazian also foresees new product lines coming onto the market, including "one or two" from General Motors Corp.

For better or for worse, the entire industry is changing, said Walter Schwartz, president of Blair Television. "Never again is it going to be what it once was." Schwartz, who the week before the convention announced he will retire from his post in January (see page 68), expressed concern about television stations now "taking national business on a local business level. It gives the whole industry a black eye. It has a direct bearing on our [revenue] base."

The volatile conditions come at a time when representative firms are becoming an "eroding force" in the station business, Allen said. He attributed the industry's decline to the shift toward more regional business, more barter spots and the rate advantages



Moll, Schwartz, Allen, Herson, Holcombe, Goulazian

offered by stations for direct placement of ads.

Panel moderator William Moll, president of broadcasting and entertainment for Harte-Hanks Communications, remarked that representatives have developed a reputation among station executives as "corks bobbing on the open sea... a group of Rodney Dangerfields who get no respect." Moll urged station bosses to treat representatives "like business partners," saying they are responsible for half of a station's revenue. Allen concurred: Representatives "shouldn't be treated as the enemy," he said. "They should be treated as part of a sales force. Often it doesn't work that way."

Gibbs sees focus on management in wake of station transaction

The changing station environment has shifted the balance of power in television broadcasting toward management, according to Ellen Berland Gibbs, a broadcast financial analyst who is president of Communications Resources. Gibbs, in a keynote address to TVB members Wednesday, said: "It is experienced broadcasters today who are making the critical, if unpopular, financial decisions in station management," she said. "As a result of heightened investor-orientation, the balance of power in the business, in my view, has shifted toward management, not away from it."

The financier-backed mergers that have sparked ownership changes mean "television stations are no longer unique entities with special public trust responsibilities but, rather, investment vehicles," Gibbs said. The changes would have taken place sooner or later because of the highly competitive media environment and a new breed of management, she added.

"Years ago, it was only rich folk or big companies that could afford to own broadcast properties," she said. "With money now cheaper and more readily available than in the past and creative financing structures, such as limited partnerships and leveraged buyouts available to all, a new generation of owner-managers has sprung up—owner-managers who know better than anyone just how to keep operations lean and mean."

"The point about excess cash flow and leveragability cannot be made strongly enough. With enhanced borrowing capacity, not only have existing station owners been able to add to their holdings, but new kinds of owners have emerged as well."

The new breed of owners, she said, have

been overly concerned with lowering costs to repay debts. But management will soon have to become more concerned about growth of revenues, especially in retail advertising.

The deregulation of station ownership in 1983 was a turning point for media investors, Gibbs noted. Television was ripe for investors, who were attracted in part by the healthy cash flow that stations generated, she said.

In 1985, Gibbs said, 99 stations changed hands, amounting to \$3.3 billion. This figure, she added, "is significantly understated in that it does not include the transfers of station groups with extensive nonbroadcast interests—transactions like the sale of NBC to General Electric, ABC to Capital Cities, Storer to Kohlberg Kravis Roberts, Evening News Association to Gannett and Cox to



Gibbs

private status. Including these in the total would bring the number of stations traded in 1985 to 150 and the dollar value of these transactions to \$8.6 billion."

Gibbs also stressed that in coming years, revenues instead of expenses will be the key, and television stations will have to market themselves better to compete in a depressed advertising market. Four factors are harming advertising growth, she said. They are the slowdown in inflation, which prevents stations from making rapid rate increases; regional slowdowns; mergers, and audience fragmentation. But while advertisers bluster over the drop in television's audience share, she said, advertisers she has spoken to consider a 70-plus share of households tremendous. "The posturing is one thing, the reality quite another," she said.

How stations can live with the pressures of the bottom line

The general managers of five television stations—four affiliates and an independent—outlined their strategies for living with the pressure of the bottom line in a market ravaged by network cost-slashing campaigns, competitive pressures and a low inflation rate.

In this era of "disinflation," John Garwood, president and general manager of ABC affiliate KTUL-TV Tulsa, Okla., warned audience members at the TVB workshop that "there has to be a significant realignment of our thought processes as managers." Garwood changed his leadership style to deal with the realities of a local economy that has been devastated during the past several years in both the agriculture and oil sectors. He said he is encouraging his sales managers to "negotiate a little harder" with vendors (to pay more) and suppliers (to charge less). "It gets real rough—especially when you are talking to King World [producer of *Wheel of Fortune*, among other shows]," he said.

With the Texas economy hurting from the drop in crude oil prices, Frank O'Neil, president and general manager of NBC affiliate KXAS-TV Fort Worth, Tex., said he has begun "to prioritize everything" so the station will do only what is profitable. He is also seeking to find ways to save money, such as by asking employees where cuts can be made.

Allan Cohen, executive vice president and general manager of CBS affiliate KMOX-TV St. Louis, urged station heads to re-evaluate whether individual staff members can adopt to the "real world" realities of today's "mean and lean" commercial broadcasting industry. When Viacom bought the CBS-owned-and-operated station earlier this year, Cohen said he knew he would have to get rid of those CBS veterans who could not shift to the bottom line mentality. "Keep only those who can handle the bottom line pressure," he said.

Managers must also learn to "question everything," build budgets "from the bottom up" and sign "every single check," Cohen said. But they must not forget to invest money for the future growth of the station, he added.

CBS affiliate WBTV(TV) Charlotte, N.C., was able to reduce costs by trimming its staff 15% and bringing an end to in-house production, said Cullie Tarleton, senior vice president and general manager. The station consolidated departments, but did not eliminate any programming services or reduce commissions to the sales staff, he said.

For independents, the question is how to operate economically in a highly competitive atmosphere, said Kevin O'Brien, vice president and general manager of KTVU(TV) Oakland, Calif. The station competes with three affiliates and six independents in the Bay Area. O'Brien said the key to insuring a profitable bottom line is long-term planning. And with programming accounting for about 60% of the typical independent's costs, he recommended that general managers follow his lead and devise a 10-year plan. It should include a detailed list of programming needs for the various dayparts, the estimated price

the station is willing to pay to fill a time period and specific categories to determine how many features are needed in a given year, he said.

O'Brien also called on stations to flex their muscles with syndicators to keep costs down. "I see no reason why we can't demand compensation [and] promotional dollars... on cash/barter sales," he said. "Without us, they have no way to clear their programs."

There is yet another element to achieving financial success, according to O'Brien. All other departments at a station must realize they are "there to support the sales element," he said. But sales departments have to adopt quicker to alter rates when market conditions change, he added. For general managers to make that determination, O'Brien said they should make "at least two calls a week" to their advertisers.

ABC's Aug predicts moderate economic growth in 1987

With the economy on the minds of television and advertising executives at last week's TVB meeting, ABC Washington correspondent Stephen Aug told a luncheon crowd Tuesday there will be moderate growth in 1987 of between 2.5% and 3%. Aug blamed the trade deficit and weak industrial sector, and suggested the fourth quarter of this year may be sluggish because auto sales may have peaked.

However, Aug said the television industry should not be concerned about a lower rate of growth during 1987. "We've had so many years of double-digit increases that when sales go up only 8% or 9%, we're disappointed," he said. "Look at it this way. A 9% or 10% increase with inflation running only 2% or 3% is a lot more meaningful than a 15% increase in sales with inflation running at 8%. So, while the number might look smaller, the quality is a lot better than it used to be."

The low inflation, brought on in large part by lower gas prices, has hurt broadcasters in oil producing states. But Aug, who considers oil a critical factor in both inflation and economic growth, predicted inflation could jump dramatically if the nation continues to



Aug

return to the wasteful habits that existed in the days before the energy crisis of 1973.

"Have you noticed what's been happening lately? People are buying bigger cars again. Driving more. Oil consumption is rising, especially imported oil. We've stopped work on developing alternative sources of fuel. We are, in fact, setting ourselves up for another oil shock, for higher prices, for the possibility of another round of inflation," he said. "How foolish some of us have become."

Laffer sees industry benefitting from new tax laws in 1988

Economist Arthur Laffer, the principal architect of President Reagan's supply-side economic theory, told television executives during a TVB morning address and again at a Tuesday workshop the industry will fare well in 1988 once the new tax laws take effect.

Laffer, a member of Reagan's economic advisory board and Pepperdine University professor who made an unsuccessful bid for the GOP Senate nomination in California earlier this year, said 1987 will have slow economic growth similar to this year. He does not see a return to inflation, however. "I think inflation is last year's problem," he said. "I don't fight last year's problems."

But when the economic boom hits in 1988, Laffer said, advertising revenues will



Laffer

increase because of growth in consumer product lines, and the television business will benefit from the new tax codes and the growth in the economy. "Tax codes will affect the willingness of risk capital to come into projects like mini-series," he said.

The broadcast business, he said "is more susceptible to taxes than any other industry in the nation." When taxes rise, according to Laffer, television retreats quicker than other industries. But it also responds more favorably when taxes are cut, he added.

Responding to questions during a workshop with station executives, Laffer predicted unions, including those in the broadcast industry, have outlived their usefulness. "Their function to a large extent has been eliminated," he said. With tax rates down, he commented, union members "would rather work than strike."

Moving and shaking at John Blair & Co.

Schwartz retires, replaced by Devlin; radio stations near sale

The more things change the more they change for John Blair & Co., as the new owners continue to reshape that company. Reliance Capital Group Limited Partnership (Reliance L.P.) now owns over 80% of John Blair & Co.'s outstanding stock and plans to complete the purchase of the remaining 2.3 million shares before the end of this year. Without waiting for the closing, the Reliance partnership, an investment fund in which Reliance Capital Group and Drexel Burnham Lambert are the general partners, has continued dismantling Blair, reversing the last five years of expansion. As a result, what might have been a billion-dollar corporation a few years away will end up with operations producing less than a hundred million dollars.

Much of the dismantling of Blair's non-broadcast properties, including the company's printing and direct-marketing subsidiaries, was done as part of a restructuring conducted in the midst of a five-month takeover battle for Blair. The partnership did not secure its victory over the initial bidder for the company, MacFadden Holdings, until late last summer ("In Brief," Aug. 18).

Since Reliance L.P. gained formal control of Blair, it has begun cutting back both the corporate and broadcasting divisions. With Blair now a fraction of its former self, the new owners see less need for legal and human resources staff.

Among those corporate officials whose roles have been eliminated are Joe Rosenberg, vice president of corporate communications, and Georgiana Whitlock, director of strategic planning. Richard Leberman, formerly Blair's chief financial officer, was replaced by Peter J. Housman II, formerly controller of Reliance Capital Group. Jack Fritz remains president and chief executive officer.

In the station division Reliance is selling off all of Blair's radio and television stations except the Spanish-language operations, in keeping with a plan the partnership had since the beginning ("Closed Circuit," June 30). It has recently sold, subject to FCC approval, KOKH-TV Oklahoma City, and KSBY-TV San Luis Obispo and KSBW-TV Salinas, both California, for \$86 million to Gillett Group Inc. Additionally the radio stations are on the market, with the company preferring to sell them as a group.

The Hispanic broadcasting properties the partnership is keeping are BlairSpan, a Spanish-language representative; Tele-mundo, a San Juan, P.R.-based production company; WKAQ-TV San Juan, and WSCV-TV

Bottom Line

Initial Pulitzer offering. Pulitzer Publishing Co. filed for initial public offering of 1.4 million shares of common stock, expected to be priced at \$26 to \$29 per common share. Not being offered is family-held class B stock, which has 10 votes per share. Proceeds of offering, through Morgan Stanley & Co. and A.G. Edwards & Sons, will be used to reduce long-term debt. Company has recently borrowed to repurchase \$187.4 million of stock held by minority family shareholders, and \$40.8 million to acquire newspaper assets of Sagan Industries. Offering document discloses that selling minority stockholders might receive additional payment if, prior to 2001, more than 85% of company was sold, and if subsequent distribution to shareholders exceeded \$28.82 per share. As of Sept. 30, long-term debt was \$226.3 million. Company said that for first nine months of 1986, revenue from seven affiliate TV stations and AM-FM combination was \$70 million, 5.5% increase, "primarily attributable" to local advertising. Operating expenses were up 8.4%, causing decline in operating income of 1.7%, to \$18.8 million. In 1985, broadcast operating income had risen 21.5%. One result of public offering is planned doubling of dividend, to 40 cents per share. Offering document also shows that Ken J. Elkins, vice president-broadcast operations, received second-highest cash compensation (\$263,734), ahead of either vice chairman, Michael Pulitzer, or president, Glenn A. Christopher. Chairman Joseph Pulitzer Jr. received \$800,000. Following offering 94.2% of voting power in company will be held by two Pulitzers and cousin, David E. Moore. Company also has supermajority (two-thirds) approval requirements for business combinations and various other corporate decisions.

Inquiring minds. Cannon Group said certain of its accounting practices are under "formal investigation," by Securities and Exchange Commission. Status of inquiry gives federal agency subpoena power. Investigation, news of which caused one-day \$4.25 drop in Cannon stock to \$22.50 per share, reportedly covers financial reports since 1983, and includes manner in which company recorded costs of making films. Still outstanding are two separate shareholder suits related to company's accounting practices. ■ SEC in recent months has also been conducting informal inquiry into whether television producers and syndicators should change revenue recognition for barter programming. Recent article in *Broadcast Financial Journal* said that commission may propose companies recognize barter revenue—currently recognized when shows are available for airing—instead when shows actually run. TV stations have separate rules for barter accounting and are reportedly not affected by inquiry.

Closed and proposed. Field Corp. said it completed purchase of Muzak from Westinghouse Broadcasting and Cable. ■ GreyCom International said it acquired "important interest" in Dialogic, Brussels, Belgium-based public relations agency, whose clients include Perrier and Belgium Rowing Association. ■ Simon & Schuster, subsidiary of Gulf + Western, said it had agreement in principle to acquire Infosearch, Albany, N.Y.-based legal code search company. Terms of proposed transaction were not disclosed. ■ Times Mirror Co. said it reached agreement in principle to sell Buffalo, N.Y.-based subsidiary, Graphic Controls Corp., which manufactures, "recording charts, marking systems, disposable medical products and coated imaging papers." Buyers are management group and Brentwood Associates, who would pay \$80 million cash; \$15 million face amount of 6% preferred stock; \$10 million face amount of 6% convertible preferred, and \$41 million in cash over next two years.

Crossing the Delaware. Lorimar-Telepictures said shareholders approved plan to change company's state of incorporation from New York to Delaware.

Shop stock split. Home Shopping Network board has proposed 100% dividend, in form of two-for-one split, which would be distributed—if approved by shareholders—on Jan. 16, 1987, to shareholders of record as of Jan. 2, 1987. Although company currently has enough authorized stock outstanding to distribute, board has said it would also ask for doubling of common stock authorization, to 24.2 million.

Turner's redemption. Turner Broadcasting said it would redeem, on Dec. 15, \$100 million of remaining \$250 million in outstanding extendable senior notes. Notes, which began with interest rate of 12½%, will have interest of 14% after Dec. 15. TBS said it would have about \$1.35 billion in outstanding debt after redemption.



Schwartz



Devlin

Miami-Fort Lauderdale, Fla. Their operation will likely be turned over to Joe Wallach, who is president of KVEA(TV) Corona (Los Angeles), Calif. Reliance Group Holdings has a controlling interest in Estrella Communications, the licensee of KVEA(TV), and Blair's new president and chief operating officer, Donald G. Raider, is formerly an executive vice president of Estrella.

Also, Reliance has recently agreed to buy, for more than \$70 million, Hispanic-language WNJU-TV Newark, N.J. (New York). More than one executive at Blair said last week that responsibility for BlairSpan was now Wallach's and that Len Ringquist, president of BlairSpan, would be leaving.

Also announced last week was the imminent departure of Blair Television's president and chief operating officer, Walter A. Schwartz, who had headed the TV station representation arm of the company since 1979. The 63-year-old Schwartz said he had planned to retire earlier, but had waited instead until the ownership transfer was complete. One indication that retirement was indeed voluntary is, according to one executive, that Schwartz will not receive a golden parachute like those promised to 18

Duplex? IBM and Sears said last week they were assuming, equally, one-third ownership in Trintex previously held by partner, CBS, which decided two weeks ago to withdraw from the venture. The remaining two partners will now each fund and own half of the videotex joint venture formed in February 1984. It is believed CBS would not receive any payment for one-third ownership but would instead receive a noninterest-bearing subordinated note that would not be paid until IBM and Sears recover their investment, not expected until at least several years from now. The CBS/Broadcast Group is continuing previously anticipated layoffs this week, with roughly 50 more people given notice in finance, accounting, management information systems and additional layoffs in advertising and promotion. A company official indicated the Broadcast Group hopes to have a workforce reduction completed before the middle of this week.

executives last year if they were forced out following change in control ("Closed Circuit," Nov. 25, 1985).

Replacing Schwartz will be Pat Devlin, executive vice president of Blair Television since 1980 and a 21-year veteran. The new division president will have plenty of challenges to face, as national spot revenue is more subdued than in recent years. In addition, the end of this month will see Blair lose representation of certain Capital Cities stations, which in the future will be represented by ABC Spot Sales. There are currently no plans to fill Devlin's spot.

Blair recently released its third-quarter results. Revenue for the television stations was up 8%, with strongest improvement from the two California stations being sold and WKAQ-TV. The station representation business showed a 25% increase, primarily due to the addition, since last year, of two radio rep operations—which the company said are still unprofitable. The entertainment divi-

sion revenue was up 67%, a jump attributed to increased first-run television sales. For the company as a whole, operating income from continuing operations, and before unusual expense, was up 181%, to \$8.8 million, on revenue of \$60.8 million, after interest at \$3.4 million, compared to a loss of \$7 million in previous third quarter.

After all the court battles, FCC filings and revised tender offers, will the partnerships pursuit of John Blair & Co. have paid off? More than one informed observer guessed the answer is still to come. Among the future considerations are the cost of financing purchase of the remaining 2.3 million Blair shares still outstanding. The sale price of the radio stations, according to some estimates, runs between \$140 million and \$175 million. Undoubtedly, there are also some complicated financial issues such as when the partnership will repay tender-offer debt and the use of Blair's extensive net-loss-carryover tax benefits. □

Boesky nabbed for insider trading

Arbitrager, within past few weeks, sells interest in KGMC(TV); Viacom stock falls

Ivan Boesky, a securities investor and trader primarily known for buying large shares in companies threatened with takeovers, pleaded guilty to a felony count for trading with "inside" information, it was announced 10 days ago. Boesky also agreed to pay a \$50-million fine and to return \$50 million in illegally obtained profits, at least some of which he made using information provided by Dennis Levine, a former Drexel Burnham Lambert Inc. executive.

Boesky, with his wife and family, owned a majority interest in the Beverly Hills Hotel Corp. which besides owning the Fifth Estate watering hole after which the company is named, also owned KITN(TV) Minneapolis, before selling it last year to Nationwide Communications for between \$20 million and \$25 million. BHHC still owns 85% of KGMC(TV) Oklahoma City. Within the last few weeks, however, Boesky, according to KGMC's general manager and 15% owner, Ted Baze, sold his 7% interest in the hotel corporation to his wife, thus removing questions of character qualifications for the licensee because he no longer has any interest in the station.

Meanwhile, speculation last week focused on Drexel, a New York-based investment banking firm known for providing debt financing for a number of Fifth Estate companies, including Metromedia, Storer Com-

munications, Cablevision Systems, Turner Broadcasting Systems, Lorimar-Telepictures and John Blair & Co. Reports surfaced that a grand jury was investigating whether Drexel had tipped off Boesky or others to pending takeovers or other merger transactions for which it was preparing financing. Among the specific mergers the grand jury has looked at are said to be Turner's purchase of the MGM/UA and Lorimar's aborted attempt to purchase Storer's six television stations ("Top of the Week," Nov. 17).

Among the names of Drexel executives that have surfaced in accounts of the inquiry—but who have not necessarily been accused of any wrongdoing—are Leon Black, who has been a director of Prime Cable Corp., Cablevision Systems and Metromedia Broadcasting Corp. Through various partnerships, Drexel employees and partners also have equity in some Fifth Estate operations, including WTTV(TV) Bloomington (Indianapolis), Ind., Olympic Broadcasting Corp., and John Blair & Co.

There was additional speculation last week whether the allegations—if founded—would undermine the "junk" bond market which has been used by numerous acquirers of broadcast and cable properties. Companies involved in merger transactions saw their stock prices fall in last week's market, including Viacom, which dropped 2½% on Wednesday to 38¼. Viacom executives indicated that the proposed leveraged buyout should not have any problems with financing. □

Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Nov 19	Nov 12	Change	Change	Ratio	(000,000)	
BROADCASTING							
N (CCB) Capital Cities/ABC	273	271 3/4	1 1/4	45	27	4,391	
N (CBS) CBS	132	139 3/4	- 7 3/4	- 5.54	25	3,095	
O (CLCH) Clear Channel	12 1/4	11 3/4	1/2	4.25	17	35	
O (INFTA) Infinity Broadcasting	12 3/4	11 3/4	1	8.51	67	133	
O (JCOR) Jacor Commun.	6 3/4	6 1/2	1/4	3.84		38	
O (LINB) LIN	49 7/8	54	- 4 1/8	- 7.63	38	1,320	
O (MALR) Malrite	10 3/4	11 3/4	- 1	- 8.51	13	89	
O (MALRA) Malrite 'A'	9 3/4	10 1/4	- 1/2	- 4.87	13	41	
A (PR) Price Commun.	10 1/2	10 1/8	3/8	3.70		102	
O (SCRIP) Scripps Howard	80	80 3/8	- 3/8	- 0.46	29	826	
O (SUNN) SunGroup Inc.	3	3			30	4	
N (TFB) Taft	108	118 3/4	- 10 3/4	- 9.05	88	979	
O (TVXG) TVX Broadcast	10 1/2	9 1/2	1	10.52	43	61	
O (UTVI) United Television	33 1/8	33 7/8	- 3/4	- 2.21	31	362	

BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	49 1/2	50 1/2	- 1	- 1.98	25	569	
A (AAR) Adams Russell	20 3/8	20 3/8			16	126	
A (AFP) Affiliated Pubs	62	66 3/4	- 4 3/4	- 7.11	32	1,094	
O (ASTV) Amer. Comm. & TV	1/8	1/8			9		
N (AFL) American Family	25 3/4	26 1/4	- 1/2	- 1.90	17	1,029	
O (ACCMA) Assoc. Commun.	24 1/4	28	- 3 3/4	- 13.39		231	
O (BMCC) Bus. Men's Assur.	26	26 1/4	- 1/4	- 0.95	15	275	
N (CCN) Chris-Craft	22 1/4	70 3/8	- 48 1/8	- 68.38	9	145	
N (DNB) Dun & Bradstreet	103 3/4	110 1/2	- 6 3/4	- 6.10	25	7,886	
O (DUCO) Durham Corp.	41 1/2	42	- 1/2	- 1.19	11	235	
N (GCI) Gannett Co.	70 1/2	73 1/4	- 2 3/4	- 3.75	22	5,660	
N (GY) GenCorp	79	82 3/8	- 3 3/8	- 4.09	18	1,765	
N (GCN) General Cinema	42 1/4	47	- 4 3/4	- 10.10	17	1,538	
O (GCOM) Gray Commun.	191	190	1	.52	33	94	
N (JPJ) Jefferson-Pilot	33	32 3/4	1/4	.76	11	1,380	
N (BJ) John Blair	14 3/4	15 1/8	- 3/8	- 2.47		119	
O (JSON) Josephson Intl.	10 7/8	11 3/8	- 1/2	- 4.39		51	
N (KRI) Knight-Ridder	46 7/8	47 1/2	- 5/8	- 1.31	21	2,632	
N (LEE) Lee Enterprises	23 5/8	23 7/8	- 1/4	- 1.04	19	598	
N (LC) Liberty	37 1/2	39 1/2	- 2	- 5.06	15	378	
N (MHP) McGraw-Hill	57 1/4	58 1/2	- 1 1/4	- 2.13	19	2,886	
A (MEGA) Media General	88	91 1/2	- 3 1/2	- 3.82	19	619	
N (MDP) Meredith Corp.	65 1/2	70 5/8	- 5 1/8	- 7.25	13	620	
O (MMEDC) Multimedia	44	43 1/2	1/2	1.14	-400	483	
A (NYTA) New York Times	35	36 1/8	- 1 1/8	- 3.11	23	2,831	
O (PARC) Park Commun.	29	28 1/4	3/4	2.65	27	400	
N (ROC) Rollins Commun.	41 1/4	41 1/4			45	602	
T (SKHQ) Selkirk	19 1/2	22 1/4	- 2 3/4	- 12.35	42	158	
O (STAUF) Stauffer Commun.	140	140			23	140	
A (TO) Tech/Ops Inc.	30	30			5	65	
N (TMC) Times Mirror	61	65 5/8	- 4 5/8	- 7.04	18	3,931	
O (TMCI) TM Communications	2 1/8	2 1/8			212	16	
O (TPCC) TPC Commun.	5/16	5/16				3	
N (TRB) Tribune	58 3/4	63 1/8	- 4 3/8	- 6.93	18	2,385	
A (TBS) Turner Bcstg.	14 1/4	15 3/8	- 1 1/8	- 7.31	32	310	
A (WPOB) Washington Post	146	150	- 4	- 2.66	18	1,897	

PROGRAMMING							
O (ALLT) All American TV	4 3/4	5 1/4	- 1/2	- 9.52		5	
O (AMNT) American Nat. Ent	1 5/16	1 1/2	- 3/16	- 12.50	6	3	
O (BRRS) Barris Indus.	13 1/2	16 1/4	- 2 3/4	- 16.92	22	119	
O (BFTV) Birdfinder Corp.	1/2	5/8	- 1/8	- 20.00	-2	1	
O (CMCO) C.O.M.B.	18 1/2	20 3/4	- 2 1/4	- 10.84	31	213	
N (KO) Coca-Cola	35 3/8	37 3/8	- 2	- 5.35	18	13,654	
O (CLST) Color Systems	14 3/4	16 1/2	- 1 3/4	- 10.60		10	
A (DEG) De Laurentiis Ent.	11 1/4	13	- 1 3/4	- 13.46		107	
N (DIS) Disney	40 5/8	44 3/8	- 3 3/4	- 8.45	28	5,255	
N (DJ) Dow Jones & Co.	38	40 5/8	- 2 5/8	- 6.46	26	3,676	
O (FNNI) Financial News	10 5/8	11 1/4	- 5/8	- 5.55	177	117	
A (FE) Fries Entertain.	4 7/8	5 3/8	- 1/2	- 9.30	9	25	
N (GW) Gulf + Western	64	65 5/8	- 1 5/8	- 2.47	18	3,956	
O (HRSI) Hal Roach	10 3/4	11 1/8	- 3/8	- 3.37		59	
A (HHH) Heritage Entertain.	8 5/8	9	- 3/8	- 4.16	9	24	
A (HSN) Home Shopping Net.	38 1/8	38 3/4	- 5/8	- 1.61	86	1,472	
N (KWP) King World	16	16 3/8	- 3/8	- 2.29	30	491	
O (LAUR) Laurel Entertainment	4 5/8	5 1/4	- 5/8	- 11.90	17	11	
A (LT) Lorimar-Telepictures	19 1/8	23 1/4	- 4 1/8	- 17.74	19	649	
N (MCA) MCA	39 3/4	42 1/2	- 2 3/4	- 6.47	18	3,103	
N (MGM) MGM/UA Commun.	9 1/8	10	- 7/8	- 8.75		466	
A (NWP) New World Pictures	12 3/4	14 1/8	- 1 3/8	- 9.73	24	135	
N (OPC) Orion Pictures	13	15	- 2	- 13.33		124	
O (MOVE) Peregrine Entertain.	9 1/2	11 1/4	- 1 3/4	- 15.55		17	
N (PLA) Playboy Ent.	9 1/8	9	1/8	1.38		85	
O (QVCN) QVC Network	24	17 3/4	6 1/4	35.21		157	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Nov 19	Nov 12	Change	Change	Ratio	(000,000)	
PROGRAMMING							
O (RVCC) Reeves Commun.	7 5/8	8 7/8	- 1 1/4	- 14.08		95	
O (RPICA) Republic Pictures 'A'	10 1/2	10 3/4	- 1/4	- 2.32	75	30	
O (RPICB) Republic Pic. 'B'	11	11				78	8
A (RHI) Robert Halmi	3 1/4	3 1/2	- 1/4	- 7.14	29	61	
O (SMNI) Sat. Music Net.	4 3/8	5 3/4	- 1 3/8	- 23.91		29	
N (WCI) Warner	21 7/8	24 5/8	- 2 3/4	- 11.16	14	2,699	
O (WWTW) Western World TV	1 3/4	1 3/4				10	2
O (WONE) Westwood One	26	28 3/4	- 2 3/4	- 9.56	40	212	

SERVICE							
O (BSIM) Burnup & Sims	3 5/8	4 1/8	- 1/2	- 12.12	-6	57	
O (CVSI) Compact Video	5	5 1/8	- 1/8	- 2.43	50	29	
N (CQ) Comsat	28 3/4	30 1/4	- 1 1/2	- 4.95		520	
O (OMCM) Doyle Dane B.	20 3/8	20 5/8	- 1/4	- 1.21	18	116	
N (FCB) Foote Cone & B.	45 1/4	47 3/4	- 2 1/2	- 5.23	11	172	
O (GREY) Grey Advertising	93	94	- 1	- 1.06	12	112	
N (IPG) Interpublic Group	25 5/8	26 7/8	- 1 1/4	- 4.65	15	559	
N (JWT) JWT Group	25 3/4	26 3/8	- 5/8	- 2.36	11	233	
A (MOV) Movielab	5 1/4	5 3/8	- 1/8	- 2.32		8	
O (OGIL) Ogilvy Group	24 3/4	26 1/4	- 1 1/2	- 5.71	11	338	
O (SACHY) Saatchi & Saatchi	26 7/8	27 3/4	- 7/8	- 3.15	12	1,390	
O (TLMTB) Telemation	4 1/2	4 1/8	3/8	9.09	18	20	
A (TPO) TEMPO Enterprises	11 3/8	11 1/2	- 1/8	- 1.08	29	65	
A (UNV) Unitel Video	8 7/8	9 1/2	- 5/8	- 6.57		19	

CABLE							
A (ATN) Acton Corp.	1 1/2	1 5/8	- 1/8	- 7.69	-1	8	
A (CVC) Cablevision Sys. 'A'	20	20 3/4	- 3/4	- 3.61	-6	420	
O (CRDF) Cardiff Commun.	2 1/8	2 1/8				5	4
N (CNT) Centel Corp.	57	58 1/8	- 1 1/8	- 1.93	12	1,577	
O (CCCOA) Century Commun.	15 3/4	15 1/2	1/4	1.61	315	305	
O (CMCSA) Comcast	25 1/8	26 3/8	- 1 1/4	- 4.73	33	535	
N (HCI) Heritage Commun.	21 5/8	23	- 1 3/8	- 5.97	80	484	
O (JOIN) Jones Intercable	11 3/8	11 3/8				27	147
T (MHPQ) Maclean Hunter 'X'	17 1/2	18 1/2	- 1	- 5.40	24	644	
O (RCCA) Rogers Cable A.	12 3/4	12 7/8	- 1/8	- 0.97		65	
T (RCINZ) Rogers Cable	15 1/4	16 1/4	- 1	- 6.15		357	
O (TCAT) TCA Cable TV	17 3/4	19 1/4	- 1 1/2	- 7.79	30	191	
O (TCOMA) Tele-Commun.	22 3/4	25	- 2 1/4	- 9.00	175	2,186	
N (TL) Time Inc.	69 1/2	78 1/8	- 8 5/8	- 11.04	21	4,362	
O (UACIA) United Art. Commun.	15 3/4	17 1/8	- 1 3/8	- 8.02	75	646	
N (UCT) United Cable TV	26 1/2	26 5/8	- 1/8	- 0.46	66	645	
N (VIA) Viacom	38 1/4	43 3/4	- 5 1/2	- 12.57	37	1,310	
N (WU) Western Union	4 3/8	4 5/8	- 1/4	- 5.40		106	

ELECTRONICS/MANUFACTURING							
N (MMM) 3M	106 1/2	111 3/4	- 5 1/4	- 4.69	17	12,251	
N (ALD) Allied-Signal	39 5/8	41 7/8	- 2 1/4	- 5.37	-9	6,986	
O (AMTV) AM Cable TV	1 7/8	2	- 1/8	- 6.25	-1	6	
N (ANX) Anixter Brothers	10 5/8	10 3/8	1/4	2.40	19	386	
N (ARV) Arvin Industries	28 3/8	27 3/8	1	3.65	12	458	
O (CCBL) C-Cor Electronics	7	7				-4	21
O (CATV) Cable TV Indus.	2	2 1/4	- 1/4	- 11.11	-10	6	
A (CEC) Cetec	5 5/8	5 1/2	1/8	2.27	-9	11	
A (CHY) Chyron	4 3/8	4 5/8	- 1/4	- 5.40	20	44	
A (CXC) CMX Corp.	1 1/4	1 1/8	1/8	11.11		6	
A (COH) Cohu	7 5/8	7 1/2	1/8	1.66	15	13	
N (CAX) Conrac	13 1/8	14	- 7/8	- 6.25	11	87	
N (EK) Eastman Kodak	65 1/8	65 1/2	- 3/8	- 0.57	55	14,711	
O (ECIN) Elec Mis & Comm.	2	1 7/8	1/8	6.66		8	
N (GRI) Gen. Instrument	16 1/4	18 3/8	- 2 1/8	- 11.56		526	
N (GE) General Electric	75 3/4	78 1/4	- 2 1/2	- 3.19	14	34,540	
O (GETE) Geotel Inc.	1 5/8	1 3/4	- 1/8	- 7.14	6	5	
N (HRS) Harris Corp.	31 1/4	35 1/2	- 4 1/4	- 11.97	21	1,257	
N (MAI) M/A Com. Inc.	12 1/8	12 1/4	- 1/8	- 1.02		527	
O (MCDY) Microdyne	315/16	315/16			35	17	
N (MOT) Motorola	36						

Adams-Russell said revenue increase for year was due to 7% subscriber increase and 3% revenue-per-subscriber increase. Waltham, Mass.-based MSO said operating cash flow was \$14.7 million (34% margin) compared to previous year's \$12.1 million (31% margin). ■ In previous third quarter **American Cablesystems** had net loss of \$2.1 million. Beverly, Mass.-based MSO said that revenue from ongoing operations, adjusted for system purchases and sales, was up 15% to \$8.9 million, and that operating income, also adjusted, before depreciation and amortization, jumped 24% to \$3.8 million. Chairman Steven B. Dodge said: "We continue to believe that the increases in cash flow from our core systems will be 15% to 20% per year going forward..."

■ **John Blair** results include several nonrecurring items, including \$55.1-million write-down of goodwill in ADVCO, direct-marketing subsidiary spun-off to shareholders and Warburg Pincus. ■ To record restructuring of broadcasting operations ("In Brief," Nov. 17) **Business Men's Assurance Co.** took \$16.9-million charge against earnings to reflect reduced value of KPDX(TV) Vancouver, Wash. (Portland, Ore.), and took additional charge of \$25.1 million, reflecting write-down of programming costs. Company had already taken write-down of programming earlier this year ("Bottom Line," May 12). Altogether, company's broadcasting operations reported \$49.4 million third-quarter loss, on revenue of \$9.5 million, up 7%. ■ **Coca-Cola** said Entertainment Business Sector had highest-ever operating income in third quarter, reflecting, in part, initial syndication of *The Facts of Life* and *Silver Spoons*. ■ **Comcast** had net income of \$1.1 million in previous year's third quarter, which included \$2.5-million charge related to unsuccessful bid for Storer Communications. Company said that in just completed quarter, cash generated from operations jumped 116%, to \$11.8 million. Affecting results was \$5.2-million loss from equity in affiliates, primarily Comcast's 25% holding in Group W Cable. ■ **Cosmos Broadcasting** is wholly-owned subsidiary of The Liberty Corp. ■ In previous year, ending Aug. 31, **Financial News Network** had net loss of \$849,464. Most recent results include results of TelShop, home shopping service, since Aug. 4, 1986, launch. ■ Previous third-quarter results of **Foote, Cone & Belding** have been restated to include acquisition of Leber Katz Partners. Agency said that U.S. revenue increased 12%, while foreign revenue was up 18%, "... partly due to higher foreign currency exchange rates." Third-quarter results, company said, "... reflect some shifting of expenditures by clients from the fourth quarter, rather than an overall increase for the year." ■ **Fries Entertainment** had net income in previous first quarter of \$205,000. Affecting results were bond interest costs and income tax benefit, compared to tax expense last year. Operating earnings were up 37% to \$386,000. Company said \$2.6 million of revenue was from "syndicated sales." ■ **Infinity Broadcasting** had net loss of \$474,000 in previous third quarter. Both interest expense, and depreciation and amortization expense were lower in just completed quarter. Operating income was up 17% to \$1.6 million. Company said local advertising revenue grew 16%, while national revenue "remained flat." Although acquisition of KROQ-FM Los Angeles was completed Sept. 19, effective date for accounting purposes will be Sept. 30 so station results were not included in third quarter. ■ **Jefferson-Pilot Communications** is wholly-owned subsidiary. Company said "advertising revenue picked up noticeably late in the quarter." ■ **Lorimar-Telepictures** had net income in previous year's second quarter of \$11.1 million. Affecting recent loss was \$7-million charge for expenses incurred in unsuccessful attempt to buy six Storer television stations ("Top of the Week," Nov. 17). Company also cited change in fiscal periods, saying that prior second quarter (pre-merger) results are for Lorimar's quarter ending Oct. 26, 1985, as opposed to current Sept. 30 period. As result, company said much of syndication and network fees reported in previous quarter for both *Dallas* and *Knots Landing* are not in most recent results. Operating

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Adams-Russell	Fourth	\$11,133	10	(\$283)	NM	(\$0.04)
	Year	\$43,425	10	\$4,642	-51	\$0.73
American Cblsystems	Third	\$12,605	5	(\$1,344)	NM	(\$0.12)
John Blair & Co.	Third	\$60,780	24	(\$54,140)	NM	(\$4.73)
Business Men's Assr.	Third	\$100,498	-2	(\$32,775)	NM	(\$3.11)
Coca-Cola	Third	\$2,748,058	30	\$232,122	19	\$0.60
Comcast	Third	\$33,375	11	(\$632)	NM	(\$0.02)
Cosmos Brcdstng	Third	\$21,750	3	\$5,435	288	NM
FNN	Year	\$15,408	46	\$1,284	NM	\$0.12
FC&B	Third	\$81,429	13	\$2,350	23	\$0.56
Fries Entertainment	First	\$5,835	28	(\$113)	NM	(\$0.02)
Gray Comm.	First	\$12,880	9	\$731	-6	\$1.45
Infinity Broadcasting	Third	\$11,827	10	\$333	NM	\$0.04
Interpublic Group	Third	\$190,723	22	\$3,952	18	\$0.18
Jefferson-Pilot	Third	\$22,245	10	\$2,076	3	NM
Lorimar-Telepictures	Second	\$149,923	11	(\$2,171)	NM	(\$0.05)
MacLean Hunter Ltd.	Third	\$276,642	18	\$13,565	-16	\$0.08
Omincom Group	Third	\$178,537	17	(\$29,804)	NM	(\$1.23)
Peregrine Ent.	Third	\$1,756	529	\$247	NM	\$0.10
SMN	Third	\$4,356	25	\$265	110	\$0.03
TCI	Third	\$163,109	11	\$595	-4	\$0.02
TEMPO Enterprises	Third	\$6,280	-21	\$359	199	\$0.06
20th Century Fox Film	First	\$268,882	36	\$8,682	296	NM
Varian Associates	Year	\$891,100	-5	(\$14,900)	NM	(\$0.70)
	Fourth	\$236,300	2	(\$11,400)	NM	(\$0.53)
Warner Comm.	Third	\$693,337	24	\$41,752	23	\$0.28

income was \$5.3 million, off 68%. Company cited improved performance from advertising operations, with income of \$1 million versus loss of \$1.8 million in prior year's period. ■ **MacLean Hunter** results are reported in Canadian dollars; earnings per share are for class X stock. ■ **Omincom Group** said third-quarter results included \$34.3-million in pre-tax nonrecurring expenses. Costs directly related to recent merger (BBDO International, Doyle Dane Bernbach Group and Needham Harper Worldwide formed Omincom) amounted to \$8.9 million. Other merger-related costs, "primarily to consolidate and eliminate duplicate facilities and staff," amounted to \$25.4 million. Company said it received little tax benefit from charges "due largely to the nondeductible nature of many of the merger related expenses, and to additional provisions relating to the tax cost of restructuring the company's international operations." ■ **Peregrine Entertainment** had net loss in previous year's third quarter of \$808,050. Most recent results were helped by \$99,155 benefit from tax loss carryforward. ■ **Satellite Music Network** had 21% increase in third-quarter "profit before depreciation, amortization, interest, income tax and extraordinary item" to \$316,095. Net income included benefit from net operating loss carryforward of \$114,174, compared to \$54,235 benefit in previous-year's third quarter. Advertising revenue jumped 38% to \$3.1 million, while affiliate fees were up 2% to \$1.3 million. ■ **Tele-Communications Inc.** had 18% increase, to \$74.5 million, in "funds provided from operations before interest expense." Company has set up reserve of \$22.5 million, net of deferred tax benefit, after losing appeal on anti-trust suit. At beginning of 1985, jury had awarded plaintiff \$36 million. Company said "cash exposure of this judgment is covered by an appeal bond." Also affecting third-quarter results was \$49.7-million gain on sale and exchange of assets, and \$31.2-million tax charge, compared to \$4.7-million benefit in previous year's third quarter. ■ **TEMPO Enterprises** attributed lower revenue to transition from "real estate shows and success-oriented programs," to home shopping programming. ■ **Twentieth Century Fox Film Corp.** is subsidiary of News Corp. ■ **Varian Associates** had fourth-quarter and year-end net income, last year, of \$11.1 million and \$26.1 million, respectively. Palo Alto, Calif.-based manufacturer said losses for just-completed periods include "larger than previously projected unusual and year-end charges associated with costs and provisions for adjustments of operations to adverse market conditions." ■ Operating income for **Warner** was up 9% to \$97.3 million. Company said filmed entertainment revenue declined 11% to \$283.8 million and operating income declined 9% to \$50.1 million, despite increased syndication revenue.

RKO parties seek new blood in prospective station buyers

With no station yet sold by the buyout settlement technique, bidding is opened to buyers with "more bucks"

For more than seven frustrating weeks, attorneys for the 39 parties involved in comparative-hearing contests for RKO General's 12 radio stations and one television outlet have been attempting to settle their disputes out of the hearing room, through the technique of buyouts. Without a single case yet resolved, they acknowledged something more was needed. The "something more": other would-be buyers.

James C. McKinney, chief of the FCC's Mass Media Bureau, who is serving as mediator in the unusual effort designed to resolve the complex web of challenges touched off by charges RKO was lacking in candor in an earlier dealing with the commission, announced on Tuesday that the parties that morning had reached "a consensus" to invite offers from outsiders. He said the parties felt the time had arrived when it would be helpful to bring in others "with more bucks in their pockets." Indeed, 28 outside parties have already expressed an interest in participating, including Jerry Lyman, president of RKO Radio, and Ragan Henry, a Philadelphia broadcaster.

Most of the names on the list of potential third parties are those of the lawyers involved. But McKinney said many of the attorneys represent major, well-known broadcast industry entities with ample resources. Some, McKinney said, could buy the RKO stations "out of petty cash." The total value of the RKO stations has been put at \$280 million (BROADCASTING, Sept. 15).

The additional so-called "third party" bids would be accepted until the close of business on Dec. 8. McKinney would rank them, from the best one down, by property. McKinney said the "negotiating period" would be expected to run a month, "so deals can be announced by Jan. 9." He is to report to the commission on the results of his mediation process by Jan. 31. Based on talks to date, he said, he would not expect to ask for an extension—which was presumably intended to signal the parties that the commission's patience has its limits. McKinney said the "enormous enthusiasm and optimism" with which he began the enterprise, on Sept. 10, have waned. He also noted that, because of the 30-day period for public comment, the parties' opportunity for tax breaks for sales completed before the end of the year has been lost.

Most parties are seeking to acquire more

Saving the family farm. While broadcasters around the country consider new alternatives for empty UHF spectrum (see above), industry spokesmen in Washington continue to lobby the FCC to protect UHF-TV signals from potential interference by land mobile radio services. The commission last year proposed to extend mobile radio sharing of UHF frequencies in eight of the top 10 markets.

In their latest effort, representatives of the National Association of Broadcasters, Association Maximum Service Telecasters, Electronic Industries Association and broadcast consulting firms met with more than 40 FCC staffers in a Nov. 3 ex parte proceeding to discuss the technical implications of the FCC proceeding.

During the presentation, broadcasters sought to explain the mass of technical data and review broadcast industry conclusions that FCC standards for acceptable interference (on which the sharing proposals are based) are probably outdated. If the viewing standards are used in the implementation of spectrum sharing, broadcasters argued, the result would be dramatic losses of picture quality for the affected UHF TV stations.

than one of the properties; some are negotiating for all of them. McKinney said he would expect any third party interested in acquiring all of the properties to structure an offer according to the markets involved; the problems involved in a package bid would be too complex. McKinney said that, "in general," WOR(AM)-WRKS(FM) New York, WRKO(AM)-WROR(FM) Boston, KHJ(AM)-KRTH(FM) Los Angeles, WGMS(AM) Bethesda, Md.-WGMS(FM) Washington, WFYR(AM) Chicago and WAXY(FM) Fort Lauderdale, Fla., are generating the greatest interest. Stand-alone AM's in San Francisco (KFRC) and Memphis (WHBQ) and the television station in Memphis (WHBQ-TV) are less in demand.

McKinney said negotiations for some of the properties have come close to resolution, only to fail. Asked at the press briefing at which he announced the invitation to outside bidders why he thought third parties could do what the "inside" parties could not, he said, "At this stage, it's movement. All movement is good. All stalemate is not."

The problems blocking settlement of any of the cases are principally two—whether the bidder has the financial resources to make good on its bid, and, if so, how the price offered would be divided among RKO and the other applicants. There is no formula all parties will accept for resolving the percentage payout. Parties may agree that RKO

deserves the largest part of a payment—but how much: 60%? 70%? More? Some applicants might argue that since RKO is in so many hearings because of questions about its character qualifications, it may not be entitled to more than the value of its equipment. And how do three or four parties for a property decide how a payment is to be divided equitably among them? A party believing itself superior and more likely to win in a hearing argues it deserves the largest part of the payment.

McKinney said the commission was asking additional information from the outside bidders—on citizenship, on ownership interests (to avoid crossownership problems), character qualifications, as the commission now defines that term, and on the financial capacity to deliver on the bid.

Despite the stress the commission is placing on deadlines, it has no power to enforce them. McKinney, acknowledged that some or all of the cases could remain unresolved by the Jan. 31 deadline. In that event, parties would return to the hearings the commission had hoped to terminate. And an attorney for one of the parties seeking some of the properties noted that "in each market, any single applicant can screw up a deal, and there's nothing the commission can do about it." By the same token, the attorney noted, the parties "could reach a settlement agreement the day after" they go back into hearing. So, he asked, "Who is kidding whom by this tremendous effort?" □



McKinney

AM daytimer relief sought in FM band

Licensee petitions FCC to open FM band to AM daytimers, reallocating 225-230 mhz for new FM2

Like many other daytime-only radio operators, Radio New Jersey, licensee of WRNJ(AM) Hackettstown, N.J., is finding the going tough. It can't broadcast at night, and

its schedule of hours is dictated largely by the number of hours of daylight experienced by Hackettstown. The relief the FCC provides to some broadcasters in the form of low-power, pre-sunrise and/or post-sunset operation, RNJ suggests, is "modest," indeed. RNJ offers what it considers a better idea: creation of a new FM service to be called FM2 to provide relief for the more than 2,400 daytimers—and perhaps others as well. Offered as a principal selling point is the argument that, as structured, the plan would improve the efficient use of the AM band.

RNJ proposed the idea to the commission last week in a petition for rulemaking which asks the commission to reallocate spectrum at 225-230 mhz for the new service and give daytimers first chance at operating in the new band, as well as on their existing frequency. How would that benefit the AM band? After a five-year period, during which the new service "will have become viable," the AM licenses of the operators choosing to continue operating on the FM band would be relinquished—and would not be available to new applicants. The result would be a 50% reduction in the number of stations in the standard broadcast band, and that, RNJ said, would permit power increases and improved audio quality for the remaining AM stations.

What's more—as RNJ notes—since FM2 operators would be obliged to surrender their AM or FM2 station after a certain time, the proposal would have no impact on the number of commercial radio stations in the U.S. That is a point not likely to be lost on AM broadcasters who have strenuously opposed proposals that would open the door to large numbers of competitors.

The 225-230 mhz band—which is located in the VHF portion of the radio spectrum, nine mhz above television channel 13 (210 mhz-216 mhz)—would be broken down into 25 channels 200 khz in width. And those operating on them would broadcast on a full-time basis at 20 kw ERP, based on an antenna radiation center 500 feet above average terrain. That combination would provide for a primary service contour extending out an average of 31.2 miles from the transmitter site. RNJ said the new service would be compatible with the present domestic FM service, utilizing the same technical standards, and assuring the introduction of the receiving and transmitting equipment "in the shortest possible time."

RNJ would not limit the new band to AM daytimers. After those broadcasters were allowed 90 days to express their interest in obtaining a license in the new service and the commission had used the data to construct an initial table of assignments and had issued construction permits, the commission would repeat the process for other categories of AM broadcasters: share-time and limited-time stations, as well as Class IV stations operating with less than 250 w during nighttime hours. Then, full-time stations with "inferior nighttime facilities" would be allowed to seek an FM2 frequency, followed by educational/noncommercial applicants (one to a community). Most of those stations now operate on FM frequencies.

It was not immediately clear how much trouble would be encountered in an effort to

reassign the 225-230 mhz band as RNJ has proposed. That band is now allocated for domestic purposes to the government for fixed and mobile services. Internationally, it is used for fixed, mobile, broadcasting and other services in Europe and the Far East and for fixed and mobile in the western hemisphere. RNJ said it would cooperate with the commission in securing international approval for broadcasting in the band in the western hemisphere. But if the commission regards the proposed band as inappropriate, RNJ said, it would work with the commission in selecting "alternative spectrum."

Authority to operate on low power during some presunrise and post hours is not the only relief the commission has fashioned for daytimers. It also gives a daytimer a preference in FM comparative hearings involving the daytimer's community of license, and it is now allocating an additional 100 khz of

spectrum to the AM band. RNJ regards these, too, as of "marginal utility." First, it said that FM frequencies made available through the docket 80-90 proceeding are not necessarily found in communities where daytimers operate. And where they are, the daytimer is often confronted with a costly comparative hearing it can lose, RNJ said. As for the additional spectrum, it is located at the upper end of the old AM band. And the propagation characteristics of that portion of the band, RNJ said, "render it less desirable for broadcasting purposes than the lower frequencies."

The petition for rulemaking is not the only action RNJ is taking to advance its cause. It said it will file an application to construct a full-time FM2 broadcasting station on a developmental/experimental basis and for authority to operate the station on 227.5 mhz in Hackettstown. □

Washington Watch

Anselmo request. Rene Anselmo, former president of Spanish International Communications Corp., has asked FCC to review Review Board decision approving settlement agreement that would permit SICC and Bahia de San Francisco Television, licensee of KDTV(TV) San Francisco, to sell their way out of broadcasting (BROADCASTING, Oct. 6). Anselmo, majority owner of The Seven Hills Television Co., licensee of KTVW-TV Phoenix, said FCC policy holds that applicant whose qualifications have been called into question must be found qualified before it can sell stations for full value. He also said board had failed to resolve qualifications of SICC and Bahia. "The board's creation of this unprecedented exception to an established commission policy was unnecessary because SICC, Bahia and Seven Hills are fully qualified to be licensees, was illegal because it vitiates the fundamental requirement that a licensee be found qualified before he can sell and was arbitrary because it conditioned the renewal of Bahia on sale to an entity not affiliated in ownership with existing Bahia stockholders, such as Anselmo, without a public interest finding," Anselmo said. □

Middlemen. Intelsat now has documentation for its claim it is not primarily responsible for high cost of communications satellite transmission. Report of task force of international broadcasting groups indicates that signatories—countries—link to Intelsat—mark up Intelsat's charges by enormous amounts, 1,000% and more. Intelsat charges \$80 for first 10 minutes of satellite time, while bill Algerian signatory passes on to its customers is \$985.25, markup of more than 1,200%. Report, which surfaced in Washington after being introduced by European Broadcasting Union, shows that Pakistan's markup is greatest—2,500%, to \$2,000. Such markups are prevalent in, but not limited to, Third World. United Kingdom and West Germany markups are close to 1,000%. Markup of U.S.'s Comsat is on low side—\$180, or 225%. □

Interference action. Broadcasters continue to lobby FCC for protection of UHF-TV signals from possible interference by land-mobile radio services. Engineers from National Association of Broadcasters, Maximum Service Telecasters, Electronic Industries Association and other broadcast consultants, met with some 40 FCC technical staff in ex parte presentation on commission proposal to extend mobile radio sharing of UHF frequencies in eight of 10 biggest markets. At hour-and-half-long presentation, which included demonstration showing effects of interference on TV programs, broadcasters sought to explain technical data and analysis leading to industry findings that current FCC measurements of viewer-perceived interference were outdated and that proposed spectrum sharing could cause dramatic losses in UHF picture quality. □

FCC responds. FCC, in letter to House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), says it will "give prominent coverage" to position expressed by Wirth and other subcommittee members that there is constitutional basis for FCC's distress sale policy and its policy of awarding minority and female preferences in comparative licensing cases. Wirth and others in letter sent last month suggested that FCC in re-examining its preference policy should acknowledge that subcommittee has developed factual record supporting need for preferences. Wirth letter also emphasized constitutionality of distress sale policy. Commission is currently re-examining both policies (BROADCASTING, Nov. 3). FCC's response, however, was characterized by subcommittee counsel Tom Rogers as "typically nonresponsive."



TELECASTINGS



Golf signing

ABC Sports has signed a three-year agreement with the PGA Tour to present live coverage of the Beatrice Western Open through 1989. Next year, ABC's coverage will originate from the Butler National Golf Club in Oak Brook, Ill., on Aug. 22 (2:30-4:30 p.m. NYT) and Aug. 23 (4-6 p.m.). The prize money for the tournament—which includes such past winners as Walter Hagen, Sam Snead, Arnold Palmer, Jack Nicklaus and Tom Watson—will increase from \$800,000 in 1987 to \$900,000 in 1988, to \$1 million in 1989, ABC said.

Noon news

Early next year, WCBS-TV New York will become the first network-owned station in New York to program a noon newscast. The station will cancel *Strike It Rich*, which currently airs at noon-12:30 p.m., to carry the newscast. The midday news will focus on hard news and information, according to Roger Collof, WCBS-TV vice president and general manager, who said the move was made for a combination of financial and journalistic reasons.

Business deal

NBC will move into production of videos for businesses through each of its owned stations and with the Judd Hambrick Co., which NBC purchased. The new NBC business will be headquartered at NBC's WMAQ-TV Chicago, and the first regional office will be at WKYC-TV Cleveland. Plans call for offices at three more NBC-owned stations: WNBC-TV New York, WRC-TV Washington and KNBC-TV Los Angeles. Judd Hambrick left a news anchor job at WKYC-TV two years ago to start the company.

Fund-raising specials

Five new television specials funded by the The Public Broadcasting Service's Station Independence Project are among the programs to be offered during PBS's December fund-raising drive. SIP is the mechanism by which stations insure that they will have programs with drawing power to air around audience fund-raising appeals. The pledge period runs Dec. 5-14 on most stations, but local airing of programs varies widely.

The new programs:

■ *Rock and Roll: The Early Days*—a 60-minute collection of vintage television footage, old newsreels and movies covering the artists of the late 1940's and 1950's, including Elvis Presley, Chuck Berry, Buddy Holly and Little Richard. Aired Monday, Dec. 8, at 10:10 p.m. NYT.

■ *The Everly Brothers Rock 'n' Roll Reunion Concert*—The reunion of Don and Phil Everly



Rock 'n' roll's early days: The Everly Brothers

in London on Sept. 22, 1983, after a 10-year estrangement. A 60-minute program airing Tuesday, Dec. 9, at 9:30 p.m.

■ *James Galway's Christmas Carol*—Christmas carols and holiday classics performed by flutist James Galway and the Royal Philharmonic Orchestra, the Ambrosian Singers of London and the Boy Choristers of St. Alban's Abbey, Hertfordshire, England. A 52-minute program airing Wednesday, Dec. 10, at 9:35 p.m.

■ *A Wall Street Week Special with Louis Rukeyser: The New Tax Law and You*—Rukeyser is joined by tax planners and investment advisers in a 52-minute study of the new law's provisions and implications. Aired Thursday, Dec. 11, at 8 p.m.

■ *Christmas with the Mormon Tabernacle Choir and Shirley Verrett*—A 50-minute music special from Salt Lake City featuring the 325-member choir and opera diva Shirley Verrett. Aired Friday, Dec. 12, at 10 p.m.

Other highlights include a revival of two episodes of *Upstairs, Downstairs*, the popular dramatic series that first aired on *Masterpiece Theatre* and which focuses on the life of a family in Edwardian England (Saturday, Dec. 13, at 9:05 p.m.); the return of *Christmas Eve on Sesame Street*, featuring the Muppets and the cast and skaters from *Holiday on Ice*, and a rebroadcast of the American Ballet Theater's production of "The Nutcracker," starring Mikhail Baryshnikov.

AIDS awareness

Transmission of a series of public service announcements featuring TV, film and stage celebrities talking about AIDS (acquired immune deficiency syndrome) prevention began earlier this month. Forty-five celebrities taped 62 30-second PSA's in early September, stressing that AIDS is preventable and that education is needed.

Pro Video News Service, Los Angeles, be-

gan distributing the spots on Nov. 19 to stations in the United States and Canada. Pro Video will send two minutes of PSA's every Wednesday at 2 p.m. EST on Telstar 301 until all 62 have been transmitted.

Funding for the project was provided by KPX(TV) San Francisco, the San Francisco AIDS Foundation, American Foundation for AIDS Research, AIDS Project Los Angeles, and the United States Public Health Services. Nancy Saslow, special projects executive producer at KPX, co-produced the segments with Chen Sam & Associates, New York. Scripts were written by the San Francisco AIDS Foundation's Holly Smith, poet Rod McKuen and Saslow.

Rashad renewed

Ahmad Rashad, feature reporter and studio commentator on NBC Sports' *NFL '86*, has been given a "multiyear contract extension" which includes additional assignments to a "variety of events" presented on NBC's *SportsWorld*, the network said last week.

'Magazine' in museum

As part of the 10th anniversary of *Evening/PM Magazine*, Westinghouse Broadcasting donated 25 hours of programming from the show to the permanent collection of the Museum of Broadcasting in New York. The program, which originated on Group W's KPX(TV) San Francisco, was lauded as a leader in the creation of local magazine series following Group W's efforts in working for the prime time access rule.

Russian pickup

The Soviet Union's Gostelradio broadcast an episode of *Donahue* on Nov. 15, featuring an interview with the Lockshin family that left the U.S. to live in Russia. The episode aired domestically on Oct. 30.

RIDING GAIN

O N R A D I O

Money talk

For the second straight month, network radio sales posted only single-digit percentage growth with October registering a 7.6% revenue increase over October 1985 to \$36,112,892. That's according to the Radio Network Association, which relies on financial data collected from network companies each month by the accounting firm of Ernst & Whinney. (RNA reported a minor adjustment of the September figure resulting in a 7%, rather than 6%, increase for the month.) For year-to-date (January through October), network revenue is up 17% over the same period a year ago, to \$319,750,812.

Of the four basic sales territories, New York had the largest percentage increase in ad expenditures, up 32% over the previous October to \$22,473,014. Chicago had the biggest percentage drop from October 1985, down 26% to \$7,460,600. Rounding out the remaining network radio sales centers are Los Angeles, up by 19% to \$2,868,752, and Detroit, off by 17% to \$3,310,526.

In other RNA news, Nick Verbitsky, president, United Stations Radio Networks, and vice chairman of the Radio Network Association, assumed the RNA chairmanship for the remainder of 1986 during a board meeting in New York on Friday, Nov. 14. Verbitsky replaces former head of CBS Radio Networks, Dick Brescia, who is departing the company due to the restructuring of its radio division ("Top of the Week," Nov. 3.) Bob Kipperman, newly appointed vice president of the CBS Radio Networks, has become the new CBS representative on the RNA board. The board consists of one director from each of the eight member organizations.

Officer elections for 1987 are scheduled to be held at the next RNA board meeting, Dec. 8. (All terms are for one year, but officers can be reelected.)

How-to

Sales training will again be the thrust at the Radio Advertising Bureau's annual Managing Sales Conference, to be held Feb. 7-10 at the Hyatt Regency in Atlanta. "While the meeting will feature some new elements, it will stick to our long-held objective of giving each participant money-making ideas and effective managerial tactics to take back with them to their stations," said Steve Berger, vice president, radio, Nationwide Communications, who is this year's MSC chairman. The event, which is being called "Team Radio '87: Building For Success," also marks the first time the seven-year-old meeting will be held in a location other than the Amfac hotel at the Dallas-Fort Worth



Classic introduction. Shamrock Broadcasting held a party last Monday (Nov. 17) in Houston introducing that city's ad community to the company's newly purchased outlet, KZFX-FM (formerly KGOL-FM) there, which has adopted a "classic rock 'n' roll" format. Among those attending (l-r): Bill Clark, president of the radio division of Shamrock Broadcasting; Stanley P. Gold, director, president and chief executive officer, Shamrock Inc., and James Mixon, executive vice president, Shamrock.

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Airport.

Headlining the meeting, thus far, will be sales trainer Tom Hopkins, author of *How To Master the Art of Selling*, NBC Talknet host Sally Jessy Raphael, and life-style researcher John Parikhahl, chief executive officer of Joint Communications Corp., Toronto. Parikhahl will deliver the breakfast keynote address, which will focus on station positioning in the advertising marketplace, on Monday morning, Feb. 9.

Other speakers scheduled to appear are marketing consultant Stephen Doyle, who will conduct a forum on major account selling, and research specialist Leo McManus, who will examine the use of psychology as a sales management tool. Also slated to lead workshops are sales consultants Charles Reilly and Chris Lytle, sales trainer Jim Hooker, and psychologist Dr. Layne Longfellow.

Registration fee for the MSC, which is being limited to 1,200 RAB members, is \$450. Registrants who sign up before Jan. 10 pay an "early bird" fee of \$365.

Box score

CBS Radio's coverage of the 1986 World Series between the New York Mets and the Boston Red Sox reached approximately 50 million adults, 18 and older, according to ratings data released last week by the network.

Of that figure, 26 million were male listeners and 24 million were female. Although last year's series reached 56 million adults ("Closed Circuit," Nov. 11, 1985), CBS says that the 50 million listeners this year were

Moral of the story. American Music Formats, New Berlin, Wis., said it will no longer offer weekly rock and country music charts with "moral ratings" ("Riding Gain," Nov. 17). The company said it is dropping the service because it might invite lawsuits.

"fairly consistent" with the average listening audience for the World Series for the past 11 years—CBS Radio has had baseball broadcast rights since 1976.

As for the network's *Game of the Week* broadcast, a series of 20 Saturday games plus four midweek contests toward the end of the season, its weekly audience realized an increase of one million over 1985 to seven million.

The audience jump can be attributed, in part, to an increase in CBS's station lineup from 220 to 255. The audience estimates for CBS Radio were gathered through a telephone survey by R. H. Bruskin.

Next year's *Game of the Week* schedule will begin at the start of the season on April 11 and continue through Oct. 3.

'Costas coast to coast'

A live, two-hour, Sunday night, interview-call-in sports show featuring sportscaster Bob Costas (BROADCASTING, July 28) has made a major splash on the radio syndication scene, debuting Nov. 2 on nearly 150 stations.

According to the show's producer and

distributor, Clayton-Webster Corp., St. Louis, the weekly broadcast, which is satellite-fed via both Satcom I-R and Westar III at 9 p.m. NYT, is airing on stations in eight of the top 10 and 47 of the top 50 markets including originating outlet WHN(AM) New York, KMPC(AM) Los Angeles and WMAQ(AM) Chicago. (The majority of the stations take the program live.) Costas anchors NBC-TV's *NFL '86* each Sunday in New York.

"We hope the show will be a mixture of issues, pointed exchanges and engaging conversation," said Costas. Among the guests appearing on the show thus far have been CBS-TV's football commentator, John Madden, and former ABC-TV football commentator Joe Namath. Slated for last Sunday (Nov. 16) evening were NBC-TV sportscaster Dick Enberg and North Carolina State basketball coach Jim Valvano.

National advertisers for *Costas Coast-to-Coast* include: Budweiser, State Farm Insurance, Lincoln-Mercury, Schick and Mita Copiers. Six minutes per hour are set aside for national sponsors and six minutes for local station breaks in addition to seven minutes at the top of the hour for news and information.

Costas also serves as host for two other Clayton-Webster series: *Sports Flashback*, a daily, two-minute sports history, and *The Sporting News Report with Bob Costas*, a daily two-minute sports news show produced in cooperation with *The Sporting News* magazine.

Spanish countdown

Radio Espanol, the Spanish-language division of Westwood One Radio Networks, is readying what it bills as radio's first national Spanish-language music countdown series. *Hits Calientes*, an hour-long broadcast slated for a late December debut, will feature the top 10 "contemporary" Spanish-language hits in the U.S. in addition to showcasing the number-one salsa, grupo and ranchera songs of the week. Veteran Spanish-language radio and television producer, Luis Alberto Medina, will serve as host of the new series.

More markets

Birch Radio, Coral Springs, Fla., will be adding Albuquerque, N.M., and El Paso to its continuous monthly measurement fold beginning with the company's winter 1987 survey period in December. The additions bring to 96 the total markets Birch surveys on a monthly basis. During a year, Birch tracks radio listening in just over 230 markets.

Regarding the recently reported "cooperative" agreement between Birch and A.C. Nielsen ("Riding Gain," Nov. 3), although no official word has been given, sources say the deal has been finalized.

Join 'em

Press Broadcasting Co., licensee of WJLK-AM-FM Asbury Park, N.J., has picked up some support for its petition calling on the FCC

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break the AM stereo standards stalemate by requiring receiver manufacturers to build multisystem AM stereo radios that can receive both surviving AM stereo systems—Motorola's C-Quam system and Kahn Communications' single sideband system.

In a letter to all AM stereo stations, Leonard Kahn, president of Kahn Communications, urged the stations to support the Press petition in comments to the FCC. "While I believe that the marketplace is operating to do just what Press Broadcasting is suggesting—manufacturers switching to multimode receivers—if the commission were to take such action, the matter could

be concluded more rapidly," Kahn wrote.

Meanwhile, Price Communications Corp., a New York-based group broadcaster, wrote the FCC expressing its full support for the Press petition. "In our experience acquiring and establishing AM stereo stations, we have been impressed with the quality of the systems being installed at our stations," it said. "Indeed, AM stereo quality may now be approaching and even equaling FM stereo quality standards. Nevertheless, the current marketplace stalemate between Motorola and Kahn is frustrating the full development of this critical improvement in AM stereo standards."

On borrowed time

With the expiration date for Broadcast Music Inc.'s radio contract a little more than a month away (Dec. 31), negotiations between the All-Industry Radio Music License Committee and BMI on a new music licensing pact have begun in earnest with two meetings taking place in New York in as many weeks—Oct. 30 and Nov. 13. No agreement has been reached, and another meeting is planned.

The radio industry is operating with a one-year extension of a two-year BMI agreement.

The Media

Uncertain future for CPB

Following ouster of president, public broadcasters question organization's effectiveness; immediate concern is who will lead

What effect the ousting of Corporation for Public Broadcasting President Martin Rubenstein by the CPB board (BROADCASTING, Nov. 17) will have on CPB staff and the public broadcasting industry overall is debatable. In the words of one employee: "There were a lot of shell-shocked faces" at CPB following the announcement, but the organization "is not a place that's unused to transition." Board member Richard Brookhiser, senior editor of the *National Review*, joked Friday (Nov. 14) that CPB's reputation "couldn't sink any lower." Public Broadcasting Service President Bruce Christensen said Rubenstein's firing "just adds another chapter in what's been a long history of turmoil. . . . I can't believe that it will help the institution." And National Public Radio President Doug Bennet called the situation "damaging," saying the important test is not what negative effect the firing will have on relations but "what positive opportunities are lost."

There were charges last week that former board chairman Sonia Landau, a Republican, played a role in the firing of Rubenstein by exercising influence over her four supporters on the board—Richard Brookhiser, William Lee Hanley, Ken Towery and Howard Gutin. (Landau's term expired last March, and the failure of the Senate to act on her renomination in October signaled to many the erosion of Republican support for her bid. She announced at the Nov. 14 board meeting that she had notified the White House of her intention to decline an upcoming nomination to the board.)

A source said Landau had been incensed when she wasn't consulted over the unanimous selection in July of Rozanne Weissman as vice president-corporate communications by the then five-member board. The source also said Landau condemned Rubenstein for his strict interpretation of CPB bylaws that require five board members to agree to hold a special telephonic meeting. (Brookhiser and Hanley had tried to call a meeting to postpone the September board meeting until Landau and Towery had been reconfirmed, but Democratic board member Sharon Rockefeller had objected. The meeting was not held because the members did not attend [BROADCASTING, Sept. 22].) When contact-

ed for last week's story, Landau said she keeps in touch with her former board colleagues, but their decisions as members of the board are their own.

Following the announcement of Rubenstein's resignation, Daniel Ledwig, CPB's vice president-treasurer, was elected temporary president by the board in a 5-2 vote. Rozanne Weissman said Monday there had been no discussion at CPB about finding a permanent president, but that it was not likely a search firm would again be hired. (Rubenstein was chosen after an eight-month search that followed the resignation of the previous CPB president, Ed Pfister, who cited fundamental differences with a majority of the members of the board, headed by Landau at the time [BROADCASTING, May 20, 1985].) The board is expected to wait to see how acting president Donald Ledwig works out, Weissman said, and is not scheduled to meet again until Jan. 8-9, nor is it expected to call a special meeting on the issue during the holiday months.

In the meantime, said Weissman, Ledwig will continue as vice president-treasurer and will delegate some of the responsibilities of the presidency, an office charged with, among other things, representing the corporation before the public, coordination with

The good word. The Corporation for Public Broadcasting has released its FY 1985 annual report, covering operations between Oct. 1, 1984, and Sept. 30, 1985. Ironically, due to recent changes at CPB (see story, this page), the report contains messages from a former chairman and a former president and pictures of four former members of the board.

But, as the year's chairman, Sonia Landau, points out in her foreword: "The accomplishments highlighted in this annual report demonstrate emphatically that public radio and television have cemented their position in providing unparalleled service to the citizens of this country." The report details expenditures for programing, equipment and general station support, and lists awards won and special projects begun.



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the board and acting as spokesman for CPB before the communications industry and other constituencies. Ledwig is considered a Landau supporter, but, when asked if she would be advising him on board matters, he said he accepted her statement, made to the board last week, that she would not seek reappointment to the board. Ledwig joined CPB as vice president-treasurer in November 1984, and had been in charge of the budgeting process, general administration, bookkeeping and check-signing. His contracting responsibilities reportedly had been greatly reduced when Rubenstein set up a business affairs department in August, headed by Joseph Widoff and reporting directly to Rubenstein. The department was credited with solving major disputes between CPB and program producers over contracts—a top priority on Rubenstein's agenda. Apparently, however, contracting had been centralized by Ledwig in January, and the backlog had begun to clear up prior to the creation of business affairs.

New board member Daniel Brenner, confirmed by the Senate in the final hours of the 99th Congress (BROADCASTING, Oct. 27), said he did not see Ledwig's appointment as necessarily leading to a full-time position as president. "We were in sort of a crisis situation," he said, explaining his rationale for voting in favor of Ledwig as acting president. Brenner said he thought the appointment would give CPB needed stability until a final decision could be made, but that the board had made it "very clear" that Ledwig had not formally been elected president.

The Democratic board member said he hadn't noticed that he voted with the Republican majority on the board, against Democrat Sharon Rockefeller and independent Lloyd Kaiser, in the confirmations of Ledwig as president and Arthur Pankopf as general counsel and on the issue of whether to recall the RFP (a request for proposals for

conducting content analysis of public television programs). Brenner said he had simply voted what he thought was right. As for taking action on future issues, Brenner said, CPB's board members have differences of opinion and there are going to be disagreements, but "I don't think the situation is irremediable." □

Changing Hands

PROPOSED

KLFY-TV Lafayette, La. □ Sold by Texoma Broadcasters Inc. to Charles Woods for \$55 million. **Seller** is principally owned by M.N. Bostick, who is also principal in KWTX Broadcasting, Waco, Tex., which has interest in two AM's, one FM and four TV's. **Buyer** owns Dothan, Ala.-based group of two AM's, three FM's and five TV's. KLFY-TV is CBS affiliate on channel 10 with 302 kw visual, 44.7 kw aural and antenna 1,748 feet above average terrain.

KILT-AM-FM Houston □ Sold by LIN Broadcasting to Legacy Broadcasting for \$36,750,000. **Seller** is publicly traded, New York-based group of five AM's, five FM's and seven TV's headed by Donald A. Pels, chairman. It recently sold six radio stations to Heritage Communications ("Changing Hands," Nov. 10). **Buyer** is owned by Robert F.X. Sillerman and Carl Hirsch. It also owns KJOI-FM Los Angeles. KILT is on 610 khz full time with 5 kw. KILT-FM is on 100.3 mhz

with 100 kw and antenna 1,920 feet above average terrain. **Broker:** Wertheim & Co.

KAPE(AM)-KESI(FM) San Antonio, Tex. □ Sold by SIT Broadcasting to John Hiatt for \$9,270,000 cash, not including real estate. **Seller** is owned by brothers, Sam, Dan and Frank Sitterle. It has no other broadcast interests. **Buyer** is former general manager of KLTE(FM) Houston. KAPE is daytimer on 1430 khz with 2.5 kw. KESI is on 106.7 mhz with 100 kw and antenna 1,000 feet above average terrain. **Broker:** Americom Radio Brokers.

WTPI(FM) Indianapolis □ Sold by Peoples Broadcasting Corp. to The Somerset Group Inc. for \$8.5 million. **Seller** is owned by Daniel Cantor and Linda Jubert, who have no other broadcast interests. **Buyer** is Indianapolis-based, publicly held manufacturer of construction supplies. It is principally owned by Robert H. McKinney and E. Kirk McKinney. After purchase is complete, Somerset will merge broadcasting division with Composite Communications, owner of WLTP(AM) Parkersburg, W.Va., and WNUS-FM Bel Pre, Ohio, forming Somerset Broadcasting Inc., 80% owned by Somerset and 20% owned by Composite, which is principally owned by John Patton, president, and four others. WTPI is on 107.9 mhz with 21.6 kw and antenna 885 feet above average terrain.

KKCW(FM) Beaverton, Ore. □ Sold by Heritage Broadcasting of Portland to Trumper Communications for \$7.5 million. **Seller** is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns cable systems in three states. It recently purchased WISE(AM)-WKSF(FM) Asheville, N.C. ("Changing Hands," Nov. 3). **Buyer** is owned by Jeff Trumper, former general manager of WLS-AM-FM Chicago. It recently purchased WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. ("Changing Hands," Oct. 27). KKCW is on 103.3 mhz with 100 kw and antenna 1,654 feet above average terrain. **Broker:** Gammon and Ninowski, Media Investments.

KLAX(TV) Alexandria, La. □ Sold by Cypress Communications Corp. to Central Broadcasting of La. Inc. for \$6 million. **Seller** is principally owned by Ben D. Johnson and James C. Richards, president. Johnson also owns WXOK(AM) Baton Rouge. **Buyer** is owned by O. Wayne Rollins, R. Randall Rollins and G. Russell Chambers. Rollinses are former owners of Rollins Communications Inc., Atlanta-based group of five AM's, one FM and four TV's and cable MSO, which was sold to Heritage Communications. Chambers is former owner of

SEPTEMBER-OCTOBER SALES*

WECT-TV	Wilmington, NC	\$30,000,000
WAYV-FM	Atlantic City, NJ	\$ 7,000,000
WXTR-FM	La Plata/Washington, D.C.	\$14,500,000
WEPM-AM/WKMZ-FM	Martinsburg, WV	\$ 2,000,000
WBMW-FM	Manassas/Washington, D.C.	\$13,000,000
WHWH-AM/WPST-FM (80%)	Princeton/Trenton, NJ	\$ 8,089,000
KYEA-FM	West Monroe, LA	\$ 1,300,000
WTRY-AM/WPYX-FM	Albany/Troy, NY	\$15,000,000
WFNY-FM	Racine, WI	\$ 940,000
WIRB-AM/WLHQ-FM	Enterprise, AL	\$ 1,100,000
KHOP-FM	Modesto/Stockton, CA	\$ 6,000,000
KECY-TV	El Centro, CA	\$ 2,350,000
WFXR-FM	Ravenel, SC	\$ 2,000,000
KAHI-AM/KHYO-FM	Auburn/Sacramento, CA	\$ 8,000,000

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KPLC(TV) Lake Charles, La., and is also purchasing WCHS(AM)-WBES(FM) Charleston, W. Va. (see below). KLAX(TV) is ABC affiliate on channel 31 with 1619.8 kw visual, 161.98 kw aural and antenna 203.8 feet above average terrain.

WHKY-FM Hickory, N.C. □ Sold by Joyner Communications Inc. to Keymarket Communications Inc. for \$4.4 million. **Seller** is Raleigh, N.C.-based group of two AM's and three FM's. **Buyer** is owned by Kerby Confer and Donald Alt. Confer has interest in North Augusta, S.C.-based group of five AM's and nine FM's. Alt has interest in Marcom Media, North Augusta, S.C.-based group of four AM's and five FM's. WHKY-FM is on 102.9 mhz with 14.8 kw and antenna 325 feet above average terrain. *Broker: Americom Radio Brokers.*

WHUT(AM)-WLHN(FM) Anderson, Ind. □ Sold by Patch-Dunn & Associates of Anderson Inc. to Lamey Communications Inc. for \$3.5 million cash. **Seller** is principally owned by Kenneth Patch. It also owns WOCB(AM)-WJFK(FM) Cape Cod, Mass. **Buyer** is owned equally by Jon Mark Lamey and his brother, Timothy Lamey. Jon Mark Lamey has interest in Communicable Inc., owner and operator of Indiana cable systems. WHUT is daytimer on 1470 khz with 1 kw. WLHN is on 97.9 mhz with 50 kw and antenna 490 feet above average terrain.

WBYR(FM) Buffalo, N.Y. □ Sold by Devine Communications Inc. to Buffalo Broadcasting Limited Partnership for \$3,150,000. **Seller** is owned by Chris Devine, who also owns KBER(FM) Salt Lake City and KKBR Albuquerque, N.M. **Buyer** is owned by Jack Laubach, Robert Burstein and Larry Garrett. It owns Burbach Broadcasting, Savannah, Ga.-based group of three AM's and four FM's. WBYR is on 107.7 mhz with 10 kw and antenna 800 feet above average terrain. *Broker: Robert A. Chaisson Inc.*

WCHS(AM)-WBES(FM) Charleston, W.Va. □ Sold by Heritage Communications Inc. to Calcasieu TV and Radio Inc. for approximately \$3-\$4 million. **Seller** is publicly traded, Des Moines, Iowa-based group of five AM's, one FM and six TV's headed by James M. Hoak, chairman. It also owns cable systems serving almost 1 million subscribers. It recently purchased six stations from LIN Broadcasting ("Changing Hands," Nov. 10). **Buyer**, owned by G. Russell Chambers, who also has interest in buyer of KLAX(TV) Alexandria, La. (see above). WCHS(AM) is on 580 khz full time with 5 kw. WBES(FM) is on 96.1 mhz with 50 kw and antenna 360 feet above average terrain.

KOCM-FM Newport Beach, Calif. □ Sold by Donrey Media Group to Financial Capital Broadcasting Corp. for \$2,950,000. **Seller** is Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W. Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. It recently sold KORK(AM)-KYRK-FM Las Vegas ("Changing Hands," Nov. 24). **Buyer** is owned by Sam Rosenblatt, former general manager of WTFM(FM) Miami. KOCM-FM is on 103.1 mhz with 2 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

Working grant. Experienced minority, women and handicapped producers will be given the chance to work at top public television and radio organizations through a fellows project to be paid for by the Corporation for Public Broadcasting. Five producers will be selected by CPB to fill positions with *American Playhouse* (New York), Children's Television Workshop (New York), *Great Performances* (WNET-TV New York), *Annenberg/CPB Audiocourse* (WHAJAM) Madison, Wis.) and *Mountain Stage* (West Virginia Public Radio, Charleston). Public broadcasting experience is not a requirement. The fellowships will range from one to two years, and applicants are asked to specify for which opening they are applying. The application deadline is Jan. 16, with final selections to be made by a panel of public broadcasters in February 1987 and fellowships to begin next spring. Applications are available from the CPB Production Fellows Project, Human Resources Development, 1111 16th Street, N.W., Washington 20036.

WPAG-AM-FM Ann Arbor, Mich. □ Sold by Wastenaw Broadcasting Co. to Financial Advisory Services Inc. for \$1.3 million. **Seller** is owned by Edward F. Baughn and

family. It has no other broadcast interests. **Buyer** is subsidiary of Dominoes Farms Inc., Ann Arbor-based owner of Dominoes Pizza, retail pizza chain, principally owned by

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Thomas Monaghan. WPAG is daytimer on 1050 khz with 5 kw. WPAG-FM is on 107.1 mhz with 3 kw and antenna 260 feet above average terrain.

KJKJ(FM) Grand Forks, N.D. □ Sold by KJ Radio Inc. to Jack Ingstad Broadcasting for \$515,000. **Seller** is owned by Justin Hoberg, who also owns KKBKJ-AM-FM Bemidji, Minn., and KTYN(AM)-KKBQ(FM) Minot, N.D. **Buyer** is owned by Jack W. Ingstad, who also owns KOVC(AM)-KRFM(FM) Valley City, N.D., and KWAD(AM)-KKWS(FM) Wadena, Minn., and recently purchased KNNN(AM) Salina, Kan. ("Changing Hands," Aug. 25). KJKJ is on 107.5 mhz with 100 kw and antenna 498 feet above average terrain. *Broker: Chapman Associates.*

KEIN(AM)-KLFM(FM) Great Falls, Mont. □ Sold by CEBA Broadcasting Inc. to LITL Radio Enterprises for \$500,000. **Seller** is headed by Matt Mills and has no other broadcast interests. **Buyer** is owned by Andris A. Baltins and his wife, Nancy. He is Minneapolis-based attorney with no other broadcast interests. KEIN is on 1310 khz with 5 kw day and 1 kw night. KLFM is on

92.9 mhz with 100 kw and antenna 450 feet above average terrain.

WUPW(TV) Toledo, Ohio □ 28% sold by Toledo Television Ltd. Partnership to The Independent Broadcasting Co. for approximately \$500,000. **Seller** is owned by Arthur Dorfner, William C. Mitchell and Pamela Fruth who have no other broadcast interests. **Buyer** is owned by Thomas J. Embrescia, and three others. It presently owns 42% of station. Embrescia has interest in KGLD(AM)-KWK-FM St. Louis. WUPW is independent on channel 36 with 2040 kw visual, 204 kw aural and antenna 1,220 feet above average terrain.

WMMW(AM) Meriden, Conn. □ Sold by Sound Media Inc. to AM Radio Inc. for \$500,000. **Seller** is owned by Jack Lazare and his wife, Marilyn. It has no other broadcast interests. **Buyer** is owned by Anthony Pescatello and family. It owns New London, Conn.-based bail bonding firm. WMMW is daytimer on 1470 khz with 1 kw. *Broker: New England Media.*

WCEF(FM) Ripley, W.Va. □ Sold by C-98 Communications Inc. to Thomas Communi-

cations Corp. for \$385,000. **Seller** is owned by Donald L. Staats, Samuel M. Yoho and Edward Jacobson, who have no other broadcast interests. **Buyer** is owned by Wayne A. Thomas and three others. It also owns WETZ-(AM)-WKGI-FM New Martinsville, W.Va. Thomas also has interest in WCSE(AM) Myrtle Beach, S.C. WCEF is on 98.3 mhz with 3 kw and antenna 300 feet.

KHAZ-FM Hays, Kans. □ Sold by Peak Broadcasting Co. to Plains Broadcasting Inc. for \$265,000. **Seller** is owned by Joseph L. Engel, who has no other broadcast interests but will retain 10% with his wife, Cheryl. **Buyer** is owned by Jack S. Sampson, former owner of KLEO(AM) Wichita, Kan. KHAZ-FM is on 99.5 mhz with 100 kw and antenna 516 feet above average terrain.

Broker for sale of WHBF-AM-FM-TV Rock Island, Ill. for \$21 million ("Changing Hands," Nov. 17), was Frank Boyle & Co.

For other proposed and approved sales see "For the Record," page 85.

New APR head outlines goals

Hulsen discusses new news service and budget goals

An hourly news service and more international music program exchanges, particularly with Asian and Pacific countries, are among the major programming moves being explored by American Public Radio for 1987, according to its newly installed president, Albert L. Hulsen. That aggressive posture is underscored in Hulsen's primary programming objective: "to attain national recognition as a full-service public radio network." That goal was presented to the APR board at a meeting in Cincinnati. "We will continue to tap the creative resources of local [public radio] stations and independent producers," said Hulsen, noting APR's policy of no in-house production.

As for a proposed news service, Hulsen said it would contain more "depth" and a greater emphasis on "international" issues than those on commercial networks. "We are looking at a number of outside producers [to produce the newscasts]," said Hulsen.

Launched in early 1982, the St. Paul,



VOA seminar. Donald Kirkley, professor of broadcasting at the University of Maryland, lectures a class of senior broadcast executives from Third World countries participating in a Voice of America-sponsored seminar on management techniques. The two-week seminar, which ended last week, is another in a series of sessions VOA has held over the past three years to train broadcast personnel.

Thus far, more than 200 broadcast personnel have attended the VOA's International Broadcast Training Center. Thirteen executives from countries ranging from Cameroon to Zimbabwe are attending what is the first seminar for senior-level executives. Lecturers come from the private sector as well VOA. The National Association of Broadcasters is participating in the program; it served as host for the executives at its headquarters last Wednesday (Nov. 19). In addition to providing instructors and consultants, VOA offers financial assistance, paying hotel expenses, a stipend and, in three cases, some or all of the airfare.

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Hulsen

Minn.-based network was initially designed primarily to serve as a distributor of arts and performance programs, especially at a time when National Public Radio had perfected its news and information programming with *Morning Edition* and *All Things Considered*. One series that was catapulted to national attention through the help of APR was Minnesota Public Radio's *A Prairie Home Companion*.

However, during the past year APR has been broadening its programming base with a steady diet of late afternoon news shows, distributed for airplay in the same general time period as NPR's *All Things Considered*. For example, APR has been airing *Monitoradio*, produced by *The Christian Science Monitor*, since last fall. And more recently, the network premiered two 30-minute daily news shows: *Business Update*, produced by CBS News—the first such venture between public radio and a commercial network operation—and a 30-minute edited version of the Canadian Broadcasting Corp.'s (CBC) 90-minute *As It Happens* series. Both shows began the week of Sept. 29, as did distribution of news and current affairs programming from the BBC World News Service.

Although there are more news sources now available to APR affiliates, Hulsén was quick to point out that there will be "no lessening" in the network's arts and performance programming.

"There's plenty of room for both us and NPR," said Hulsén during an interview with BROADCASTING last week. "As the number of public radio stations grows, a more sophisticated system for local public radio programming will develop—providing a particular service to a particular audience—and competition [for programming] will grow," Hulsén said.

The APR president said he envisions local public radio consisting of several outlets in a given market, each providing different programming, such as classical music, news and information, jazz and specialized areas such as foreign languages and children's programming. "Stations will no longer be all things to all people," he predicted.

Hulsén assumed the APR presidency from Bill Kling last Aug. 15 after the APR board decided to have a full-time president. Kling decided to devote more time to his role as president of Minnesota Public Radio ("Riding Gain," July 14) and was named to the board as the "professional" vice chairman. (William Dietel, president of the Rockefeller Brothers Fund, serves as the "public" vice chairman on the APR board.) At the Cincinnati board meeting, Hulsén set a goal of \$1.2 million for fiscal 1987 operating funds from station affiliation fees. (APR's fiscal year began July 1.) APR's fees for primary affiliates in fiscal 1987 range from \$2,500 to \$18,000, depending on the population in a station's metro survey coverage area. In fiscal 1986, the fees range from \$800 to \$2,800 depending on market ranking. The affiliation fees pay for both the administration of APR as well as for access to APR-distributed programming. The dramatic jump is primarily due to a move by APR from being partially dependent on affiliate fees for administrative costs to becoming entirely dependent. "There will be no major increase in affiliate

fees in 1988," said Hulsén. (Some programs such as *Home Companion* and *Business Update* have additional user fees.) The network currently has 308 affiliates nationwide.

For the American Public Radio Program Fund, which is composed of matching funds from foundations and other organizations for ongoing programming and new program ventures, Hulsén has established a fiscal 1987 budget of \$1.1 million.

"One of my major goals," said Hulsén, "is to change the 'dogmatic and imperial' image that American Public Radio affiliates appear to have toward APR by involving stations in our activities." Hulsén noted that the network has begun to develop station advisory groups.

Hulsén has been serving on the 14-member

APR board, chaired by Kenneth Dayton, retired chairman, Dayton Hudson Corp., Minneapolis, since its inception. (Hulsén still remains a board member.) He was elected APR president at a board meeting on June 17. Prior to that, Hulsén was special projects director for noncommercial KHPR(FM) Honolulu, a post he held since 1983.

Hulsén has also held several public broadcasting managerial posts including positions at WGBH-FM-TV Boston (1962-63); Minnesota Public Radio (1972-73); WGUC(FM) Cincinnati (1976-81), and KQED-FM San Francisco (1981-83). Additionally, Hulsén served as director of radio activities for the Corporation for Public Broadcasting (1969-72) and as vice president for programming for National Public Radio (1973-74.)

Media portrayal of working women honored

'L.A. Law' writer-producer addresses awards luncheon, sponsored by NCWW

The eighth annual Women at Work Broadcast Awards were presented last week by the National Commission on Working Women at a luncheon in Washington. NCWW Commissioner Linda Lavin, who starred in the comedy, *Alice*, from 1976 to 1984, welcomed 400 attendees and announced that NCWW has merged with Wider Opportunities for Women, a volunteer, self-help, women's employment group based in Washing-

ton. The luncheon's featured speaker was Terry Louise Fisher, a writer and producer of NBC's new TV series, *L.A. Law*, and formerly a writer/producer of CBS's *Cagney & Lacey*. NCWW Chairman Alexis Herman presented an overview of the organization's November 1986 report on the new season's portrayal of working women on TV. And actress Betty Thomas, an NCWW commissioner and a member of the cast of NBC's *Hill Street Blues*, introduced the year's award-winners, who described their programs and thanked NCWW for their awards.

Fisher said she entered show business as a



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lawyer, hired by 20th Century Fox because it wanted someone with "absolutely no experience" in the industry who would not quit to accept a better job, and she was "the least qualified person" the studio interviewed. Since then, she has worked as a writer and producer on two television series. Fisher says she takes seriously her responsibility to create characters who are role models for women. The involvement of women in writing and production increases the number of female characters portrayed as multidimensional, she believes, and no longer are women restricted to the roles of wives and mothers, as they were when she was growing up.

According to Herman, NCWW's analysis of fall 1986 programming overall shows some promising trends. "In many ways, this season's new programs represent the best of recent years," she said. "Women are no longer victims, nor are they continuously on the prowl for a mate." In addition to studying the 25 new fall series, NCWW for the first time reviewed Nielsen's 25 top programs. It found that one third of the new and top programs portrayed women in leading roles, and three programs featured all-female casts.

But NCWW did not give a perfect rating to the television networks. It commended the increase in the number of working women portrayed, but questioned the lack of development of those characters as women with work-related problems. *The Cosby Show's* Claire Huxtable, *Family Ties'* Elyse Keaton and *Growing Pains'* Maggie Seaver are among female characters rarely seen



Lavin and Fisher

"asking for a raise or even talking about finances," NCWW said. "Issues of job security, salary levels, promotions and child care—all familiar to millions of viewers who are also working women—are almost totally invisible."

Hispanics, Asians and American Indians are invisible on television, said NCWW, and blacks are confined to all-black shows or sitcoms and are generally presented in stereotyped roles. Also, it said, working-class women are ignored in favor of women with exaggerated wealth.

Herman stressed NCWW and female viewers want television to provide programs that are realistic, and to address four myths "ripe for retirement": 1) sex discrimination

and occupational segregation are relics of the past; 2) women are now compensated fairly; 3) a woman can easily raise a family and hold a job, and 4) the war on poverty is over. At present, "we continue to have the myth and only the glimmer of reality—even on the best shows," Herman said.

At the conclusion of the luncheon, NCWW recognized the winners of the Women at Work awards, designed "to celebrate working women and salute the people and the programs that are changing the image of working women in radio and television." Thirty awards were given, including first, second and third places and honorable mentions:

TELEVISION

Entertainment

A Time to Triumph, CBS □ Judy Kauffman and Fran Billos, producers (first place).

Cagney & Lacey, "Power" CBS □ Barney Rosenzweig, executive producer (second place, tie).

All My Children, ABC □ Jacqueline Babbin, producer (second place, tie).

Kate & Allie, "The Croissant Jungle" CBS □ Bill Persky and Bob Randall, producers (third place).

Public affairs/documentary

Express: No Work, No Welfare, KQED-TV San Francisco □ Stephen Talbot and Char Woods, producers (first place).

Poverty Shock: Any Woman's Story, University of Wisconsin, Center for TV Production, Green Bay, Wis. □ Eileen Littig and Larry Long, producers (second place).

Changing Habits, WTTW(TV) Chicago □ Linda Gartz, producer (third place)

News feature

MacNeil/Lehrer NewsHour, "Women Sanitation Workers" MacNeil/Lehrer Productions □ June Massell, producer/reporter (first place).

Lady Cops, WLPB-TV Baton Rouge □ Rob Hinton, producer (second place).

CBS Sunday Morning News, "Ex-Wives of the Military" CBS News □ Bill Moran, producer (third place).

News series

Against the Odds, WXIA-TV Atlanta □ Marie Ryan, producer (first place).

Double Shift, KATU(TV) Portland, Ore. □ Julie Emry, producer (second place).

Workplace of Fear, WJTV(TV) Jackson, Miss. □ Melanie Christopher, producer (third place).

Spot feature

Women in the Sugarcane Fields, WLPB-TV Baton Rouge, La. □ Rob Hinton and Sonya Masingale, producers (first place)

New England Portrait: Trudy Fisher, WBZ-TV Boston □ Steve Aveson, producer (second place).

Women in the Pits, Cable News Network □ Eric Scholl, producer (third place).

Special commendation

After the Sexual Revolution, ABC □ Pamela Hill, executive producer, and Richard Richter, senior producer.

RADIO

Entertainment

Women's Diaries of the Westward Journey, WNYC(AM) New York □ Terry Johnson, producer (second place).

Public affairs/documentary

Sweatshop Labor in Chinatown, National Asian American Telecommunications Association □ JoAnn Mar, producer (first place).

Women at Sea, Reel Women Productions □ Harriet Baskas, producer (second place).

Puerto Rican Women in the Garment Industry, Center for Puerto Rican Studies, Hunter College, New York □ Rina Benmayer, Ana Juarbe, Kimberly Safford and Blanca Vazquez, producers (third place).

News series

Parents Without Partners, KMOX(AM) St. Louis □ Jeff McKinney, producer (first place).

A Slow Journey Into Equality, KMOX(AM) St. Louis □ Margie Manning, producer (second place).

Rural Women of the South, KIIZ(AM)-KIXS-FM Killeen, Tex. □ Don Quinn, producer (third place).



Mexican meeting. The National Association of Broadcasters executive committee gathered in Mexico City for its November meeting (Nov. 10-13) at the invitation of La Camara Nacional de la Industria de Radio y Television (BROADCASTING, Oct. 20). In addition to discussing routine association business, the NAB directors met with Mexican President Miguel de la Madrid. Pictured l-r (front row): NAB TV Board Vice Chairman Wallace Jorgenson, Jefferson-Pilot Communications, Charlotte, N.C.; CIRT Vice President Guillermo Canedo; Televista President Rumulo Ofero; NAB Joint Board Chairman Ted Snider, Snider Corp., Little Rock, Ark.; President de la Madrid; NAB President Eddie Fritts; NAB Radio Board Chairman Bev Brown, KGAS(AM) Carthage, Tex.; CIRT Director of International Affairs Luis Santabanez.

Second row: Bill Clark, Shamrock Broadcasting, San Francisco; NAB international consultant Bill Haratunian; Gene Cowen, Capital Cities/ABC, Washington; Immediate Past Board Chairman Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; John Abel, NAB executive vice president for operations; John Summers, NAB senior executive vice president for government relations; former CIRT President Luis Rodriguez; Michael Harwood, NAB executive vice president and chief financial officer; Jeff Baumann, senior vice president and general counsel; Hank Roeder, vice president, conventions and meetings, and Walt Wurfel, senior vice president for public affairs and communications.

Women's work in the 1980's: network bureau chief

For many women, working their way through the TV network news ranks over past 12 years is paying off with higher level positions; CBS, for example, now has women in charge of operations in Chicago, Los Angeles, Dallas and Atlanta

On Dec. 1, Jennifer Siebens, former CBS News Paris bureau manager, will become head of CBS's Los Angeles bureau. With her credentials it is not unusual that she would be promoted. As an associate field producer for the *CBS Evening News* from May 1979 to March 1983, she produced stories from El Salvador, Nicaragua, Guatemala and from Argentina during the Falkland Islands war. Named head of the Paris bureau in November 1983—the only CBS female bureau manager overseas at the time—she managed an office of about 25 people, as well as continuing as a field producer. Siebens's move to Los Angeles sets no precedent. Of CBS's seven major domestic bureaus, four are now headed by women, all appointed in the past three years.

Although it is generally acknowledged that women have a long way to go in achieving parity with men in the number of upper management positions held, for those keeping score, Siebens's appointment is significant. Not only does it tip the scales in favor of more women than men heading major domestic bureaus at CBS, but it further indicates the increasing number of qualified women moving up the ranks. Also perhaps as much an indication of the changing times, as well as new corporate sensitivity, Siebens was, in effect, given a promotion coming out of maternity leave.

(At the other networks, NBC News, with 10 major domestic bureaus, has a woman heading its largest bureau in New York; ABC News, which said it has 12 domestic bureaus, has a woman heading its Northeast bureau [which includes Boston, New York and Philadelphia], and the Cable News Network has had no domestic female bureau chiefs since Mary Alice Williams became vice president in the New York bureau. Internationally, NBC has three female foreign bureau chiefs, ABC has three and CNN has two. With Siebens's appointment to Los Angeles, CBS no longer has a woman heading any of its major foreign bureaus.)

According to CBS News President Howard Stringer, the progress of women, particularly in the producer and bureau chief ranks, is "as inevitable as sunrise." The network, he said, "made a conscious decision in the last two or three years" to promote bureau chiefs from the experienced producer ranks "rather than from some quasi-managerial form." And while he said there might have been a conscious decision in recent years to



Siebens



Moore

hire female correspondents, that was not the case in terms of bureau chiefs, "because the sheer upward mobility of women producers is inexorable.

"If anyone in management at CBS was a sexist," Stringer said, "it wouldn't make any difference because many of the best producers are simply women." And "there isn't any way to fake it as a producer," particularly on the *CBS Evening News*, he said. Not only is a producer's work on nightly, but "if you're

not very good, correspondents don't want to work with you, and the executive producer doesn't want to put you on the air." He added: "There were conscious efforts eight, nine years ago to look for women, [but] now we don't have to."

Siebens, 36, who is approaching her 11th year at CBS, agreed. "Your work stands for what it is, and presumably you're appointed because you have proved yourself," she said, adding that given her tenure there, "ev-

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erybody to whom I report has had ample opportunity to look at me and know my work." As for women in general moving into management, Siebens said that it is "coming up now to the point where you can say that women have proved themselves and are ready to go in the front office."

Of the four female domestic bureau chiefs at CBS, all have risen through the ranks. Kathy Moore, 38, who is the manager of CBS's Dallas bureau, worked at WBTV(TV) Charlotte, N.C., for eight years before joining CBS News as an associate producer for the weekend editions of the *CBS Evening News* in 1978. She was also an associate producer for the *CBS Evening News with Dan Rather*, and its predecessor, the *CBS Evening News with Walter Cronkite*, before becoming the assistant manager of the CBS News bureau in Los Angeles. She was named to her current position in June 1984.



Caraher

Sharon Houston, 34, Atlanta bureau chief, began reporting at WBTV out of college, after which she landed her first job at CBS News—answering phones part time at the Atlanta bureau. She "basically never left," she said, holding a variety of positions there, becoming assistant manager of the Atlanta bureau in March 1982, and manager in May 1985.

CBS's Chicago bureau chief, Suzanne Caraher, 41, began at CBS as an executive secretary in the newsroom in New York, moving up to an administrative assistant and news coordinator on the New York assignment desk before becoming assistant manager of CBS News's Chicago bureau from March 1975 until June 1979. She was also a political coverage coordinator for CBS News's coverage of *Campaign '84*, and was named head of the Chicago bureau in September 1984.

Asked why the number of female domestic bureau chiefs at CBS has now surpassed the number of males in that position, Caraher believes it is because those women who had entry-level jobs 10 or 12 years ago—when there was pressure on the networks to hire women and minorities—are now rising to the top.

Said Houston: Of the women heading domestic bureaus at CBS, "we all came of age at the same time. Maybe there is some attempt [on management's] part to get women more visible, but I started out as a production coordinator and went to assistant producer, a producer, an assistant bureau manager and a bureau manager. I just sort of came up through the ranks, and the timing was right. I think that it looks that way with everybody else too."

Moore, who was the first woman named to head a domestic bureau outside New York, said that perhaps "CBS was aware that they needed to get some women into some management positions and maybe we all were ready at the time they made that realization." She said that "things really are changing. The reason that I was hired in the first place in Charlotte, N.C., in 1970 was because their 'girl reporter' was leaving and they needed another 'girl reporter.' So I've been facing this my entire life."

She no longer feels her advancement is based on gender, however. "I think that I'm as competent as any of the guys. The women bureau chiefs are doing as well as the guys are, [and] we're supportive of each other—all of us—the women and the men. . . I guess that's what we always wanted in the beginning." Moore said that there is "still a long way still to go," in terms of moving women into management, but "at least at CBS, it's closer than it ever was."

It was not that long ago that Siebens and Moore were among a group of women at CBS trying to persuade management to send them to cover stories in difficult places around the world, such as Iran and Nicaragua. It was just about four years ago that Siebens discovered she was being paid \$30,000 less than a male counterpart. (After the discrepancy was brought to CBS's attention, it was rectified "promptly," Siebens said.) And when Moore first arrived at the Dallas bureau, it was the first time that she had a staff member tell her that he had "never worked for a woman [and didn't] know how to work for a woman," which "was difficult," Moore said. "But that has worked itself out over the years," she said.

While these women say they are happy with their jobs and where they are in their careers, they add that there are other women in the division who are unhappy. There "was a time when we used to, laughingly, to their faces, call the guys 'the white male power structure,'" Moore said. "We would always refer to them as white males. Well, it's not all white males any more. But it's not as mixed up as one day it might be—one would hope." Women have not reached parity at all levels. "The battle is not won," Stringer said. There "aren't enough" female correspondents, for example, he said. But "at certain levels it has improved, I think, quite dramatically." □



"Uh, Oh. Looks like Frobish forgot to use the current issue of SRDS again."

TV band radio?

WGBH Educational Foundation has received approval from the FCC to continue until mid-1987 an experimental digital audio service airing on WGBX-TV, its Boston UHF station.

The digital program transmissions began last August and now air each weeknight for an hour or more starting at 11 p.m., when the channel would normally sign off. The experiment makes use of an inexpensive Sony PCM-F1 digital audio processor to convert the audio into a video signal format, which is then fed to and broadcast by the TV station's transmitter.

Boston area audiences, which see the encoded digital audio as modulated black and white lines, can listen to the high-quality digital audio service using a TV tuner or videocassette recorder, consumer model digital audio processor and home stereo system. The majority of listeners without the decoding gear are provided with an analog mono version of the audio program.

According to Dave MacCarn, WGBH director of engineering, the digital system's built-in error correction allows the home listener to receive the program with up to 90 db signal-to-noise ratio, more than 25 db better than standard FM broadcasts now provide. Its extended dynamic range, which MacCarn described as providing a "spaciousness of sound," is another of the technology's advantages, he said.

The audio processor, developed in the early 1980's for portable field recording on video, is available from Sony and a number of other Japanese manufacturers. The units are not, however, in widespread consumer use (WGBH has only been able to identify 100 fully equipped listeners so far) and at \$600-\$1,000, the processors remain relatively expensive for home audiophiles.

The station's experiments with the technology began in late 1983. During live broadcasts of Boston symphony orchestra concerts that season, the digital audio system was used to route the live program to the WGBH-FM transmitter in video form via microwave, rather than through the standard audio phone line link. The system's microwave capabilities were also used later to send live digital field recordings to the Boston plant from an annual classical music festival in the Berkshires.

According to MacCarn, the station found the difference in quality for listeners "striking," and he set about getting approval from the FCC, in April 1985, for a more extensive use of the technology, a one-time digital audio test transmission over channel 44. The broadcast later had to be canceled when station coverage of the Massachusetts state legislature continued beyond its original schedule.

MacCarn's interest in the experiment didn't die, however, and in the summer of 1986 he approached the FCC and received authorization for three months of experimental digital audio broadcasts over the TV channel 44 during its vacant morning and

afternoon hours. The daytime transmissions were later dropped in favor of the late-night period.

The programs from the start have largely been simulcasts of WGBH-FM Boston, MacCarn explained. During the late-night period, the radio station airs a mixture of jazz and classical music from both digital compact disk and standard LP's. Several live concert remotes have also been produced for the test service, using the digital audio technology, he added.

While MacCarn acknowledges other digital audio transmission technologies may be more efficient in using bandwidth—the PCM system's 2.5 mhz signal takes up half the TV channel—some, like a 50 khz channel system Dolby Labs proposed during TV stereo sound standards proceedings, use compression-expansion methods which MacCarn believes cannot match the quality of the uncompanded PCM approach.

"This is an exciting new mechanism to get audio broadcasts directly to the consumer," MacCarn said, noting that bandwidth limitations would prevent FM stations from considering their own digital audio transmissions. "Everyone's more picky now because they're listening to compact disk."

Another reason for the foundation to pursue the project, added MacCarn: "There is a lot of spectrum space available in the UHF band, [but] more than ever, the FCC is being lobbied hard by the land-mobile radio services for more spectrum. If we don't make noise about using the UHF band for uses like digital audio radio, the spectrum won't be around later."

Getting the picture

An inexpensive recorder that produces instant color prints from video sources has found some unusual applications at a Buffalo, N.Y., TV station where the product is being tested.

The freeze-frame video image recorder, on loan for the last two months to Queen City Broadcasting's WKBW-TV Buffalo, was developed jointly by Polaroid and Toshiba and first introduced to broadcasters at last spring's National Association of Broadcasters' annual equipment exhibit in Dallas.

The under-\$2,000 digital device freezes a single field of NTSC video, allows users to adjust color, brightness and contrast in a preview mode, and then photographs the image with either standard Polaroid four-by-three-inch instant color film or 35mm slide or print film. A raster-fill technology in the unit also eliminates the raster lines normally visible on photographs of video images.

While WKBW-TV's Arnold Posner, news department chief photographer, said the station is still trying out new uses for the unit, it already provides a quick and easy way to make photos for print promotions and commercial storyboarding, as well as providing still images for on-air news broadcasts.

The unit's most consistent practical use so far, according to Posner, has been in pro-

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viding the station art department with a way to produce photographic images from station programs for promotional ads in local and regional print publications more rapidly and with more control than the traditional 35mm camera-tripod shooting arrangement (see photo).

Other uses for the system include storyboarding commercials for clients without having to edit together the footage first. The system also provided station sketch artists with still images to base story drawings on without tying up either the news videotape or an extra videotape recorder to view the video. Another possible application, Posner said, would be the documentation of technical problems with video for later review by the station engineering staff.

The station has also found some unusual on-air applications for the unit, Posner added. In one case, the news department placed the freeze-frame recorder in its three-quarter-inch videotape editing room, with its preview output fed into an edit recorder, effectively giving the station an inexpensive freeze-frame effect for news and other program segments.

Without the unit, Posner explained, the news editors would have had to take the video to a separate station production area to get a similar, although higher quality, still video image from a more sophisticated freeze-frame unit located there.

In another on-air news application the station has yet to try, Posner suggested that for a crew operating outside microwave range and without access to satellite time, any number of video images of a news event could be sent by phone lines in combination with new telephone slow-scan video transmission technologies.

"Our station is very competitive, and we're always looking for an edge," Posner said. "This type of unit gives us that extra edge."

For the Record

As compiled by BROADCASTING, Nov. 13 through Nov. 19, 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

■ WCGY(AM) Gibson City, Ill. (106.3 khz)—Seeks assignment of license from Gibson City Broadcasting Inc. to Fred McCullough for \$225,000. Seller is owned by buyer's son, Gary McCullough, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 12.

■ WHUT(AM)-WLHN(FM) Anderson, Ind. (AM: 1470 khz; 1 kw-D; FM: 97.9 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from Patch-Dunn & Associates of Anderson Inc. to Lamey Communications Inc. for \$3.5 million cash. Seller is principally owned by Kenneth Patch. It

also owns WOCB(AM)-WJFK(FM) Cape Cod, Mass. Buyer is owned equally by Jon Mark Lamey and his brother, Timothy Lamey. Jon Mark Lamey has interest in Communicable Inc., owner and operator of Indiana cable systems. Filed Nov. 12.

■ WTPI(FM) Indianapolis (107.9 mhz; 21.6 kw; HAAT: 885 ft.)—Seeks assignment of license from Peoples Broadcasting Corp. to The Somerset Group Inc. for \$8.5 million. Seller is owned by Daniel Cantor and Linda Jubert, who have no other broadcast interests. Buyer is publicly held manufacturer of construction supplies. It is principally owned by Robert H. McKinney and E. Kirk McKinney. After purchase is complete, Somerset will merge broadcasting division with Composite Communications, owner of WLTP(AM) Parkersburg, W.Va., and WNUS-FM Bel Pre, Ohio, forming Somerset Broadcasting Inc., 80% owned by Somerset and 20% owned by Composite, which is principally owned by John Patton, president, and four others. Filed Nov. 6.

■ KROS(AM) Clinton, Iowa (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Marcom of the Quad Cities Ltd. to KROS Broadcasting Inc. for \$232,500. Seller is North Augusta, S.C.-based group of four AM's and five FM's. It recently purchased KROS(AM)-KSAY(FM) and is spinning off AM. Buyer is owned by Gerald A. Parker, Henry L. Dehlman and William H. Scott. Buyers are 10% owners of stations. Filed Nov. 6.

■ KHAZ-FM Hays, Kan. (99.5 mhz; 100 kw; HAAT: 516 ft.)—Seeks assignment of license from Peak Broadcasting Co. to Plains Broadcasting Inc. for \$265,000. Seller is owned by Joseph L. Engel, who has no other broadcast interests but will retain 10% with his wife, Cheryl. Buyer is owned by Jack S. Sampson, former owner of KLEO(AM) Wichita, Kan.. Filed Nov. 4.

■ KLAX(TV) Alexandria, La. (ch. 31; ABC; ERP vis.

1619.8 kw; aur. 161.98 kw; HAAT: 203.8 ft.)—Seeks assignment of license from Cypress Communications Corp. to Central Broadcasting of La. Inc. for \$6 million. Seller is principally owned by Ben D. Johnson and James C. Richards, president. Johnson also owns WNOK(AM) Baton Rouge. Buyer is owned by O. Wayne Rollins, R. Randall Rollins and G. Russell Chambers. Rollins' are former owners of Rollins Communications Inc., Atlanta-based group of five AM's, one FM and four TV's and cable MSO, which was sold to Heritage Communications. Filed Nov. 10.

■ KLFY-TV Lafayette, La. (ch. 10; CBS; ERP vis. 302 kw; aur. 44.7 kw; HAAT: 1,748 ft.)—Seeks assignment of license from Texoma Broadcasters Inc. to Charles Woods for \$55 million. Seller is principally owned by M.N. Bostick, who is also principal in KWTX Broadcasting, which has interest in two AM's, one FM and four TV's. Station was sold to Grace Broadcasting for \$60 million, but deal fell through. Buyer owns Dothan, Ala.-based group of two AM's, three FM's and five TV's. Filed Nov. 7.

■ WPAG-AM-FM Ann Arbor, Mich. (AM: 1050 khz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Wastenaw Broadcasting Co. to Financial Advisory Services Inc. for \$1.3 million. Seller is owned by Edward F. Baughn and family. It has no other broadcast interests. Buyer is subsidiary of Dominoes Farms Inc., Ann Arbor-based owner of Dominoes Pizza, pizza store chain principally owned by Thomas Monaghan. Filed Nov. 12.

■ KEIN(AM)-KLFM(FM) Great Falls, Mont. (AM: 1310 khz; 5 kw-D; 1 kw-N; FM: 92.9 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from CEBA Broadcasting Inc. to LITL Radio Enterprises for \$500,000. Seller is headed by Matt Mills, and has no other broadcast interests. Buyer is owned by Andris A. Baltins and his wife, Nancy. He is Minneapolis-based attorney with no other broadcast interests. Filed Nov. 12.

■ KORK(AM)-KYRK(FM) Las Vegas (AM: 920 khz; 5 kw-D; 500 w-N; FM: 97.1 mhz; 50 kw; HAAT: 1,950 ft.)—Seeks assignment of license from Donrey of Nevada Inc. to Anchor Media Limited for \$3,250,000. Seller is Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W. Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. Buyer is newly formed corporation headed by former Gulf Broadcasting Group president, Alan Henry. It recently purchased KRQX(AM)-KZEQW(FM) Dallas ("Changing Hands," Oct. 27). Filed Nov. 10.

■ KKBK(AM) Aztec, N.M. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Vern Starkey, receiver to Frank and Wanda Jean Elwood for \$216,000. Seller and buyer have no other broadcast interests. Filed Nov. 4.

■ WNDR(AM)-WNTQ(FM) Syracuse, N.Y. (AM: 1260 khz; 5 kw-U; FM: 93.1 mhz; 97 kw; HAAT: 660 ft.)—Seeks assignment of license from WN Broadcasting Inc. to Orange Communications Inc. for \$6.5 million and assumption of liabilities. Seller is principally owned by Ralph Guild, president of McGavren-Guild, radio representation firm. Buyer is principally owned by Frank Osborn and Brownlee Curry Jr. Osborn has interest in WKRZ-AM-FM Wilkes-Barre, Pa.; WMHE-FM Toledo, Ohio; WBGA(AM)-WGIG-FM Brunswick, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn. Curry has interest in *Nashville Daily Banner*. Filed Nov. 12.

■ KJKJ(FM) Grand Forks, N.D. (107.5 mhz; 100 kw; HAAT: 498 ft.)—Seeks assignment of license from KJ Radio Inc. to Jack Ingstad Broadcasting for \$515,000. Seller is owned by Justin Hoberg, who also owns KKBK-AM-FM Bemidji, Minn., and KTYN(AM)-KKBQ(FM) Minot, N.D. Buyer is owned by Jack W. Ingstad, who also owns KOV-C(AM)-KRFM(FM) Valley City, N.D.; KWAD(AM)-KKWS(FM) Wadena, Minn., and recently purchased KNNN(AM) Salina, Kan. ("Changing Hands," Aug. 25). Filed Nov. 12.

■ WUPW(TV) Toledo, Ohio (ch. 36; ERP vis. 2040 kw; aur. 204 kw; HAAT: 1,220 ft.)—Seeks transfer of control of Toledo Television Ltd. Partnership from Arthur Dorner, William C. Mitchell and Pamela Fruth to The Independent Broadcasting Co. for approximately \$500,000. Sellers have no other broadcast interests. Buyer is owned by Thomas J. Embrescia, and three others. Embrescia has interest in KGLD(AM)-KWK-FM St. Louis. Filed Nov. 7.

■ KECO(FM) Elk City, Okla. (96.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Walton-Peninger Broadcasting to Ronca Broadcasting Co. for assumption of

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liabilities. Seller is owned by John B. Walton and Dean Peninger. Walton owns Walton Radio, Pebble Beach, Calif.-based group of five AM's and five FM's. Peninger is general partner in collocated KADS(AM) Elk City. Buyer is owned by Ronald R. Sewell, former owner of station. It has no other broadcast interests. Filed Nov. 12.

■ KAYI(FM) Muskogee, Okla.: WYNK-AM-FM Baton Rouge, and KLVH(AM)-KYRK(FM) Beaumont, Tex. (KAYI: 106.9 mhz; 97 kw; HAAT: 125 ft.; WYNK: 1380 khz; 5 kw-D; WYNK-FM: 101.5 mhz; 100 kw; HAAT: 400 ft.; KLVH: 560 khz; 5 kw-U; KYRK: 94.1 mhz; 100 kw; HAAT: 672 ft.)—Seeks assignment of license from Hicks Communications Inc. to Narragansett Capital Corp. for \$20 million. Seller is Austin, Tex.-based group of four AM's and four FM's headed by Steven Hicks, president. Buyer is Providence, R.I.-based group of one AM, one FM and one TV, headed by John Franks, president. Filed Nov. 7.

■ KKCW(FM) Beaverton, Ore. (103.3 mhz; 100 kw; HAAT: 1,654 ft.)—Seeks assignment of license from Heritage Broadcasting of Portland to Trumper Communications for \$7.5 million. Seller is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns cable systems in three states. It recently purchased WISE(AM)-WKSJ(FM) Asheville, N.C. ("Changing Hands," Nov. 3). Buyer is owned by Jeff Trumper, former general manager of WLS-AM-FM. It recently purchased WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. ("Changing Hands," Oct. 27). Filed Nov. 10.

■ WJFC(AM) Jefferson City, Tenn. (1480 khz; 500 w-D)—Seeks assignment of license from Jefferson County Broadcasting Co. to DeFuniak Communications Inc. for \$100,000. Seller is owned by Paul O. Metcalfe and his wife, Margarete, and Ray Smith, who also own WGRV(AM)-WIKQ(FM) Greeneville, Tenn. Buyer is owned by Arthur F. Dees and Robert F. Schumann. It is Jefferson City-based group of two AM's and two FM's. Filed Nov. 6.

■ KERV-AM/KRVL(FM) Kerrville, Tex. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 94.3 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from Kerrville Radio Co. to Stiles Communications Corp. for \$1.1 million. Seller is owned by Wayne Dayton and Joe Abernathy. Dayton has no other broadcast interests. Abernathy has interest in KTON(AM)-KTQN(FM) Belton, Tex. Buyer is owned by Jerry Stiles, who recently purchased KEBQ(FM) Ardmore, Okla. ("Changing Hands," Oct. 27). Filed Nov. 12.

■ WSVI(TV) Christiansted, St. Croix, V.I. (ch. 8; ABC; ERP vis. 200 kw; aur. 20 kw; HAAT: 1,144 ft.)—Seeks assignment of license from Antilles Broadcasting Corp. to Group III Broadcasting Inc. for \$4 million. Seller is owned by Baraket Saleh, who owns WSJU(TV) San Juan, P.R. Buyer is subsidiary of Commonwealth Corp., Nashville-based financial services company. It is headed by Gordon Smith, who recently sold WWKS-FM Gallatin, Tenn. Filed Nov. 10.

■ WCEF(FM) Ripley, W.Va. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from C-98 Communications Inc. to Thomas Communications Corp. for \$385,000. Seller is owned by Donald L. Staats, Samuel M. Yoho and Edward Jacobson, who have no other broadcast interests. Buyer is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKGI-FM New Martinsville, W.Va. Thomas also has interest in WCSE(AM) Myrtle Beach, S.C. Filed Nov. 10.

New Stations

New FM's

■ Rockledge, Fla.—Rockledge Broadcasting Associates Ltd. Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6401 Azure L.A., Cocoa Beach, Fla. 32931. Principal is owned by Spencer Allen and four others. It also has interest in WWON(AM)-WNCK(FM) Woonsocket, R.I., and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Filed Nov. 5.

■ Rockledge, Fla.—Gonzales Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3390 Valley Vista Rd., Smyrna, Ga. 30080. Principal is owned by Sue Polk and her husband, Laurence. It has no other broadcast interests. Filed Nov. 5.

■ Rockledge, Fla.—Leslie E. Green seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 89 N. Broadway, Apt. 121, White Plains, N.Y. 10603. Principal has no other broadcast interests. Filed Nov. 5.

■ Valdosta, Ga.—Georgia Public Telecommunications Commission seeks 91.7 mhz, 500 w.; HAAT: 236 ft. Principal is state owned agency headed by Frank C. Jones. Filed

Nov. 12.

■ Matewan, W.Va.—Three States Broadcasting Co. seeks 106.7 mhz, 1.0 kw; HAAT: 573 ft. Address: Radio Hill, Box 68, Matewan, W.Va. 25678. Principal is principally owned by Clifton Branham. It also owns collocated WHJC-AM. Filed Nov. 12.

New TV's

■ Ashland, Ky.—Calvin Ross seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 955 Sylvan Pl., S.W., Atlanta 30303. Principal has no other broadcast interests. Filed Nov. 5.

■ Ashland, Ky.—Harry J. Turner seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Madisonville, Ky.—William Sanders seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 365 ft. Address: 3829 River Road, Ellenwood, Ga. 30049. Principal has no other broadcast interests. Filed Nov. 5.

■ Madisonville, Ky.—Harry I. Turner seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 364.7 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Minden, La.—John Jones Jr. seeks ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 166.2 ft. Address: P.O. Box 203, Haughton, La. 71037. Principal has no other broadcast interests. Filed Nov. 5.

■ Sioux Falls, S.D.—John H. Echols seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 570 ft. Address: 6248 Ridgcrest Rd., Dallas 75231. Principal has no other broadcast interests. Filed Nov. 5.

■ Sioux Falls, S.D.—Darryl Madlock seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 569.5 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Nov. 5.

■ Beaumont, Tex.—Johnnie Woodbury seeks ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 606.2 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77489. Principal has no other broadcast interests. Filed Nov. 5.

■ Livingston, Tex.—Harry J. Turner seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 213 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Charleston, W.Va.—Melvin Jones seeks ch. 29; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 577 ft. Address: 1006 Los Pamos, Grand Prairie, Tex. 75053. Principal has no other broadcast interests. Filed Nov. 5.

Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total*
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Facilities Changes

Applications

AM's

Tendered

■ WTAQ (1300 khz) La Grange, Ill.—Seeks CP to increase night power to 4 kw and change night TL. App. Nov. 13.

■ WQSN (1470 khz) Kalamazoo, Mich.—Seeks CP to increase day power to 900 w and install DA-2. App. Nov. 13.

■ WBEU (960 khz) Beaufort, S.C.—Seeks CP to change city of lic. to Hardeeville, S.C.; change TL, and make changes in ant. sys. App. Nov. 13.

Accepted

■ WAST (1600 khz) Ashtabula, Ohio—Seeks CP to change TL. App. Nov. 13.

■ WATK (900 khz) Antigo, Wis.—Seeks CP to make changes in ant. sys. App. Nov. 13.

FM's

Tendered

■ *KCJH (90.5 mhz) Stockton, Calif.—Seeks CP to change TL and make changes in ant. sys. App. Nov. 12.

Accepted

■ KKLTL (98.7 mhz) Phoenix—Seeks CP to change TL and change HAAT to 1,750 ft. App. Nov. 17.

■ KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change TL and change HAAT to 1,003 ft. App. Nov. 12.

■ KVCC (100.7 mhz) Corning, Calif.—Seeks mod. of CP to change TL. App. Nov. 12.

■ KLVE (107.5 mhz) Los Angeles—Seeks mod. of CP to make changes in ant. sys. App. Nov. 17.

■ *KYDS (91.5 mhz) Sacramento, Calif.—Seeks mod. of CP to change TL and make changes in ant. sys. App. Nov. 17.

■ WBEU (107.9 mhz) Westport, Conn.—Seeks mod. of CP to change to non-DA. App. Nov. 12.

■ WJXR (92.1 mhz) MacClenny, Fla.—Seeks CP to change TL and change HAAT to 328 ft. App. Nov. 17.

■ WZEN-FM (100.3 mhz) Alton, Ill.—Seeks CP to change ERP to 18.2 kw and change HAAT to 802.94 ft. App. Nov. 17.

■ *WHSD (88.5 mhz) Hinsdale, Ill.—Seeks mod. of CP to change DA pattern. App. Nov. 17.

■ WWK1 (100.5 mhz) Kokomo, Ind.—Seeks mod. of CP to change ERP to 50 kw. App. Nov. 12.

■ KVSF-FM (105.5 mhz) Beloit, Kan.—Seeks CP to change ERP to 3 kw. App. Nov. 12.

■ WCDQ (92.1 mhz) Sanford, Me.—Seeks CP to change ERP to 1.18 kw and make changes in ant. sys. App. Nov. 17.

■ *WUMB-FM (91.9 mhz) Boston—Seeks CP to install aux. sys. App. Nov. 17.

■ WMNB-FM (100.1 mhz) North Adams, Mass.—Seeks CP to change ERP to 1.2 kw and change HAAT to 501.84 ft. App. Nov. 17.

■ WXRZ (94.3 mhz) Corinth, Miss.—Seeks CP to change HAAT to 300 ft. App. Nov. 12.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—Seeks CP to change HAAT to 1,104 ft. and make changes in ant. sys. App. Nov. 17.

■ WYRY (104.9 mhz) Hinsdale, N.H.—Seeks mod. of CP to change TL; change ERP to 1.55 kw, and change HAAT to 456.58 ft. App. Nov. 17.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to 840 w. App. Nov. 17.

■ WSCP-FM (101.7 mhz) Pulaski, N.Y.—Seeks mod. of CP to change TL; change ERP to 2.5 kw, and change HAAT to 365.06 ft. App. Nov. 17.

■ WOJY (100.3 mhz) High Point, N.C.—Seeks mod. of CP to change HAAT to 1,035.17 ft. and make changes in ant. sys. App. Nov. 17.

■ KHHT (97.1 mhz) Minot, N.D.—Seeks CP to change

HAAT to 985 ft. App. Nov. 17.

■ WTOO-FM (98.3 mhz) Bellefontaine, Ohio—Seeks mod. of CP to change TL; change ERP to 1.41 kw. and change HAAT to 466 ft. App. Nov. 12.

■ WWMC-FM (98.3 mhz) Mifflinburg, Pa.—Seeks CP to change HAAT to 150 ft. App. Nov. 17.

■ WMSR-FM (99.7 mhz) Manchester, Tenn.—Seeks CP to change TL; change ERP to 100 kw. and change HAAT to 1,138 ft. App. Nov. 12.

■ KQUE (102.9 mhz) Houston—Seeks CP to 984 ft. App. Nov. 17.

■ WZTT (97.5 mhz) Rhinelander, Wis.—Seeks mod. of CP to change TL and change HAAT to 771.46 ft. App. Nov. 17.

TV's

Accepted

■ *WFWA (ch. 39) Fort Wayne, Ind.—Seeks MP to change ERP to vis. 115 kw. Action Nov. 14.

■ KCIT (ch. 14) Amarillo, Tex.—Seeks CP to change ERP

to vis. 1,280 kw. aur. 128 kw and change TL. Action Nov. 14.

Actions

AM's

■ KHTX (1400 khz) Truckee, Calif.—Denied app. to change TL and make changes in ant. sys. Action Nov. 7.

■ WDCQ (1200 khz) Pine Island Centre, Fla.—Returned app. to increase power to 20 kw. Action Nov. 6.

■ KASY (1210 khz) Auburn, Wash.—Returned app. to increase night power to 10 kw; install DA-2, and make changes in ant. sys. Action Nov. 6.

FM's

■ WWLV (94.5 mhz) Daytona Beach, Fla.—Granted app. to change TL and change HAAT to 1,200 ft. Action Nov. 6.

■ WMFC-FM (99.3 mhz) Monroeville, Fla.—Granted app. to change TL and change HAAT to 328 ft. Action Nov. 7.

■ WKJC (104.5 mhz) Tawas City, Mich.—Granted app. to

change TL; change ERP to 50 kw. and change HAAT to 492 ft. Action Nov. 5.

■ WOEC (104.9 mhz) Port Royal, S.C.—Granted app. to change ERP to 95 kw and change HAAT to 1,210.32 ft., and change TL. Action Nov. 7.

TV's

■ KMSB-TV (ch. 11) Nogales, Ariz.—Dismissed app. to change ERP to vis. 316 kw, aur. 31.6 kw and change HAAT to 2,000 ft. Action Oct. 1.

■ *WCAE (ch. 50) Gary, Ind.—Granted app. to replace ant. Action Nov. 6.

■ WMHU (ch. 46) Belmont, N.C.—Granted app. to change HAAT to 1,948 ft.; replace ant., and change TL. Action Nov. 7.

■ WEWN (ch. 64) Naranjito, P.R.—Granted app. to change ERP to vis. 1,000 kw, aur. 15.8 kw. Action Nov. 7.

■ WPTY-TV (ch. 24) Memphis—Granted app. to change ERP to vis. 2,803 kw, aur. 560 kw and change HAAT to 1,021 ft. Action Nov. 6.

Call Letters

Applications

<i>Call</i>	<i>Sought by</i>
Existing AM	
KOBQ	KCBR Valley Broadcasting Co., Wasilla, Alaska
Existing FM's	
WGSY	WEIZ-FM The Woodfin Group, Phenix City, Ala.
KRDM	KEBQ Stiles Communications Corp., Ardmore, Okla.
Existing TV's	
KHSC	KIHS-TV Silver King Broadcasting of Southern Calif., Ontario, Calif.

Grants

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New AM's	
WZRB	Battlefield Communications Inc., Ringgold, Ga.
KZNE	Chadron Communications Inc., Chadron, Neb.
WNOC	North Carolina Radio, Wake Forest, N.C.
KCHG	Fundamental Christian Broadcasting, Somerset, Tex.
WMHA	Martha Hahn and Philip Y. Hahn, Purcellville, Va.
WARH	Virginia Broadcasters, Tuckahoe, Va.
Existing AM's	
WMTG	WNIC Renaissance Communications Inc., Dearborn, Mich.
WWCM	WYFC Word Broadcasters Inc., Ypsilanti, Mich.
KKOA	KRNY Radio Ingstad Nebraska, Kearney, Neb.
Existing FM's	
KKPR	KRNY-FM Radio Ingstad Nebraska, Kearney, Neb.
WMI	WKIT AmCom Radio of the Carolinas Inc., Hendersonville, N.C.
Existing TV's	
KWHE	KDSC-TV Le Sea Broadcasting Corp., Honolulu
WYIN	WDAI Northwest Indiana Public Broadcasting Inc., Gary, Ind.

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RADIO

HELP WANTED MANAGEMENT

Class C FM: in northern Wisconsin seeking a manager strong in sales to lead a staff a conquer an undeveloped market. Outgoing selfstarter. B.A. degree in a related field a must. experience a requirement. Excellent benefits. Box L-42.

Sales manager: growing group seeks problem solving promotion oriented manager to lead local staff to full potential. Sell leading CHR in California central coast market. Send resume, sales philosophy and references to GM KRQK 516 North "H" Street, Lompoc, CA 93436.

Sales manager for Class C upgrade located in north Alabama. Must be proven sales trainer, good leader, team player, and salesperson. Good starting income and benefit package and gets better with performance. Send resume and salary requirements to Ron Brandon, WHKW, Box 570, Fayette, AL 35555. EOE.

General sales manager! Established AM/FM station in western Mass. needs experienced promotion oriented general sales manager. If working with an aggressive sales team interests you, send resume outlining accomplishments to Box L-67.

Great opportunity for strong, creative, aggressive general manager. Single station AM market near large city, South Central U.S. Must carry account list, hire and train sales personnel. Responsible for bottom line. Great earning potential. Salary negotiable. Send resume to Box L-92.

WAMU 88.5FM seeks a general manager. Responsibilities: innovative and creative leadership for a NPR-affiliate, news and bluegrass, university-licensed public radio station with over 200,000 listeners. Serves as personnel director for full-time staff of 23, financial manager for \$1 million budget, and as development coordinator. Represents station before national and state organizations, and develops community outreach. Qualifications: Demonstrated experience in management, fundraising, programming, planning, budgeting and operations. Strong knowledge of public radio. Ability to work well with diverse people. BA required, preferably in communications field. Salary: Up to \$50,000, plus generous benefits. EOE/AA. To apply: Send resume, salary, and names and addresses of three references to: Anita F. Gottlieb, Director of University Relations, The American University, 4400 Massachusetts Avenue, NW, Hamilton 202, Washington, D.C. 20016.

If you're ready for the sun belt, this may be your opportunity. We need a local sales manager immediately at KAYD/KAYC in Beaumont, Texas. Class C FM giant awaits the right person. Apply now to Box 870, Beaumont, TX 77704, or call GM 409-833-9421.

Station manager for new 50kw ERP FM at University of Maryland Eastern Shore. Preferred: advanced communications degree, 3 years non-commercial radio experience, demonstrated management capability in personnel and fund raising, 3 years experience in instruction and proctoring of students, recruitment and supervision of staff. Construction of the station in process. Competitive salary and benefits. Letter, resume, academic transcripts, audition tape, 3 references to Dr. Herman Franklin, Vice Chancellor for Student Affairs, University of Maryland Eastern Shore, Princess Anne, MD 21853. Applications received until position filled. Equal opportunity employer.

Radio station manager strong in sales with experience for 3000 watt FM station in Cadillac, Michigan. Call 517-482-2312 days, 517-321-1763.

Station manager to build sales and sales staff in progressive medium Southwest market. AM-FM top-rated stations. Salary open. Send resume and references to Box L-94.

HELP WANTED SALES

WITU-FM is expanding and looking for experienced radio sales people. Send letter of introduction, resume and work references to WITU, P.O. Box 370, Cobleskill, NY 12043.

Upper Midwest stations are expanding the sales department, and seeking applications for advertising sales representatives. Candidates must have some marketing or sales experience, must possess excellent communications skills and above average creativity. University training preferred. Send resume and letter of introduction to Walt Bergman, General Sales Manager, WSPT/WXYQ, Post Office Box 247, Stevens Point, WI 54481-0247. EOE/M/F

New England market looking for a hard working, ambitious sales manager for WNEB, a successful music of your life station in Worcester, Mass. If you think you are the person, send letter, resume and salary desired to Melvin Katz, 11 Norwich Street, Worcester, MA 01608.

Cape Cod WFCC, the new 50,000 watt FM, seeks exemplary general sales and marketing manager to develop and administer sales strategy and personnel for this community, and promotion, oriented station. Experience in classical format and sales familiarity with Cape Cod's market a plus. WFCC will begin broadcasting in three months. Send resume, achievement summary, references and salary requirements to Joseph A. Ryan, WFCC Radio, P.O. Box 551, S. Orleans, MA 02662. EOE.

Be in management in 6 months. Prove sales ability and success in competitive small market. Give 110% "good" list with room for more. No beginners please. EOE. 906-863-5551.

Kentucky AM-FM with super potential is seeking a successful small market sales manager or top biller who wants growth and greater responsibility. This small but growing market with low unemployment is an excellent opportunity for someone who can train, lead and motivate staff and develop local business. Send resume, income history to: Box L-81.

Manager broadcast underwriting (329-86). KNAU, Northern Arizona University, Flagstaff, AZ, seeks a full-time manager, broadcast underwriting. Duties include solicitation of local and national business, corporate, and foundation underwriting; development of new support methods; implementation of special fundraising events; preparation of grant requests. Qualifications: five-years experience in underwriting, marketing and/or advertising activities; or a bachelor's degree in marketing or related area and 2 years underwriting; or any equivalent combination of experience, training, and/or education. Prior radio experience, public or commercial, is desirable but not required. Deadline: 5 p.m., January 2, 1987. Start: February 2, 1987 or earlier. Apply to: Personnel Dept., box 4113, Northern Arizona University, Flagstaff, AZ 86011. For more information contact Russ Hamnett, Manager, KNAU, at 602-523-KNAU. NAU is an equal opportunity affirmative action institution.

Retail/co-op director wanted for major market AM/FM combo. Must be a proven sales trainer and have experience in developing co-op and vendor programs. Salary and commission. Send resume to: Sarah Taylor, General Sales Manager, WTOF Radio, 4646 40th St., NW, Washington, D.C. 20016.

Combo small market sales specialist/station sales builder needed. Self-starter, management. Stock purchase possible six-months. Resume Box L-98

HELP WANTED ANNOUNCERS

Announcer: Soft contemporary Class C FM station in northern Wisconsin is looking for an air personality with leadership experience and good communications skills. Excellent benefits. Box L-43.

Announcer with news and PA background needed for Christian station. Applicants should have minimum 2 years announcing experience. Reply by December 1, 1986., to Station Manager, Steve Wright, 2225 North Concord Rd., Albion, MI 49224. Family Life Broadcasting is an equal opportunity employer. Minorities and women are urged to apply.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box L-15.

#1 Mid-Atlantic 50,000 watt FM country station needs team-playing, hard-working morning person/PD/MD. Salary to high teens. Resume to: Box L-70.

Personality DJ with experience and production skills to communicate with and entertain our audience in studio and on remote broadcast. Tape and resume to Missouri's most powerful-FM station KMZU, 102 N. Mason, Carrollton, MO 64633. EOE.

Classical station needs fulltime producer/announcer. Growing sunbelt market, near beaches. Salary above average and commensurate with experience. Excellent benefits. Must have smooth delivery, production experience, and knowledge of classical music. Send tape, resume and salary history to: Joe Martin, WHIL-FM, Post Office Box 160326, Mobile, Alabama 36616. No phone calls. WHIL-FM is an equal opportunity employer.

HELP WANTED TECHNICAL

Radio maintenance engineer: KYUK AM/TV in Bethel Alaska has an immediate opening for a maintenance engineer. Applicants should have 3-5 years experience in all phases of radio maintenance and construction and possess a valid General Class license. Some knowledge of television is desirable but not necessary. Open until filled. Resumes should be sent to: Brad Humelsine C.E., KYUK AM/TV, Pouch 468, Bethel, Alaska 99559. Bethel Broadcasting is an equal opportunity employer.

Palm Springs, CA area AM/FM is looking for a broadcast and cable system engineer. Call Bob Osterberg 619-347-2333 between 8-4 pm PST.

Chief engineer. Chief engineer needed immediately for 1kw AM and class B FM. A successful candidate for this position should have 5 years experience and a general or first class FCC license. Hands on studio and transmitter experience a necessity. Contact Bob Backman, VP/GM WDJQ/WUBE, 225E. Sixth St., Cincinnati, OH 45202 at 513-621-6960. WDJQ/WUBE is an EOE, M/F.

Chief engineers needed for Keymarket, a fast growing broadcast group with stations in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to Keymarket, Director of Engineering, 804 Carolina Ave., North Augusta, SC 29841 EOE.

HELP WANTED NEWS

KUAT is looking for a bi-lingual producer/writer for our Spanish language programming service. This individual will be responsible for producing news and public affairs segments and programs in Spanish and English. Degree in radio/TV plus 2 years news and public affairs experience required. Salary range \$18,836 - \$20,720. Send letter of interest and resume to Staff Employment, University of Arizona, 1717 East Speedway, Tucson, AZ 85721, by December 17, 1986. The University of Arizona is an equal opportunity/affirmative action employer.

Experienced beat reporter and co-anchor of evening news block. Must be experienced with journalism degree or equivalent on the job training, good voice and writing skills. Good salary and benefits for the right candidate. Send tape and resume to News Director, WSOY, Box 2250, Decatur, IL 62526. EOE.

Radio news director needed for top rated AM-FM with heavy emphasis on local news. Experience required in gathering, anchoring & directing. Tape and resume to Susan Bell, WAAW-WGNI, 211 N. 2nd St., Wilmington, NC 28401. EOE.

Newsperson to gather, write and deliver top notch newscast. Must be experienced. Play by play helpful. Tape and resume to Missouri's most powerful FM station, KMZU, 102 N. Mason, Carrollton, MO 64633. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/talent coordinator sought by major East Coast talk station. Must demonstrate ability in research, writing, and guest booking. Experience in consumer and entertainment reporting helpful. Looking for resumes that show a record of initiative. Box L-63.

Radio traffic support person: Computer software company seeks experienced radio traffic person to support radio station clients using our traffic and billing system software. Computer background helpful. Excellent benefits. Salary negotiable. Send resume to: Management Solutions, Inc., Box 613, Springvale, ME 04083. EOE.

Production manager, some news, public affairs, remotes. Send tape. WWJZ, Box 1120 Hermitage, PA 16148. Position open January.

Exciting new AM station in New Jersey needs experienced copywriter for one person department. Rush resume to Box L-97.

SITUATIONS WANTED MANAGEMENT

Successfully employed major market Indy TV seeks upward move with established company. Experience includes sales and general management successes with top companies. Radio, television or cable. Call 415-731-0395.

Attention Florida broadcasters! Selling general manager with strong broadcast/CATV management experience. Wants new challenge. A leader and motivator in sales, programing, promotions, community involvement. Bottom line oriented. Budgets are a must. Present positions as VP/general manager 16 years. Will invest substantial cash for equity position. Box L-71.

Desirous of general manager position with part or full ownership investment of AM/FM property. Open to all areas of USA. Ted Smith, 97 Rt. 202, Suffern, NY 10901. 914-357-9425 or 914-356-7060.

Successful 90 day turnarounds. "Hired Gun" team with winning track record available for long-term assignment in 150,000+ metro. Box L-68.

General manager: 22 years in management. Strong tradition of success, committed to professionalism, goal achievement. Results oriented leader and motivator. Knowledgeable competitor that produces high sales & profits. Want a winner, write. Box L-66.

Available immediately-general manager, with outstanding administrative, people and sales management skills. Bottom line, profit motivated. Seek a return to coastal waters. Doug Clements 515-280-6163.

Attention Midwest! Successful sales manager ready to be your next GSM or GM. Small to medium markets, currently leading #1 sales team. Great track record, early 30's family man. All offers considered Box L-90.

Successful, /working GM seeks move to a larger market. East coast preferred. Community leader will build a respected and stable station. Looking for a long term position. No stranger to hard work. Box L-99.

SITUATIONS WANTED SALES

Available now! Deejay production man, degree in broadcasting, 1 1/2 years experience. Some news. Prefer Midwest market. Call 307-745-4811 ext. 133. Write 1912 Thornburgh, Laramie, WY 82070.

SITUATIONS WANTED ANNOUNCERS

Qualified, experienced, educated, enthusiastic, air personality/announcer looking for full or part-time position in New England, New York or New Jersey. All offers considered. Please call Andy at 718-979-3171.

Eight year pro seeks advancement opportunity. Strong production, extensive pop music background. Call after 7 p.m. central. 316-665-8066.

Personality/communicator seeks new challenge in a bigger medium market. AC or country. Great voice, solid production. Ten years experience. Greg Ramsey 615-645-9736.

Northeast/New England: Experienced other media. Returning to radio. Any format. Investment desirable. Box L-80.

Air personality: string news excellent track record 20 years large eastern market looking for solid station medium market. Box L-96.

SITUATIONS WANTED TECHNICAL

Experienced engineer desires maintenance with AM-FM combo. Solid background with transmitter and studio. Prefer South or SW region. Hank 317-297-4535 evenings.

Director/chief, Highly experienced, SBE certified, licensed. Audio studio design, construction, directionals, budgets, supervision. Box L-93.

Engineer. Experienced AM/FM, FCC general, certified. Tim Low, 65 Cod St. Eureka, CA 95501. 707-444-3675.

SITUATIONS WANTED NEWS

Looking to break into radio news. Money no object, relocation no problem, hard worker, can do sports. Call for tape, "including street work", resume, writing samples, references. Robert Brown, work number 212-867-7020.

Sports talent, experience in Ashville, NC. Savannah, GA market. Give 150% PBP football, basketball, baseball, drive anchor, production. Have talent and desire. Will relocate. Doug, 924 Willow Street Apt 1 B2, Hendersonville, NC 28739. 704-693-5189.

Need basketball PBP? Junior college basketball experience -- plus minor league baseball and football. Sports Director for medium market, ready to relocate. David -- 618-627-2844.

I want to work for you if your leadership is progressive, your commitment to quality news is strong, and your pay scale is realistic. This experienced, award-winning newsmen has radio, TV and print management experience, a mature, positive attitude, excellent voice and delivery, and strong writing and interviewing skills. Box L-95.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

I'll talk for my supper! 25 year veteran all phases radio, seeking PD and/or talk-show host. Currently employed. Box L-40.

16 year pro with major market experience seeks new PD/OM opportunity in top 100 AC/CHR. 100% relocatable. Steve Sutton. Phone 912-244-8642.

I love to work hard, experienced programmer/air talent. Ready to build you a winner. Phone Craig 718-343-2192.

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HELP WANTED MANAGEMENT

Program/operations manager: #1 CBS affiliate has good opportunity for right person. Job includes responsibility for station programing; contact with network; also, overall responsibility for station production, promotion and on-air look. Production background preferred. Administrative and people skills - a must. Send resume, salary history and career objectives to General Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE.

Development director. WFUM-TV/Channel 28, The University of Michigan-Flint. Minimum qualifications: BA degree, three to five years management/supervisory experience. Actual experience at public television or radio station, and on-air experience desirable. Looking for qualified professional to be responsible for entire development department. Strong leadership and communication skills necessary, plus marketing and sales experience desirable. Responsible for membership, direct mail, underwriting, and volunteer programs. Salary negotiable and commensurate with experience. Send resume to: Gordon Lawrence, Station Manager, 1321 E. Court St., Flint, MI 48502 by December 1. AA/EOE.

Sales manager. Opportunity within growing broadcast group for individual to manage operations and sales efforts in regional office of Midwest network affiliate. Applicants must have local television sales experience, be creative, a self-motivator with take charge attitude and a proven sales track record. Send resume and salary history to: Box L-85.

Program manager. KIXE, public television, needs a program manager who seeks the very best programs through national, regional and syndicated sources. Knowledge of PBS and FCC requirements a must. Experience in quality local programs, supervising, and managing department's budget. BA in mass communications or better plus 3-5 years of experience. Letter, resume and references to: Flavia Nomicos, KIXE-TV, P.O. Box 9, Redding, CA 96099. Salary negotiable - excellent benefits. Deadline - December 12, 1986. EOE.

Production manager: Applicant should have previous experience in television production and have good organizational and management skills. Person considered must be familiar with state of the art equipment, have the ability to schedule studio time efficiently and be able to work well with other departments within the station. Interested parties please contact Truman Taylor, WLNE-TV Inc., 430 County St., New Bedford, MA 02741. WLNE-TV is an equal opportunity employer.

Sales manager: Sunbelt. Growing company with network TV station looking for individual to train inexperienced but committed sales team, must be people oriented. Excellent compensation package. Send resume to: K TEN-TV, P.O. Box 1425, Durant, OK 74702.

HELP WANTED SALES

National sales manager. Significant opportunity! KSTP-TV, Minneapolis/St. Paul. Applicants must have extensive broadcast sales experience. National sales management or a background in national representation is desired. Applicants should have a college education and be prepared to commit the hours and the energy necessary to do the job. Resumes should be submitted to: Tom Fee, General Sales Manager, KSTP-TV, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer, M/F.

Local sales manager: North Carolina. Number one ABC affiliate seeks individual with local direct sales and management experience. Must be organized, self motivated and have ability to supervise experienced local sales staff. Position to be filled by January 1, 1987. Great opportunity to join a good station and television group. Send resumes to William D. Webb, WCTI-TV, P.O. Box 2325, New Bern, NC 28561. EOE. No phone calls.

Local sales manager needed by top-ranked CBS affiliate to train and lead an aggressive team of sales professionals. TVB-trained, people-oriented motivator will know how to present the television story in addition to negotiating numbers. Excellent benefits. Send resume and salary requirements to Jim Grimes, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Account executive. Television sales experience necessary for ambitious account person with growth potential in excellent market. Send resumes to: Local Sales Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219.

Are you a top biller at an independent station and ready for affiliate television? NBC affiliate in top 50 looking to recruit a "street fighter" for local direct business in one of the fastest growing markets in the SE. An opportunity and a challenge to "make your name" await you. Reply immediately by letter and resume to L. Lynch, LSM, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

TV account executives needed for new La Crosse/Eau Claire, WI independent. Live in God's country. Valid lists open, commission 10-15%, benefits. Join a fast growing group, get in on the ground floor. Call 608-781-0025. EOE.

Advertising sales supervisor. Continental Cablevision, Minnesota, is seeking a bright, aggressive, highly motivated individual to manage its advertising sales efforts and sell advertising time. Minimum 2 years advertising sales and management experience required. Send resume to: Director of Human Resources, Continental Cablevision, 214 East Fourth St., St. Paul, MN 55101. EOE, M/F.

General sales manager, top 30 market independent, central Ohio area. Need well-organized GSM with UHF independent experience. Start-up/great opportunity with fast growing company. Send resume to Box L-89.

NYC, local-regional salesperson for advertising with in dynamic International Television Network programming on NYC broadcast affiliate. Previous experience selling advertising within ethnic or foreign-language programming necessary. Proven track record in NYC a must. Salary plus commissions. Send resume to: ITN, Box 2727, Grand Central Station, NYC, NY 10163. Phone: 212-972-3082.

National sales manager. WHNS-TV 21, #1 independent in the Carolinas, is seeking to fill the position of national sales manager in the Asheville-Greenville-Spartanburg market. Qualified applicants should have either 3 years national rep or NSM independent experience. Send resume to Doris Friend, Personnel Manager, 521 College St., Asheville, NC 28801. EOE, M/F.

Heavy agency background a must for this top account executive position at NBC affiliate. Negotiating skills, organizational abilities and strong ratings skills critical. Send cover letter, resume to L. Lynch, c/o WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

HELP WANTED TECHNICAL

TV maintenance engineer for UHF independent station/production facility in Los Angeles. Applicant must have minimum of 1-2 years experience in component level maintenance of broadcast systems. General Class license or SBE certification preferred. Salary based on experience—excellent benefits and working environment. Send resume/references to Steven Glickman, CE, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025 or call 213-479-8081.

Maintenance engineer. Minimum 3 years experience with studio equipment and 1" tape. ENG related maintenance desirable. Send resume to: Myron Oliner, VP/Chief Engineer, KUSA, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Experienced UHF transmitter engineer. Housing furnished at beautiful Ozark Mountain site near small town, 45 min. from Fort Smith, Arkansas. Progressive, growing group operated. Contact John McNally, KWTV, 7401 N. Kelley, Oklahoma City, OK 73111.

Experienced broadcast engineer/technician required to commission, troubleshoot and maintain TV and FM antennas. A thorough knowledge of transmission line and antenna fundamentals, including testing and matching techniques, is required. The successful candidate must be willing to travel extensively and work on towers, as required. We offer an excellent wage/benefit package and the opportunity to grow with a young and growing company within a large and established international organization. Reply in confidence to Box L-84.

Maintenance engineer: 1 to 2 years experience in studio ENG-EFP, 3/4 inch, 1/2 inch Bate-Cam maintenance. Degree or certification from qualified technical school preferred. Resume and salary requirements to Paul Kopcak, KSWO-TV, Box 708, Lawton, OK 73502.

Engineer/transmitter. Immediate fulltime position available for a TV/FM stereo transmitter engineer to operate and maintain our facility consisting of FM, VHF and UHF transmitters. Formal electronics training and RCA TTG-50H "G-line" experience preferred; 5 years RF experience required. Submit resume and salary requirements in confidence to Box L-86. EOE.

Maintenance technician: KRIV-TV, Fox Television, Houston, is seeking a qualified studio maintenance technician. Must have minimum three years experience and FCC license, SBE certified, Batacam and VPR formats a plus. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Wendell Wyborny, VP/CE. EOE.

Assistant chief engineer. Immediate opening at Chicago UHF TV station. Familiarity with studio equipment and UHF transmitter necessary. Excellent salary and benefits. Send resume to: Bernie Hoelting, WCIU-TV Channel 26, 141 W. Jackson - Suite 3200, Chicago, IL 60604. EOE.

Chief engineer for KIFI-TV, Idaho Falls, ID, NBC affiliate. We have top notch equipment to maintain and 4-man department. Harris BT35H transmitter, Sony ENG, Ampex one-two inch, Sony 1/2 inch, Duca-Richardson/Grass Valley switchers, stereo audio, satellite C/KU downlinks, DVE, TM Graphics, computerized sequencer spot player. Must have 8 years minimum hands-on experience and solid state knowhow. Excellent salary for this size market and great place to raise family. Contact Herm Haefele, Station Manager, 208-523-1171. EOE station.

Chief engineer. Small market VHF network affiliate. Sunbelt. Must replace retiring chief. Must be people oriented and technically qualified. Excellent compensation package. Send resume to: K TEN-TV, P.O. Box 1425, Durant, OK 74702.

Opening for broadcast engineering supervisor in charge of transmitter. Responsible for supervision, installation, operation, overall maintenance and major repair of the transmitter facilities. BS or specialized technical degree with 5 to 7 years broadcast experience required. Supervisory experience needed. Equivalent education or experience accepted in lieu of degree. Please submit resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. AA/EOE.

HELP WANTED NEWS

Co-anchor, immediate opening. Five years experience in television and at least two years anchor experience. Send tape showing anchor and reporter samples by December 5 to News Director, KOLN-TV, 40th and W Sts., Lincoln, NE 68503. KOLN is an equal opportunity employer.

Producer for special news reports and featured stories appearing in regular weekday newscasts. Must have strong journalistic credentials including good writing skills. Experience producing regular newscasts as well as special feature is required. Major market station. Resume to Box L-82. EOE.

WHOI-TV is still searching for an AM cut-in/noon anchor. College degree and experience required. Please send resume and tape by December 15, 1986 to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Co-anchor to male anchor wanted for market affiliate in competitive market. Two year contract offered. Send tape and salary requirements to Steve Keeley, WMDT-TV, Salisbury, MD 21801. EOE, M/F.

Aggressive meteorologist wanted. Must have strong on-air performance and a desire to be #1, work with latest state of the art forecasting equipment including Doppler Radar. No beginners but will consider strong small market talent, resume, tape, salary history to Jan Stratton, KSWO-TV, Lawton, OK 73502.

TV news photographer/editor: Minimum two years experience with commercial TV station shooting and editing news. Willing to work nights and weekends. Send resume and application to Alison Amron, News Department, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. No resume tapes. EOE. No calls.

Co-anchor. Aggressive CBS affiliate searching for long-term commitment for 6 and 10 newscasts. Need team player to complement male co-anchor. Minimum two years experience. Send tape and resume to Larry Statsler, News Director, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189.

Director: KRIV-TV, Fox Television, Houston, is looking for a director to be assigned to the newsroom. Position will have responsibility for directing newscasts, pre-production sessions and on-air look. Applicant must be creative and self-starter. Minimum requirement is two years directing newscasts. Send resume and salary requirements to Kim Montour, News Director, KRIV-TV, 3935 Westheimer, Houston, TX 77027. EOE.

Weathercaster. Top 80's market station seeking weathercaster. Must be good communicator. Send recent color photo and resume to Box L-100. EOE.

Producer... 11pm newscast, Mid-Atlantic, mid-market NBC affiliate. Strong skills, including news, production, live remote, and people skills. Send resume and tape to: News Director, P.O. Box 1058, Portsmouth, VA 23705.

Reporter: General assignment reporter for central California's number one news department. Aggressive self-starter with two years experience including live shots. Send tape and resume to Gene Ross, News Director, KFSN-TV, 1777 G St., Fresno, CA 93706. No phone calls. Capital Cities/ABC, Inc. is an equal opportunity employer.

Weathercaster, co-anchor, and reporter wanted for one of our #1 rated West Coast client stations. Weathercaster and co-anchor candidates must have a warm, dynamic personality. Reporter candidates must be aggressive and enterprising. Send resume, salary history, and non-returnable tape to: Joseph Barnes and Associates, Television News Consulting, 930 Granite Court, Martinez, CA 94553.

10 PM producer wanted for dominant NBC station. Send resume and tape to Jon Janes, News Director, WOC-TV, 805 Brady St., Davenport, IA 52808.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Promotion/writer-producer-director. Must create, write, produce TV broadcast promotion, with heavy TV news emphasis; as well as presentations for sales and station image promotion. Minimum 4-6 years TV promotion experience with knowledge of research as it affects promo content and placement. Minimum 3 years proven track record in writing TV promotion, plus production expertise in the use and operation of the most modern graphic design and "post" editing facilities. Send resume and examples of work to: Personnel Administrator, WHAS-TV, P.O. Box 1011, Louisville, KY 40201. An EEO employer.

Commercial producer/announcer/writer. 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 "space-age" SE market. Send 3/4" cassette/resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

WTXX, the leading independent station in the Hartford/New Haven market, is seeking an individual to produce, write and host daily cartoon wraparounds and a series of childrens specials. Send resume and salary requirements to General Manager, WTXX, 414 Meadow St., Waterbury, CT 06702. EOE.

Graduate assistantships—TV production interns. 12 positions, 25 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into the Master of the Fine Arts program. \$5,800+. Possible tuition waiver. September 1987. Dr. Robert C. Williams, Chairman, Dept. of TV/Radio, Brooklyn College/CUNY, Brooklyn, NY 11210.

Promotion director: West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape, resume and salary requirements to Charles Stauffer, KCOY-TV, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

TV production crew member: Fulltime position to act as ENG or studio camera operator, audio technician, or 3/4" videotape editor. Requires proficiency in operation of camera and audio equipment and familiarity with lighting and staging. Prefer two years college in TV production, theater, or related field. Resume and cover letter: Manager of Human Resources, WMHT-TV, P.O. Box 17, Schenectady, NY 12301. EOE.

Promotion writer/producer for ABC affiliate in 31st market needed to create innovative on-air news promotion. Must demonstrate creative writing skills and be able to carry through campaign themes. Two years television promotion or related experience preferred. Send tape and resume to: Jan Wade, Marketing Director, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210.

Are you into visual cliches, flying boxes, and special effects "just because we can?" Well than, go away, we're not looking for you. Are you a production person with a sense of graphic design who cares about the details, is organized, talented and just a bit compulsive? Are you comfortable editing CMX, doing ADO work, and interfacing with Quantel paintbox and Chyron? Do you believe that a sign-on can be as important as a news open? We may be looking for you. Send a resume and anything but a form letter to Box L-88.

Promotion director to keep aggressive ABC affiliate on top! Challenging management position promoting news, entertainment, station image. Competitive compensation package for creative individual with strong on-air and print promotion, plus departmental budgeting and supervision. Resume to Robert E. Hite, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

Planned giving officer. WMFE-TV/FM seeks individual to develop the public TV and radio station's planned giving program. Responsible for endowment fund and individual solicitation. Bachelor's degree and two years fundraising experience preferred. Resume to: Personnel, WMFE-TV/FM, 11510 East Colonial Dr., Orlando, FL 32817. EOE.

Computer graphics art director wanted. Television production/syndication company seeks experienced designer/illustrator. Familiarity with paint and 3D modeling computer systems a must. Candidate should possess a video production background and be familiar with electronic cell, rotoscope, interactive photography, and print techniques. Previous staff management experience preferred. Box L-105

SITUATIONS WANTED MANAGEMENT

Direct, confident, skeptical. I've been so described. I've also been called open, effective and thorough. Out of television briefly by choice: experienced, intelligent news director is ready for your 20's through 50's challenge. Box L-17.

Successfully employed major market indy TV seeks upward move with established company. Experience includes sales and general management successes with top companies. Radio, television or cable. Call 415-731-0395.

SITUATIONS WANTED TECHNICAL

Maintenance engineer. Operations engineer. General radiotelephone license. Major studio and field production experience. Last job held 20 years with Los Angeles major facility. Experience includes MC, camera, video, videotape, projection, ENG. Live local news to World Series. Currently working parttime at top 10 market network affiliate with hiring freeze. Impressive credits, references. Emmy nominations. Resume on request. Prefer Sunbelt location. Call Richard Ward 617-233-5316.

Broadcast technician, former electronics instructor, seeks employment in broadcast maintenance or engineering. Intelligent adaptable, varied experience, digital background. Resourceful trouble shooter. Will relocate. Box L-91.

Old, experienced video/RF engineer will live/work anywhere in world, except Lebanon. Call George at 601-992-1853 and let's talk.

SITUATIONS WANTED NEWS

Meteorologist seeking full time sunbelt position. AMS television seal. Ten years experience small, large markets. Box L-44.

Milwaukee freelancer looking for sports position in small, medium market. Enthusiastic, hard working, ready to move. For tape, resume, call Dave 414-228-1502.

Tough investigator, formerly in TV news, top 50 market, now running statewide criminal corruption probes, seeks position at station committed to investigative reporting. Master's degree, detailed knowledge of government operations. Box L-65.

Videographer/editor/writer, broadcasting B.A., seeking reporter/videographer position in small to medium market. Will relocate. Matt, 408-252-4113.

News director who builds fast-paced, aggressive newscasts filled with people-affected stories. I work hard. 208-345-5403.

17 years experience in all areas of television news producing and on-air anchor. Host of highest rated hour talk show in viewing area (NRB, Arbitron) for past 15 years. Seeking job as news director in medium to small market, preferably southern region. Combined on-air duties acceptable. Box L-78.

Reporter: Three years big market experience freelancing TV news and three years newspaper reporting political, court, business. Currently reporting, producing and writing minidocs in LA area. ALL reporting offers considered. 213-305-7595.

Determined, dedicated, dying for a reporting job. Working the desk in top 20 market. Excellent news judgement and writing skills. Masters in communications. Call Jim 303-922-2674.

Business reporter. Business news doesn't have to be boring. 2 1/2 years experience top 50 markets. Masters degree. Published articles in major financial publications. Call Mark 202-662-1837.

News director position wanted in Texas or nearby state. Heavy background of 24 years. 512-657-9829 mornings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Sportscaster/producer seeking return to New England TV, radio, production houses, agencies. 15 years experience. Good video editing skills, PBP, voice-overs. Will consider any decent offer, especially Boston or Providence. 201-499-0984.

Artists with 2-D, 3-D paint and computer animation experience seeks creative production positions. Call 319-324-7587.

Hard working professional seeks creative services position. BA, seven years in TV production. Loves writing, shooting, editing, directing commercials. Must move soon. Box L-79.

Quality minded production manager produces profits through cost effective management. Call 914-331-8601.

MISCELLANEOUS

Primo People now seeking outstanding sportscasters. Must appeal to non-sports fans too! Send tape and resume to Steve Porcicelli or Jackie Roe, Box 116. Old Greenwich, CT 06870-0116. 203-637-3653.

Immediate jobs nationwide, plus advice on potential openings. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor broadcasting/film areas. Full time, tenure track position in telecommunications and film beginning Fall 1987. Will teach production, writing, history/theory. Qualifications: Instructor level - ABD in telecommunications and film or related field required, Ph.D. preferred. Teaching experience preferred. Assistant professor level - Ph.D. required, teaching experience preferred. Both levels require broad interest in radio, television, and film with a demonstrated commitment to teaching and scholarship, plus an interest in supervising lab productions and internships. Industry experience a plus. To be considered for this opportunity send a letter of application, detailed vita, and three letters of recommendation to us immediately. In addition, transcripts and samples of scholarly/creative work must also be received by December 15, 1986. Position ICTA, Human Resources Department, P.O. Box 920, c/o Dennis Beagen, Department Head, Eastern Michigan University, Ypsilanti, MI 48197. EOE.

Assistant or associate professor to teach production design, management. Ph.D. required. Professional experience beneficial. Tenure track. Salary competitive. Application deadline: December 15, 1986. Include resume with names, addresses of references. Send to George Wead, Department of Communications, James Madison University, Harrisonburg, VA 22807. AA/EOE.

University of Southwestern Louisiana seeks head for expanding Department of Communication, immediate tenure, full professor. Starting date: August, 1987. Program offers undergraduate and master's degrees encompassing mass communication, public relations, interpersonal/public communication, broadcast and print journalism. Currently 14 full-time faculty, approximately 500 undergraduate students, 50 graduate students. Applications must reveal distinguished record of professional accomplishments. Ph.D. plus administrative experience required. A nine-month appointment, summer employment guaranteed, if desired. For initial screening, send resume and three letters of recommendation by January 1, 1987, to Dr. Richard Kneller, Department of Communication, Box 43650, University of Southwestern Louisiana, Lafayette, LA 70504. EOE affirmative action employer.

Graduate assistants with professional experience in broadcast journalism needed for 86-87 to help teach class in TV and radio news while earning an MA in journalism. New studio plus well-equipped ENG facilities. Full fee waiver plus minimum \$700 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

Ithaca College: School of Communications. The School of Communications at Ithaca College seeks applicants for the following faculty opening in the television-radio department beginning August 15, 1987. Assistant or associate professor in basic and advanced video production/direction. Secondary areas include audio production, media writing and computer applications in video. Experienced in television set design and lighting desirable. Ph.D or MFA with successful teaching experience required. Professional experience desirable. Position is tenure-eligible with rank and salary based on qualifications and experience. Applications should include a current vita and a statement of interest. In order to receive full consideration, applications should be received by January 15, 1987. Address applications to Chair, Video Production Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850 607-274-3242. Ithaca College is an EOE/AA employer.

Seek tenure-leading broadcasting faculty member and news director of KRNU-FM radio commencing August 17. Will teach broadcasting courses with emphasis in broadcasting 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 January 16 with letter of application, names, and telephone numbers of five references and current resume to: Broadcasting Search Chair, College of Journalism, 206 Avery Hall, University of Nebraska-Lincoln, Lincoln, Nebraska 68588-0127. AA/EOE.

Northwestern University radio/television/film seeks one or two faculty for 87-88. Media history. Media economics, industry; international. Telecommunications policy. Video/film production: writing. Ph.D or MFA. Assistant or associate based on qualifications/experience. Information or application (by 12/31/86) to Lawrence Lichty, RTF, School of Speech, Northwestern University, Evanston, IL 60201. AA/EOE. Scholarship of the highest order of excellence required.

The University of Tennessee's College of Communications is seeking outstanding broadcasters interested in becoming university professors/researchers. Persons with significant media experience plus bachelors degree may be admitted directly into Ph.D. program. Coursework emphasizes theory/research core with broadcasting concentration. Applicants should complete coursework in two years. Also, one-year master's program available in media management for qualified applicants. Teaching/research assistants available. Contact Dr. H.H. Howard Communications, University of Tennessee, Knoxville, TN 37996. Complete applications for fall 1987 due March 1. GRE required.

Los Angeles University seeks department chair, radio-TV-film, associate or full professor. \$32,501 - 49,547, nine-month appointment starting August, 1987. Teach one course in area of expertise. 650 majors. 16 full time, 18 part-time faculty, offering B.A. and M.A. Department is involved with grant projects and interdisciplinary programs. Position requires earned doctorate in broadcasting, film, or related area, minimum five years university teaching, scholarly achievement, evidence of creative contributions/research, expertise in administration with leadership experience in planning, personnel administration, resource improvement and management. Experience in grants and contact development desirable. Tenure achieved as faculty member, not as chair. Application, resume, at least three references by January 31, 1987 to Alan Armer, RTVF, California State University, Northridge, CA 91330. Women and minorities specifically encouraged. Equal opportunity/affirmative action employer.

Los Angeles University seeks instructor or assistant professor to teach beginning and advanced film production and screenwriting. Tenure track. \$23,620 - 31,040, nine-month appointment starting August 1987. Minimum of two years experience in university teaching and some industry experience desired. Terminal degree -- doctorate or MFA -- desired. Candidate with degree near completion will be considered. Applications, resume, names of three references to Dr. Kenneth Portnoy, RTVF, California State University, Northridge, 18111 Nordhoff, Northridge, CA 91330. Minorities and women expressly encouraged. Deadline January 31, 1987.

Miami University, Oxford, Ohio, is seeking a person at the assistant professor's level to teach the media management concentration in the mass communication area of the Department of Communication. Must also teach at least one of the following: mass media law and regulation; mass media audience analysis; writing for radio and television. Opportunity to teach and advise at the undergraduate and graduate levels. PhD must be completed by the time of appointment and individual must have established potential for research. Professional experience would be a plus. Applications will be reviewed December 1 and will continue until position is filled. Send resume and have three letters of reference written directly to Dr. Gerald H. Sanders, Department of Communication, Miami University, Oxford, OH 45056. Miami University is an equal opportunity/affirmative action employer.

The University of Portland invites applications for a tenure-track position of assistant or associate professor to teach video production and other courses in communications, beginning September, 1987. Documented college-level teaching effectiveness is required. Applicant's background should include: teaching courses in broadcast production, writing and performance. A working knowledge of video uses in organizations. Further requirements: Ph.D., commitment to a liberal arts education, and teaching flexibility extending to at least one of the following areas -- speech, radio production, computers in communication, journalism. Salary is commensurate with experience. Deadline: January 15, 1987. Applicant should submit a detailed vita, three letters of recommendation and appropriate supporting material. The University of Portland is an EOE/AA employer with a tradition of private, Catholic, liberal arts and professional education. Send to: Barbara Hackett, Search Committee Chair, Department of Communication, University of Portland, 5000 N. Willamette Blvd., Portland, OR 97203.

HELP WANTED SALES

Salesperson needed. Hi-impact salesperson needed by rapidly growing production house in Jacksonville, Florida. Must have production knowledge. Extra points for knowledge of large meeting planners industry and corporate communications. Call Dr. Francis Koster 904-388-3300.

HELP WANTED TECHNICAL

Rapidly growing video production facility in fast-paced Boston market seeking maintenance tech/producer. Must have thorough knowledge of all phases of post-production maintenance including Sony BVH 2000 and BVU 3/4" video recorders, GVG switchers and DVE. Editing experience a definite plus. Resumes and references to Production Manager, Box 874, Derry, NH 03038.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Odetics Inc., a leading manufacturer of commercial cart machine changers is seeking an operational trainer to travel to on-site locations. Good communication skills, the ability to work independently, and 1 year experience required. Send resume to Linda, Odetics Inc., 1515 S. Manchester, Anaheim, California 92802.

Public affairs broadcast specialist. The National Wildlife Federation, the nation's largest conservation organization, is seeking a Director of radio/TV. Qualifications include in-depth knowledge of radio and television production, excellent copywriting skills, knowledge of public relations techniques and hands-on skills with audio, video and film. Bachelor's degree and five years experience in broadcasting and public relations required. Mater's degree, knowledge of environmental issues and national broadcast media contacts highly desirable. Send letter of application, samples (no originals please) and salary requirements to: National Wildlife Federation, Attn: Personnel Assistant, Dept. PE-48, 1412 16th Street, NW Washington, DC 20036. EOE M/F. No phone calls please.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Comedy material. Free samples: Ghostwriters, 2301 Unity Avenue North, Dept. BR, Minneapolis, MN 55422 or call 612-522-6256.

Holiday series idea: votes by YOUR congressional delegation on the major 1986 issues. Great newsroom resource! Vote Note, 148 G. St., S.W. Washington, D.C. 20024. 202-484-1840.

INSTRUCTION

Television master control operator training. Includes FCC license preparation and simulated station experience. Skill-Tech Institute, 1800 No. Highland Ave., Suite 224, Hollywood, CA 90028. 213-463-5946.

MISCELLANEOUS

200 movies for sale. High quality video, 3/4", 1" and Pal formats. Write for listing. V. Stasiunaitis 7321 W. Breen, Niles, IL 60648. 312-966-0496.

Starfield: Brilliant, beautiful computer generated Starfield. Runs five minutes. \$200 in any format. Market One Communications, P.O. Box 323, Radio City Station, NYC, NY 10101.

3000 government jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

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.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

25KW FM-Harris FM25K(1986), Harris FM25K(1983), Sparta 625(1975) McMartin BF 25K10KW FM-Harris 10 HS**5kw-Bauer 605 B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B** 2.5 FM-Sparta 602A**1KW FM Syntronics 1.5KW, Gates FM1B, RCA BTF 1E, Transcom Corp. 215-884-0888.**

10KW AM -RCA BTA 10H-on air5KW-RCA BTA 5T1-on air**250W-Collins 250G, Transcom Corp. 215-884-0888.**

50kw AM- GE 4BT50A2, on air, excellent condition, w/over \$15,000 in spares. Transcom Corp. 215-884-0888.

Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen, Quality Media 303-665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology, 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303-665-3767.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303-665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

Excellent equipment! UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s: Antennas-TX line; much more! Call Ray LaRue 813-685-2938.

Over 100 AM/FM transmitters in stock. AM - 50kw thru 1kw. FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214-630-3600. New # 276-9725.

McMartin BF-25K FM transmitter with Harris MS-15 exciter. 8 yrs old. On air. Available Jan. 87. \$17,500. 1-205-956-2227.

Two RCA 60kw UHF transmitters. Tunable 14-29. Good condition. One available immediately, other 60 days. 404-299-1175.

AM transmitters: 50, 10, 5, 2.5, 1, .5, and .25 kw. Continental Communications, Box 78219, St. Louis, MO, 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178 314-664-4497.

Good condition. Quanta Q-7B character generator, JVC CR4 700U portable video recorder. Call 404-458-1168.

Sony Betacam: BVW-40 and BVW-10. Almost new, 30 hours. Excellent. \$9,000. 212-265-3676.

Leitch Proc Amp and color bar generator. VPA-330N \$2,000. CPG-230N \$1,000. Excellent. 212-265-3676.

Grass Valley 5252A: Sync generator. Almost new. Excellent. \$2,000. 212-265-3676.

1000 stainless tower: Heavy duty, can erect at your site. Available immediately. Additional RF equipment available. Mr. Palmquist, 800-323-1212 or 815-964-4191.

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.

HL-79A, Sony BVH-500A, Hitachi HR-100 & 200s, TCR-100s, Grass & Vital switchers, squeezoom (4 channel) VPR-2B, ACR-25, Chyron 4000, TP-66s, TP-55, TP-7s, complete TK-28 or 29 film islands. Call Marvin Luke 919-977-3600.

Five RCA TK44A studio cameras with lenses and pedestals. System includes camera control unit and cable. Call KRIV-TV, 713-626-2610. Wendell Wyborny VP/CE.

RCA TCR-100 with TR-60 master machine. Recently refurbished with spare heads, parts and cartridges. Call KRIV-TV, 713-626-2610. Wendell Wyborny, VP/CE.

AFC/Microdyne 14ft conical horn satellite antenna with motor drives and MAP controller. Call KRIV-TV, 713-626-2610. Wendell Wyborny, VP/CE.

RADIO

Help Wanted Sales

SALES MANAGERS

For the SM who sees AM as All Mighty and can live with innovation, Asti has some very interesting opportunities.

Asti is looking for SMs in:
Tampa
West Palm Beach
Jacksonville
Panama City
Fort Myers

On a page, tell me about your convictions to AM, where you've been, your management style and three references who really know you.

**Bruce Micek
Asti Broadcasting
1910 Tanglewood Dr., NE
St. Petersburg, FL 33702**

Help Wanted Sales Continued

SALES MANAGER

Internal promotions have created two sales management positions at this aggressive Southern radio network. Contact Vester Emerson at 601-388-2323.

Help Wanted Management

OWNERSHIP FOR MANAGERS

Equity interest for successful radio general managers. Get "a piece of the action" for outstanding performance. Send resume and letter of specific accomplishments to: USA Communications Inc., 3716 Hillsboro Rd., Nashville, TN 37215 Attn: Mr. Davis. EOE, M/F/H/V.

Help Wanted Announcers

MORNING PERSONALITY

Somewhere, there is a someone who has some uniquely new ideas about a morning show.

The ideas are probably not outrageous, not insulting, not the yuch-a-minute menu of a zoo.

The challenge is to provide a morning show to most of Florida's major markets.

Let me hear your ideas on tape or on paper along with a single page on where you've been and three references who know you very well.

If there's a match, we've got some interesting conditions to talk about.

Bruce Micek
Asti Broadcasting
1910 Tanglewood Dr., NE
St. Petersburg, FL 33702

Help Wanted Programing, Production, Others

PRODUCTION MANAGER

Five new production studios containing all the tools that make a production manager's mouth water, await the PM who understands that we use this stuff to get the horse to the water and not to win awards.

The challenge is to provide production group of Florida major market stations.

Asti's innovative approach to broadcasting won't be everyone's cup of tea, but to some, it could be Utopia.

Let me hear about you on one page and give me three names of people who know you inside and out.

Bruce Micek
Asti Broadcasting
1910 Tanglewood Dr., NE
St. Petersburg, FL 33702

TELEVISION

Help Wanted Management

PROMOTION DIRECTOR

Want to work for a general manager who thinks promotion is one of the most important departments at the station? Creative, marketing-oriented person needed immediately at medium market network affiliate in the Midwest. Strong background in on-air news promotion is essential. Prefer previous department head experience. Will consider highly qualified writer/producer with top-notch reel ready to move up. Very competitive salary. Send resume and salary history in confidence to Box L-102.

Help Wanted Management Continued

OPERATIONS MANAGER

(North America)

BRIGHTSTAR INTERNATIONAL SATELLITE TRANSMISSIONS

New York

BrightStar Communications Limited is the largest operator of trans-Atlantic systems for the TV industry. As you probably know, BrightStar is based on linked international and US domestic transponders and makes extensive use of earth stations and terrestrial interconnects. Manned and operated on a 24-hour basis, it now provides transmission services to the BBC, EBU, NBC, CNN and JISO as well as all other major European/North American broadcasters and TV operators.

The new Operations Manager (North America) will primarily provide a local co-ordinating and controlling role between BrightStar, transmission centres and customers throughout North America.

Reporting to the London Operations Manager and working with the North American Vice President you will provide the necessary interface on most aspects affecting the performance of transmission

services, undertake operational and networking functions to ensure the system's efficiency and cost effectiveness, maintain considerable contact with customers and liaise with North American Carriers regarding the detection and solution of operational and technical problems.

Without doubt, this is an excellent opportunity to become involved with the international dimensions of satellite transmissions. It is a uniquely exciting proposition for someone with satellite operations and/or networking experience—preferably with a TV or satellite company.

This position commands a good salary and the usual major company benefits.

If you are ready for an exceptional career move, please write with full CV to: William J. Page, BrightStar Communications Ltd., 630 Fifth Avenue, Suite 2260, New York, NY 10111.

We are an equal opportunity employer.



OPERATIONS/PRODUCTION MANAGER

Needed for television support services contract at NASA/JSC in Houston. BA or BS degree in business, communications, RTF or equivalent. Requires 10 years progressive television management experience of large scale production/postproduction facilities. Responsibilities include production implementation, facilities management, coordinating and supervising production/technical operations personnel at central onsite television facility. Equipment complement consists of high-end broadcast systems, i.e. Grass Valley, Ikegami, Ampex, CMX, Sony, etc. Salary commensurate with experience, excellent benefits. Send resume, salary history and references:

STELLACOM, INC.
Attn: Doug Shadle, Project Manager
16441 Space Center Blvd.
Houston, Texas 77058
713-480-3377

Help Wanted Programing, Production, Others

RESEARCH DIRECTOR KING WORLD PRODUCTIONS

New York location - Candidate must have minimum of 3 years syndication research experience which would include presentation writing, program analysis and evaluation, management experience and excellent written/oral communication skills. Please send resume to Research Dept. King World, 1700 Broadway, 35th Floor, NYC, NY 10017.

Help Wanted Sales

SALES PERSONNEL

Well established Mid-west NBC affiliate station, market 130+, seeking to expand local sales effort, wanting local sales manager and local sales representative. For local sales manager - want successful and experienced background in small to medium sized market sales, looking for first management position, "salary plus override". For local sales representative - want aggressive self-starter, experience preferred, "salary plus commission". Good fringe benefits, equal opportunity and affirmative action employer, send resume to: **Don Ruggles, University of Missouri-Columbia, Personnel Services, 130 Heinkel Bldg., Columbia, MO 65211.**

LOCAL SALES

NBC affiliate in Northern California medium market seeking experienced professional account executives to service agency and client accounts in growing market. Reply GM, KSBW-TV, Box L-27. EOE.

Help Wanted Technical

CHIEF ENGINEER

We're searching for a rare individual with the following skills and qualities:

- State-of-the-art technical expertise in TV operations and maintenance.
- Dynamic leadership needed to organize engineering dept. and establish national training program.
- Flexibility, patience and excellent people skills, including teaching.
- Enjoys working and living in foreign culture and environment.

If you fit the profile, there may be a dream opportunity for you in the English-speaking Caribbean. Minimum 5 years experience required as chief engineer in medium to major U.S. market. BS Elect. Engineering or equivalent experience a plus. One year contract overseas. Excellent salary & benefits. Send resume to: R. Stokes, c/o Louisa Martin, Greycom International, 777 Third Ave., NY, NY 10017.

Help Wanted News

REPORTER

News 12, winner of a dozen major news awards in 1986 alone, has an opening for a reporter with excellent writing skills & the ability to cover a beat. Send tape and resume to Gladys Hyatt, News 12.

Cablevision of Connecticut
28 Cross St., Norwalk, CT 06851
an equal opportunity employer M/F

Situations Wanted Management

MAJOR MARKET TV/RADIO MANAGER

Experienced in capital planning, budgeting, lease negotiations with strong technical background and knowledge of what makes a station run seeks upper management position.
Box L-7.

For fast Action Use BROADCASTING'S Classified Advertising

ALLIED FIELDS

Radio & TV Programming



Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Help Wanted Sales

REGIONAL MANAGER

The National Association of Broadcasters has an opening in its Radio Department for a Regional Manager for the Southeastern territory. Duties include all radio membership activity in the region, including providing service to existing membership, serve as a liaison with state associations, and serve as region's representative to NAB. Qualifications will include an understanding of broadcasting operations, knowledge of sales techniques, Previous telemarketing experience and broadcasting experience. NAB offers excellent salary and benefits. Send resume and salary requirements to Patti Johnson, NAB, 1771 N St., NW, Washington, DC 20036. EOE, M/F.

Help Wanted Technical

JULES COHEN & ASSOCIATES, P.C.

Consulting Electronics Engineers has an opening for a staff engineer. EE Degree holder preferred but qualifying experience in AM, FM and TV will be considered. Salary open. Send resumes to: 1730 M St., NW, Suite 400, Washington, DC 20036.

Help Wanted Financial

CHIEF FINANCIAL OFFICER

WCSC, Inc. in Charleston, SC is seeking a person who will be responsible for all financial aspects of the company, its subsidiaries and divisions, including budget preparation and forecasts, banking relationships, corporate expenditures, cash flow, investment portfolio and tax analysis. A knowledge of broadcast finance will be helpful. Send resume portfolio to John M. Rivers, Jr., P.O. Box 186, 29402. EEO, M/F.

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$30 you get a daily report for 6 weeks. Learn more: 312-855-6779. MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.

MediaLine
THE BEST JOBS ARE ON THE LINE

SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Northeast. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1735 DeSales St., NW, Washington, DC 20036.

Consultants

RICHARD H. RIGGS VETERAN BROADCASTER

Will come to your market and work with staff & management. 2 or 3 days. Write for brochure.

Suite 1400, Bank One Tower
P.O. Box 1314, Lima, OH 45802
419-228-0029



"MAKING MORE MONEY IN TODAY'S RADIO Gaining Maximum Profits In a Crowded Marketplace"

By Bill and Karen Pharis

Now, just when it is needed most, there is a guide for new and experienced broadcasters who must increase profits while at the same time cut operating expenses. "Why Stations are Failing," "Cutting Programming Costs," "Keeping Legal Expense Low," "Making the Sales Department Pay--Not Cost," "Saving Money on Equipment," "Holding Down Costs on Construction or Upgrade," "Which to Buy: A Cadillac or a Turn-around," "When and How to Sell," and much more. 177 pages by successful broadcast veterans for today's market conditions. For your copy, send \$24.95 to: Book Division, Pharis Broadcasting, 609 Robinson, Van Buren, AR 72956.

FCC PROBLEMS?

Contact

BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

FM 80-90 APPLICATIONS

Exclusive applications guaranteed * Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants
4401 East-West Highway, Suite 308
Bethesda, MD 20814. 301-654-0777

For Fast Action Use BROADCASTING'S Classified Advertising

For Sale Stations Continued

COME TO THE SC LOW COUNTRY

Class A FM near resort market. Asking \$350,000 with terms.

Class A FM near large coastal city. Asking \$850,000 with terms.

AM/FM asking \$975,000 with terms. One hour to beach.

Contact Mitt Younts
202-822-8913



RADIO & TV STATIONS

Medium mkt to small. Tex, La, Miss, Ala, Ark, Mo...Prices range from \$14M cash to \$200K with very little down pmt.

John Mitchell or Joe Miot

MITCHELL & ASSOCIATES

318-868-5409 318-869-1301
Box 1065, Shreveport, LA 71163

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Wanted to Buy Stations

Small broadcasting company looking to acquire FM or AM/FM combo in the 500K to 2000K range. Please reply: Box L-104.

For Sale Stations

KOZACKO • HORTON COMPANY



MEDIA BROKERS/APPRAISERS

Pennsylvania Stations Opportunities are available for ownership in some attractive small, medium and metro markets. Vacancies include AMs, FM's and combos; some require downpayments under \$100,000. Contact in confidence: Jack Clancy in the Elmira office

Box 948 • Elmira, N.Y. 14902
607-733-7138

EXCELLENT FM RADIO STATIONS FOR SALE!

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

CENTRAL TEXAS

Single market profitable AM-FM combo. Priced to sell. \$750,000 negotiable. Contact Norman Fischer & Associates, Inc., 1209 Parkway, Austin, TX 78703, 512-476-9457.

FOR SALE

Small Market Utah CP
Write P.O. Box 661
Dubuque, Iowa 52001

NORTH CENTRAL OHIO

AM stand alone, exclusive format excellent price for cash. Terms can be negotiated. Great Lakes community ready to sell or trade before the new year.

Box L-32

Need an Appraisal?

512/327-9570

JAMAR RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78745

FULLTIME 5KW AM

In market of little FM influence. Well respected and profitable in Virginia. Less than \$300,000 down. Box L-101.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	AM/FM	\$4000K	\$1300K	Bill Whitley	(214) 680-2807
Rky Mtn.	Met	AM/FM	\$1500K	\$250K	David LaFrance	(303) 534-3040
SW	Med	AM/FM	\$1100K	Terms	Bill Whitley	(214) 680-2807
Rky Mtn.	Med	AM/FM	\$1100	\$500K	GregMerrill	(801) 753-8090
Rky Mtn.	Met	AM/FM	\$1000K	Terms	Peter Stromquist	(818) 366-2554
MW	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
Rky Mtn.	Sm	AM/FM	\$650K	\$95K	David LaFrance	(303) 534-3030
SW	Med	AM/FM	\$500K	\$75K	Ernie Pearce	(404) 998-1100
Mid Atl.	Sm	AM	\$375K	Terms	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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Suite 1909
New York NY 10021
(212) 288-0737

WEST
9701 Wilshire Boulevard
Suite 700
Beverly Hills CA 90212
(310) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

Fulltime AM in KY University	625,000
Fulltime AM in ILL University	395,000
Fulltime AM in KY Large Mkt	700,000
5KW AM small AM-FM Class "C" Farm Mkt.	200,000
	950,000

Terms to qualified buyers.

R.E. Meador & Assoc.
MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

SUNBELT AM

Entry level fulltime AM 1 hr. from the Gulf Coast. Well equipped with real estate. Asking \$160,000 with \$60,000 down.

Contact Ernie Pearce
404-998-1100



CHAPMAN ASSOCIATES
nationwide media brokers

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

FINANCIAL PLANNING

If you'll be talking with your accountant soon, perhaps you should talk with New England Media about station values and your station. There's no obligation.

8 Driscoll St. Albans, VT 05478
(802) 524-5963

OZARKS RESORT CLASS "A" FM

Unique area bordering large population center. All new state of the art equipment. Real estate. \$450K, some terms. Box L-83.

VHF INDIE

West Coast; best signal in the market. \$8 million/terms. Motivated seller.

The Montcalm Corporation
801 2nd Ave., Seattle, WA 98104
206-622-6236

CALIFORNIA FM

Class A with B-1 power upgrade possible in growth market within 175 miles of LA. Great opportunity for owner/operator or group expansion. \$1 million with \$500,000 down. Qualified buyers contact Box L-87.

AM-FM COMBO

North Texas - SoWest Okla
Under \$300,000
29% down
Owner may finance
Box L-103

ATTN: TV CP HOLDERS

If you're holding a full power TV-CP and would like to see it become a family-Christian format station, I'm interested! (Private party) Please send info including coverage area to:

O.H.E.
12100 Banyan Rd.
North Palm Beach, FL 33408

SUBURBAN SO/GA MEDIUM MKT

1KW daytime with Class A FM assigned to market. Priced to sell \$250,000 incl. real estate and new studios. Terms; significant tax advantage. 404-469-2538.

- Class C in North Carolina. \$6.5 million.
- Class B, 50,000 watt ERP plus good fulltimer in Maryland. \$1.75 million. Terms.
- Daytimer in South Carolina. Only station in county of 20,000. \$150,000.

Business Broker Associates
615-756-7635, 24 hours

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted 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. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$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.

Fates & Fortunes

Media

Richard Gottlieb, VP, newspapers, Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and owner of one AM, one FM and seven TV stations, named president and chief operating officer of company. **Ronald L. Rickman**, VP, newspapers, named to board of directors. Rickman will assume all responsibilities as VP, newspapers, previously shared with Gottlieb.

Linda Rios Brook, VP and general manager, Harte-Hanks Television Group's KENS-TV San Antonio, Tex., and **Michael J. Conly**, VP and general manager, Harte-Hanks's WFMY-TV Greensboro, N.C., and WTLV(TV) Jackson-



Brook



Conly

ville, Fla., named corporate VP's, Harte-Hanks Communications Inc., San Antonio-based newspaper publisher, multiple cable system operator and owner of four TV stations.

James Flynn, VP and general manager, WWHT(TV) Newark, N.J., joins Home Shopping Network, Clearwater, Fla., as senior VP, owned and operated TV stations. Home Shopping Network has bought 10 TV stations, some pending FCC approval.

Steve West, general manager, KISW(FM) Seattle, joins KQKT(FM) there as general manager.

Jack Davis, general manager, WKML(FM) Lumberton, N.C., joins WIRA(AM)-WOVV(FM) Fort Pierce, Fla., as VP and general manager.

Tom Bender, operations manager, KOA(AM)-KOAQ(FM) Denver, joins WHND(AM)-WMJC(FM) Birmingham, Mich., as general manager.

Harry Schultz, VP, news and operations, KPRC(AM) Houston, named president and general manager. **Don Armstrong**, production manager, named operations manager.

Appointments at WOC(AM)-KIIK(FM) Davenport, Iowa: **Jim O'Hara**, operations manager and program director, to general manager; **Gynny O'Hara**, Jim O'Hara's wife, music director, audience development director and promotion director, KIIK, replaces him as operations manager; **Jami Melcher**, programing assistant, WOC-TV (now KWQC-TV) Davenport, and **Jean Adomat**, programing secretary, to administrative assistants to general manager and operations manager; **Steve Molburg**, business consultant, to business manager; **Debbie Banaszek**, systems supervisor,

to assistant business manager; **Sue Graham**, station switchboard operator, to accounting clerk.

John Garbo, station manager, WNOG(AM)-WCVU(FM) Naples, Fla., named general manager.

John Schaller, local sales manager, WAIT(AM)-WXET(FM) Crystal Lake, Ill., named general manager.

Nancy Law Felix, sales manager, KTON(AM)-KTQN(FM) Belton, Tex., named general manager.

Robert F. Neil, operations manager, WYAY(FM) Gainesville, Ga., joins WSB-AM-FM Atlanta as station manager.

Terry Knust, sales manager, WSBT(AM)-WNSN(FM) South Bend, Ind., named station manager.

Tom Lavin, general sales manager and promotion director, WXXX(FM) South Burlington, Vt., named station manager.

Appointments at labor relations department, Capital Cities/ABC Inc.: **Robert Key**, director, labor relations, West Coast, to VP, labor contracts, West Coast; **John Mendonsa**, general attorney, labor relations, West Coast, to senior general attorney, labor relations, West Coast; **Michael Schnipper** and **Leonard Herman**, assistant general attorneys, labor relations, East Coast, to general attorneys, labor relations, East Coast.

Peter H. Bachmann, manager, business affairs, NBC-TV, Los Angeles, named director, business affairs.

Marketing

Walter A. Schwartz, president, Blair Television, New York, retires effective Jan. 1, 1987. **Patrick J. Devlin**, executive VP, Blair Television, will replace Schwartz. **Michael DeMichele**, from WDAU-TV Scranton, Pa., joins Blair Television, New York, as account executive. **Tom Theiss**, account executive,

Blair Television, Miami, named account executive, Boston. **Thom Moran**, from Hillier, Newmark, Wechsler & Howard, New York, joins Blair Radio there as account executive.

Appointed to newly expanded Atlanta office, J. Walter Thompson U.S.A.: **Jeff White**, senior VP and general manager, Washington, to executive VP and general manager; **Michael Lollis**, senior VP and creative director, Washington, to executive VP and executive creative director; **Jim Pollak**, senior VP and general manager, Atlanta, to executive VP and director, business development and client services.

Jon Baker, executive VP and chief operating officer, Noble & Associates, Springfield, Mo., advertising agency, named president and chief operating officer.



Baker



Turner

Tom Turner, senior VP/Eastern regional manager, Select Radio, New York, joins Interep there as executive VP/Eastern regional manager of newly formed Group W Radio Sales.

Named to board of directors, Foote, Cone & Belding Communications Inc., Chicago: **W. Bruce Mason**, president, FCB/Chicago; **Len Sugarman**, vice chairman and chief creative officer, FCB/Europe and chairman and CEO, FCB/London; **Craig Wiggins**, president and chief operating officer, FCB/Europe.

Linda Berkeley, director, research and strategic planning, and **Leslie Merser**, account supervisor, Young & Rubicam Inc., entertainment division, New York, named VP's.

David K. Edwards, account supervisor: **David**

Investing In Radio 1987

The Market - By - Market Guide to the Radio Industry

Two-Volume Set Profiling all 259 ARB Markets listed by Market Rank for your comparable sales analysis

- Historic Financials
- Revenue Projections
- Ownership Data
- Station Sales
- ARB Rating Trends

and much more!
For a free brochure
Call (800) 323-1781
California and Alaska
Call collect (415) 366-1781



The Best Radio Investment Research Available

S. Levine and Stuart Pittman, associate creative directors, McCann Erickson, New York, named VP's.

Marc Gross, regional manager, Hillier, Newmark, Wechsler & Howard, Boston, named VP.

Trisha D. Scudder, creative group head, D'Arcy Masius Benton & Bowles, named VP. **Terry Yormark**, copywriter, and **James P. White and Terri Meyer**, art directors, DMB&B, St. Louis, named associate creative directors. **Mary Beth McManus**, assistant planner, DMB&B, Chicago, named media planner.

Charles Bromley, from Pechina, Selkowitz, New York, joins Biederman & Co. there as VP and senior writer.

Appointments at Group W Television Sales: **Alan Buckman**, West Coast sales manager, Los Angeles, to VP and West Coast sales manager; **Greg Schaefer**, group sales manager, New York, to New York sales manager; **Bob Kaplan**, account executive, New York, replaces Schaefer.

Jerry Lyles, sales representative, Capital Cities/ABC National Sales, Los Angeles, named sales manager, newly opened St. Louis office.

Appointments made in restructuring of creative department, Gardner Advertising Co., St. Louis: **John Stevenson**, group creative director, to senior group creative director; **Sue Chapman**, associate creative director, and **Marvin Gold**, executive VP and director, creative services, to group creative directors.

Yolanda O'Hern, Houston sales manager, TeleRep, named Chicago sales manager. **Don Sametz**, from Harrington, Righter & Parsons, Chicago, joins TeleRep there as account executive. **Al Ferrara**, from MMT Sales, New York, joins TeleRep there as account executive.

Leslie Rogers, account executive, Independent Television Sales Inc., Los Angeles, named Houston sales manager. **Marilee Taylor**, from Katz Communications Inc., Chicago, joins Independent Television Sales there as account executive.

Barbara Jo Lewis, producer, D'Arcy Masius Benton & Bowles, St. Louis, joins Ketchum Communications, San Francisco, as producer.

Mary McCarthy, media planner/buyer, Earle Palmer Brown Advertising, Philadelphia, named senior media planner/buyer. **Stephen Spurgeon**, from BBDO, New York, joins Earle Palmer Brown Advertising as art director.

Martin Schaus, art director, Keiler Advertising, Farmington, Conn., and **Jessica Collins**, senior art director, Ross Roy Inc., Detroit, join W.B. Doner & Co., Detroit as art directors.

Appointments at New York-based Katz Communications Inc.: **Leslie Maisel**, account executive, Katz Independent Television, Los Angeles, to team manager, Los Angeles; **Sandy Diamond**, producer, KNBC-TV New York, to account executive, Katz Radio Group Sports, New York; **Carl E. Werth**, research analyst, American Express, New York, and **Jeffrey L. Brummel**, manager, DelVal Pharmacy, Pennington, N.J., join Katz Continental Television, New York, as re-



Journalism honor. Walter Cronkite (l), former anchor, CBS News, presents Otis Chandler, chairman of the executive committee, The Times Mirror Co., and publisher, *Los Angeles Times*, with the "Walter Cronkite Award for Excellence in Journalism and Telecommunication" for 1986. The award is given annually by the Walter Cronkite School of Journalism and Telecommunications, Arizona State University, Tempe. Times Mirror is newspaper publisher, multiple cable system operator and owner of seven TV stations.

search analysts.

Thomas E. Sherman, VP and account supervisor, Cunningham & Walsh, New York, joins Creative Directors Advertising there as account supervisor.

Peggy Shumake, account executive, The Phillips Organisation Ltd., San Diego advertising agency, named account supervisor.

Pamela Beaudry, from Famous Restaurants Inc., Scottsdale, Ariz., joins Saunders, Lubinski & White Inc., Dallas advertising agency, as broadcast assistant.

Corey S. Lewis, from WCVB-TV Boston, joins Seltel there as account executive. **Dale Remy**, from KXTX-TV Dallas, joins Seltel there as account executive.

William D. Field, advertising manager, Dresser Industries, instrument division, Stratford, Conn., joins Mintz & Hoke Advertising, Avon, Conn., as senior account executive.

Bonnie Baker, senior account executive, WLAK(FM) Chicago, joins Torbet Radio, Los Angeles, as account executive/network coordinator. **Andrea Goodrich**, from Blair Radio, New York, joins Torbet there as account executive.

Rich Cerussi, general sales manager, KWGN-TV Denver, joins KRON-TV San Francisco as general sales manager.

Nancy Dieterich, local sales manager, WMRQ(FM) Boston, named general sales manager. **Judy Weinberg**, account executive, named retail sales manager.

Gostin Freaney, national sales manager, WMAZ-TV Macon, Ga., named general sales manager.

Daniel J. Casey, account executive, WCLV(FM) Cleveland, named general sales manager.

Robert E. Bechir, sales manager, WYZZ(TV) Bloomington, Ill., joins WHLL(TV) Worcester, Mass., as general sales manager.

Joe Cherry, local sales manager, WOC(AM)-KIIK(FM) Davenport, Iowa, named general sales manager. **Charles King**, account execu-

tive, named marketing director and national sales manager.

Charlie Hoffman, account executive, WHB(AM)-KUDL(FM) Kansas City, Mo., joins KCFX(FM) Harrisonville, Mo., as regional/retail sales manager.

Ileen Brown, sales executive, KTXH(TV) Houston, named regional sales executive.

Elizabeth Tho-Biaz, from WRXR(AM)-WCKG(FM) Elmwood Park, Ill., joins WCLR(FM) Skokie, Ill., as account executive.

Misty Rutter, from KLZI(FM) Phoenix, joins KMEO-AM-FM there as account executive.

Programing

Frank D. Murphy, director, programing, CBS RadioRadio, CBS's young adult radio network, named VP, programing, CBS Radio Networks, New York.



Murphy



Lloyd

Robert Lloyd, executive VP, Fries Entertainment, Los Angeles, joins Harmony Gold, Los Angeles program distributor, as president, domestic television.

Charles Schreger, VP, TV programing and acquisitions, The Samuel Goldwyn Co., Los Angeles, joins LBS Communications Inc. there as senior VP, film acquisitions.

Karyn M. Ulman, VP, music administration, Taft Entertainment, Los Angeles, named senior VP, music.

Alan Sacks, independent producer, joins Heritage Entertainment Inc., Los Angeles, as senior VP, creative affairs.



Riklin

Matthew A. Riklin, marketing director, Viewer's Choice, pay-per-view service of Showtime/The Movie Channel, New York, named VP, business development, Showtime/TMC.

Peter J. Ratican, controller, film entertainment group, MCA Inc., New York, named VP, finance, MCA Television group. **Jerome F. Clark**, controller, TV distribution, named controller, MCA TV.

John M. Mansfield, VP, Western region, Colex Enterprises, Los Angeles, named senior VP, Western region. Colex is New York-based production company and joint venture of Columbia Pictures Television and LBS Communications.

Jim Noonan, deputy director, communica-

tions, CBS News, New York, joins Home Box Office Inc. there as director, corporate affairs. **Charles Samu**, production manager, named executive producer. **Andrea Cvirko**, production manager, named executive in charge of production, talent and entertainment features. **Dick Rudolph**, song writer and independent record producer, joins HBO Pictures, Los Angeles, as music consultant.

Paul Green, VP, Ten Media, New York division of The Entertainment Network, Los Angeles-based TV syndicator, named named general manager, Ten Media.

Cheryl McDermott, senior contract administrator, MGM/UA Entertainment Co., Los Angeles, joins Turner Entertainment Co. there as director, international television distribution.

Ed O'Brien, head of TV syndication, Empire Pictures, New York, joins WW Entertainment there as VP, Western sales. **Bruce Casano**, Eastern sales manager, RKO Television, New York, joins WW Entertainment as director, Eastern sales.

Drew Hallman, research manager, Buena Vista Television, Los Angeles, named associate director, research. **David McLeod** and **Rachel Wells**, research analysts, named senior research analysts.

Mark R. Pearson, deputy assistant secretary of agriculture, state of Iowa, Des Moines, joins MNN Radio Networks, St. Paul, as manager, agriculture services.

Christopher Rovtar, director, Northeastern station sales, Access Syndication, New York,

joins MCA TV there as sales executive.

Christie Hawks, sales coordinator, Lorimar-Telepictures, Culver City, Calif., joins The Samuel Goldwyn Co., Los Angeles, as television sales representative.

Karen A. Stone, development director, non-commercial WVIA-FM-TV Wilkes Barre, Pa., named program director.

Bob Shomper, program director, KBUR(AM) Burlington, Iowa, joins WOC(AM)-KIIK(FM) Davenport, Iowa, as program director. **Steve Ketelaar**, evening announcer, KIIK, named assistant program director; **David Sands**, announcer, named production manager. **Polly Peterson**, from KDWD(FM) Burlington, named midday announcer; **Debbie McFadden**, copywriter and weekend announcer, KIIK, named nighttime announcer.

News and Public Affairs

E.S. (Bud) Lamoreaux III, producer, CBS News, New York, named executive producer, CBS News specials reported by special correspondent, Walter Cronkite. Lamoreaux replaces **Joel Heller**, who continues as executive producer, children's broadcasts, special programming, CBS News.

Cliff Abromats, former news director, WABC-TV New York, joins WLWT(TV) Cincinnati, as news director.

Doug Ross, afternoon anchor and reporter, KPRC(AM) Houston, named news director.

Appointments at WBBJ-TV Jackson, Tenn.: **Ed Cain**, from KXII(TV) Ardmore, Okla., to news director; **Emile Craddick**, from WMC-TV Memphis, to assignment editor and reporter; **Scott Roberts**, from WCIV(TV) Charleston, S.C., to photographer and reporter.

Appointments at WTVQ-TV Lexington, Ky.: **Becky Hague**, associate producer, WKYT-TV Lexington, to assignment editor; **B.W. Blanton**, night shift reporter and photographer, WKYT-TV, to overnight news manager; **Don Ellison**, anchor and reporter, WTHR(TV) Indianapolis, to anchor; **Jeff Abell**, from KOMU-TV Columbia, Mo., to anchor and reporter; **Malena Cunningham**, writer and reporter, WTBS(TV) Atlanta, to reporter; **Tim Doyle**, from Western Kentucky University Educational Television, Bowling Green, to photographer.

Tony Cox, reporter and weekend anchor, KTTV(TV) Los Angeles, named weekday anchor. **Steve Rambo**, weekend weathercaster and weekday weather reporter, named weekday weathercaster.

Technology

Lon Feldman, assistant editor, Embassy Communications, Los Angeles, named director, syndication post production.

Michael J. Pavlinch, art director, WVJW-TV Marlborough, Mass., joins Quanta Corp., Salt Lake City, as director, graphic design.

Appointments at Conrac Display Products,

THE UNIVERSITY
OF CHICAGO
ANNOUNCES THE
**William
Benton
Fellowships in
Broadcast
Journalism**
1987-88

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

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

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

The application deadline is March 2. Fellows will be notified by June 1. The 1987-88 Program begins September 21, 1987.

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

PLEASE PRINT

NAME	TOTAL YEARS OF PROFESSIONAL EXPERIENCE
TITLE	STATION/NETWORK
ADDRESS	TELEPHONE

Covina, Calif.: **William A. Ems**, general sales manager, to sales director: **Gene Ornstead**, manager, marketing services and administration, named marketing director; **Scott G. Newton**, district sales manager, information systems division, ITT, Los Angeles, to national sales manager.



Schumeyer

Richard Schumeyer, VP and general manager, Modulation Sciences Inc., New York, manufacturer of audio equipment, named president.

Lawrence Mincer, director, sales and marketing, video products, Chyron Corp., Melville, N.Y., named VP, video product

sales.

Ben L. Jarvis, president, Bay Area Teleport and Harbor Bay Telecommunications, San Francisco, joins American Satellite Co., Rockville, Md., as senior VP, operations and engineering, commercial division.

Joseph Fahey, sales coordinator, Panasonic Co., Boston, named Technics sales manager, Boston region.

Terrence M. Baun, technical director, Multimedia Broadcasting Inc.'s WEZW(FM) Wauwatosa, Wis., adds duties as technical director, radio division, Multimedia, Cincinnati-based owner of four AM, four FM and five TV stations.

Paul Zimmerman, customer support executive, Intelligent Video Systems group, Sony Communication Products Co., Park Ridge, N.J., named marketing manager, display products. **Gary Johns**, market development manager, Detroit, named Midwest regional manager, video products, Chicago.

Deborah Farrell, customer service and sales office manager, Allied Film & Video, Washington, named operations manager.

Promotion and PR

Alan Levy, manager, corporate public relations, Home Box Office Inc., New York, named director, corporate public relations. **Pat Conner**, senior account executive and acting general manager, Bozell, Jacobs, Kenyon & Eckhardt Public Relations, Atlanta, joins HBO there as manager, affiliate public relations, Southern region.



Levy



Murphy-Baran

Tola Murphy-Baran, director, industry public relations, Showtime/The Movie Channel, New York, named director, Direct Broadcast

market development. She will be responsible for satellite industry public relations for Satellite Direct Inc., newly formed subsidiary of Showtime/TMC.

Dean Bender, of Bender Communications; **Larry Goldman**, of The Goldman Co., and **Lee Helper**, of Lee Helper Communications, form Bender, Goldman & Helper Inc., Los Angeles public relations and marketing firm. Helper named president.

Bruce Goldman, creative director and copywriter, Beeber Silverstein & Partners, Miami, named senior VP.

Robert J. Gould, associate research director, Doremus Porter Novelli, Washington, named VP and director of research.

Don (Jake) Jacobson, promotion manager, Multimedia Entertainment, New York, named promotion director.

Marcia Nelson, writer, public affairs department, American Television & Communications Corp., Englewood, Colo.-based multiple cable systems operator, named director, corporate communications.

Jill Tarlov, independent consultant, joins Group W Television Sales, New York as creative services and public relations manager, target marketing division.

Allied Fields

Officers elected by Society of Professional Journalists, Sigma Delta Chi, Chicago: **Robert H. Wills**, editor, *Milwaukee Sentinel*, president; **James F. Plante**, managing director, news support services, NBC News, New York, president-elect; **Paul Davis**, news director, WGN-TV Chicago, secretary; **Carolyn Carlson**, Atlanta bureau correspondent, Associated Press, treasurer.

Victor Millar, managing partner, Arthur Andersen, Chicago consultancy, joins Saatchi & Saatchi Co., New York, as chairman and chief executive, consulting operations.

Gregory Dougherty, VP, major-market affiliates, Satellite Music Network, Dallas, joins Strategic Radio Research, Chicago as VP, marketing and sales.

Richard W. Kozak, VP, affiliate relations, ABC-TV New York, joins Richard A. Foreman Associates, Greenwich, Conn., broker-

Terrence and Marie Duffy, parents of actor Patrick Duffy, who plays Bobby Ewing on CBS's *Dallas*, were shot to death on Tuesday, Nov. 18, at their Boulder, Mont., tavern. Two 19-year-old suspects, Sean A. Wentz and Kenneth A. Miller, both of Helena, Mont., were arrested and charged with killing the Duffys with a shotgun. Robbery was the apparent motive. Production of *Dallas* was suspended Wednesday morning but resumed in the afternoon. Patrick Duffy immediately left for Boulder to arrange his parents' burial. The Duffys are also survived by a daughter, Joanne, who is a Seattle police lieutenant.

age, as associate.

Robert Pepper, director, Washington program in communications policy studies, Annenberg Schools of Communications, joins FCC as senior adviser to Commissioner Patricia Diaz Dennis.

Charles G. Schott, chief of policy and rules division, Mass Media Bureau, FCC, Washington, joins Commerce Department as deputy assistant secretary of commerce for communications and information and deputy administrator, National Telecommunications and Information Administration.

Deaths



Nathan

Wynn Nathan, 63, TV syndication and marketing executive, died Nov. 13 following heart surgery at St. Luke's hospital, Milwaukee. Nathan worked as casting agent in 1940's for William Morris Agency and Century Artists in Los Angeles. In 1948-54 he was VP,

Century TV Programs, Los Angeles TV distributor. When MCA TV purchased Century TV Programs in 1954 Nathan was named VP, syndication, Los Angeles office, and later held same post in New York. In 1965-70 he was VP and general manager, Metromedia Program Sales, New York. Nathan joined Time-Life Films in 1970 as VP and director, sales and marketing and was named VP, worldwide syndication following year. After Time-Life Films ceased operations in 1981, Nathan helped form Lionheart Television International, New York syndication firm that distributes TV shows produced by BBC-TV in U.S. He served as president and CEO of Lionheart until 1984 when joined RKO Pictures, New York, as VP, worldwide marketing. In August 1986 he became independent consultant. Nathan is survived by wife, Renee, and four daughters.

Alvin D. Schrott, 71, retired president, WJAC-TV Johnstown, Pa., died Oct. 18 of cancer at his home near Johnstown. Schrott joined Tribune Publishing, Johnstown, immediately after graduating from high school in 1932. He was named first general manager of Tribune's WJAC-TV in 1949. He is survived by wife, Mary, and two sons.

Roger C. Carmel, 53, TV actor, found dead of apparent drug overdose Nov. 11 at his home in Los Angeles. In 1967-68, Carmel played Roger Buell on NBC's *The Mothers-In-Law*. He also made appearances on several TV series, including *Star Trek* in 1960's where on two episodes he played Harry Mudd.

Howard Thomas, 77, retired chairman, Thames Television Ltd., London, died Nov. 6 in Henley-on-Thames, England. While Thomas was chairman of Thames in 1974-79, company began production of series including documentary, *World at War*, and drama, *Rumpole of the Bailey*. He is survived by wife, Hilda, and two daughters.

No shortcut to success

Dick Robertson was born into broadcasting: the sales part came later. Robertson's father, Trafton, worked for WTAR(AM) Norfolk, Va., and WBT-TV in Charlotte, N.C. The senior Robertson also had worked as news director and staff announcer at WVOO-TV Tulsa, Okla., where one of his charges was a young newsman, Paul Aurandt, who would go on to become an announcer and commentator under another name: Paul Harvey. The senior Robertson was once offered a job as staff announcer with the CBS radio network by CBS founder William Paley, but turned it down, opting to raise his family in Norfolk rather than New York.

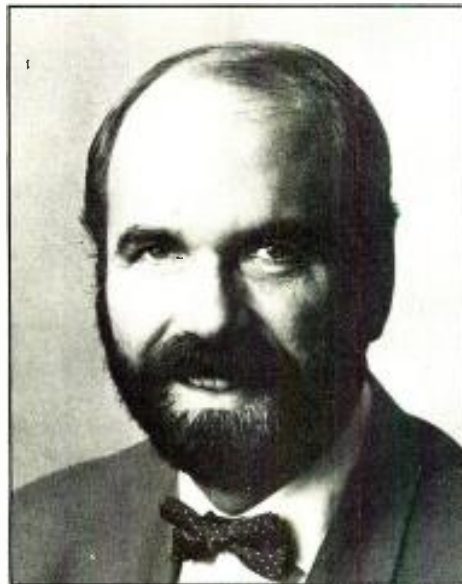
The younger Robertson was not so deeply rooted. In a 20-year career Robertson has traveled station and network sales roads that have led him to a major role in syndication sales for Telepictures. He has had a guiding hand in that company since its inception, including a role as one of the principals involved in the company's agreement to merge with Lorimar in October 1985. At 41, Robertson has made the transition from sales guru to principal in a major entertainment corporation.

If he wasn't born into the sales side of the business, his affinity for it surfaced early, from organizing childhood playmates in a lawn-mowing business, to enrolling in a "distributive education" course in high school while moonlighting at a local advertising agency running copy to radio and television stations. It was while at the advertising agency—at the age of 16—Robertson recalls, that "I saw how the clients worked with the account executives at the agency...and I really became fascinated."

A seminal event in the development of Dick Robertson the salesman occurred in his sophomore year at Virginia Commonwealth University. Following the lead of a professor in an advertising class, Robertson applied for a job at WRVA-TV Norfolk (now WWBT), putting out advertising displays in supermarkets, which gave him access to local salesman, who he found were "the guys who were making the most money. So after work, I was always asking: 'How do you get accounts? How does an advertiser sign up.'"

He decided to find out. With the help of one of the station's local salesmen and a secretary, a contract was typed up and Robertson went after classes at VCU one day to a nearby golf course. His pitch: the station would be carrying four golf tournaments in the near future in which there might be an advertising opportunity for the course. Robertson sold four 20-second spots at \$40 each. "Nobody [at the station] knew that I had made a sale...I was soliciting business without a portfolio."

Robertson went back to the station and asked for a job in sales, only to be confronted with a skeptical: "What makes you think



RICHARD TRAFTON ROBERTSON—member, office of the president, Lorimar-Telepictures, Los Angeles; b. Aug. 23, 1945, Takoma Park, Md.; BS, advertising, Virginia Commonwealth University, Richmond, Va., 1967; Account executive, WRVA-TV Richmond, Va., 1965-67; field representative, D. Van Nostrand, 1967-68; account executive, WRC-TV Washington, 1969; account executive, NBC Spot Sales, San Francisco, 1970; local sales manager, WKYC-TV Cleveland, 1971-73; account executive, NBC Spot Sales, New York, 1973; account executive, CBS-TV, Chicago, 1974-77; VP, sports marketing, CBS Sports, New York, 1978; VP, marketing, Telepictures Corp., 1978-84, executive VP, Telepictures Corp., 1985; present position since February 1986; m. Susan Lorraine Gray, Sept. 20, 1986

you can sell?" from the general sales manager. An ear-to-ear smile breaks on Robertson's face as he recalls answering: "I was hoping you would ask me that question" and pulling out the sales contract. Robertson shot the pictures, wrote the copy, got the voice-over and secured an overhead projector for the live commercials.

For the remainder of his college years, Robertson made \$1.25 an hour and a 5% commission—about \$5,000-\$6,000 a year—selling for the station. He had no assigned accounts. "This was cold call selling. It was the most wonderful education in the business."

Following his graduation from VCU, Robertson returned to the station for six months before "wanderlust" pushed him into a year on the road selling textbooks, and then to a summer on a fishing boat in Florida. At 23, Robertson decided to try for bigger things. After three trips to Washington, Robertson was hired at NBC-owned WRC-TV by the then-general sales manager Ray Timothy. Now NBC group executive vice president, Timothy recalls that Robertson

was "the most impressive candidate for the position. We had some memorable sales calls."

Soon, Robertson would move into the sales world's fast lane, changing jobs nine times in 11 years, often taking less pay for what he considered better opportunities. From Washington, Robertson moved on to NBC Spot Sales in San Francisco, NBC's WKYC-TV Cleveland, with NBC Spot Sales in New York, CBS Television Network Sales in Chicago (where he had the Leo Burnett account) and to CBS Sports where he became vice president of marketing. In 1977 CBS became embroiled in a controversy over four "winner take all" tennis tournaments, which turned out to have included purses divided among all participants.

Robertson became "very disillusioned with the whole system" in the wake of the controversy. He decided to give up his vice president stripes and move back into sales. "My main desire was to work for myself," he says. "I didn't leave CBS to get away from that company."

It was at that time that he met Michael Garin, then vice president, worldwide syndication of Time-Life Films, at a dinner party in Bronxville, N.Y. Garin and Michael Solomon, then with MCA-TV, were starting a company called Telepictures, and they needed someone familiar with sales who would help launch the television syndication side of the company.

"I had never sold a lick's worth of syndication," said Robertson. He learned the business the "hard way," by going out and doing it. Telepictures' first product included movie packages and a number of off-network properties, including *Here's Lucy*.

His sales philosophy is simple: "There is no shortcut to having talented well-prepared sales people giving face-to-face sales presentations and closing on the spot, and that requires an enormous amount of work. Syndication is not pretty: the meek don't survive." Robertson describes Lorimar-Telepictures' three sales divisions (off-network, first-run and perennial) as run by "killers."

Robertson's work in network sales provided useful background for syndication. "I had this vision when I worked at the network that all of these independent television stations are going to need programs," he said. At the time "there was a real adversarial feeling between distributors and producers and distributors and stations."

As head of the distribution efforts at Telepictures and a member of the office of the president at Lorimar-Telepictures, Robertson has had to develop a management style. "The hardest part has been letting go and if things go wrong, resisting the urge to go running in there," he says. Robertson says that he manages the company's three sales divisions as a "consultant." But he adds, "I still know where everything is at any given moment and who's doing what." □

NBC job cuts, which started at station level two weeks ago, **continued company-wide last week**. Estimate from company is that between 200 and 300 employees will be affected and that most or all will be notified shortly if they have not been already. NBC spokesman said "most areas" of company are achieving reductions at least in part by job cuts in combination with project eliminations.

NBC announced last week it has **renewed Easy Street**, making it seventh of seven new shows renewed for full season. According to NBC research, it's first time any network has renewed all its new season programs for full season since ABC did so in 1972-73 season. It's first time ever that NBC has picked up all its new shows for full year. Network also said *Valerie*, midseason pick-up last year, has been renewed for full 1986-87 season.

CBS announced last week **reshuffling of late-night schedule** with introduction of one new show and shelving of another. Debuting Jan. 9, in Friday 11:30 p.m.-12:30 a.m. slot, is **Keep On Cruisin'**, variety program to feature recording and comedy stars. Musician Stephen Bishop will host show, from Dick Clark Productions. Re-runs of off-network **Hawaii Five-O** (now known as *McGarrett*) will follow *Cruisin'*, also starting Jan. 9, and **T.J. Hooker**, which now runs in Friday 12:30 a.m. slot, will move to Tuesdays at 11:30 p.m. **Hot Shots**, one of two new original dramas bowing on CBS's late-night schedule this season, goes on hiatus after Dec. 23.

Speculation that new CBS management would persuade **Bill Moyers**, CBS News correspondent, commentator and documentarian, to maintain some connection with CBS, at least part time, was put to rest last week when Moyers announced he was **leaving CBS** to begin production of projects for public television under his

More mega-prices for 'Cosby.' *Viacom continued to set price records with The Cosby Show, as it closed deals on the show in Chicago on Monday (Nov. 17) and Los Angeles on Wednesday (Nov. 19). In Los Angeles, where Viacom set a weekly reserve price of \$150,000 (\$27.3 million for the three-and-a-half year deal, or \$218,400 per episode), the show went for a weekly price of \$225,000 to KCOP-TV, according to sources. That would mean the station paid the reserve price plus 10 times 5% of the reserve price. Viacom is accepting offers of reserve prices plus multiples of 5% of the reserve prices. At the \$225,000 weekly price, KCOP-TV paid \$327,600 per episode for a total of \$40.95 million for the three-and-a-half year deal. Reports had it that all of the market's independents were interested in the show. There was no word on whether a Los Angeles affiliate made a bid. The price that Viacom received for the show in Los Angeles was expected to be higher than New York, where WOR-TV paid \$240,000 per week (BROADCASTING, Nov. 10).*

In Chicago, the show went to Fox's WFLD-TV Chicago for a weekly price of roughly \$135,000, or \$196,500 per episode. That came to a total of \$24.57 million for the show in that market. Among other bidders in Chicago: WPWR-TV, WGN-TV and one affiliate, reportedly NBC's WMAQ-TV. There were a number of alternative offers, along with bids of the \$100,000 reserve prices plus multiples of 5% of that reserve price, in the market. Among the alternative offers, WPWR-TV offered a large cash payment to Viacom upfront, according to program director Neil Sabin.

In closing the first three markets (New York, Los Angeles and Chicago), Viacom has now grossed \$109.2 million for the initial 182-week run of the show over 182 weeks. That comes to \$873,600 per episode. Said Viacom's president of domestic distribution, Joe Zaleski: "That The Cosby Show will be the highest priced show in the history of television is a foregone conclusion."

Viacom had offers from stations in San Francisco by Friday, but did not have a decision. The weekly reserve price in that market was \$80,000. Viacom will also close Phoenix this Tuesday.

production company, Public Affairs Television.

Fight appears to be brewing in Colorado over practice of channel realignment that is underway at some cable systems around country. Colorado Broadcasters Association last week adopted resolution calling on all major cable MSO's to discontinue practice of reassigning broadcasters to new channel positions. CBA, after special meeting, sent letter to MSO's asking for response no later than Nov. 27. If cable industry doesn't heed request, then broadcasters say they are committed to taking their fight to public (see story, page 14.)

Independent broadcasters and Cox Cable's Oklahoma City system appear to be **at peace after dispute** over Cox's plan to institute **new channel arrangement** at first of year (BBROADCASTING, Oct. 27). Cox has revised its plans and has satisfied independents with latest arrangement. Most independents that were to be moved from lower channel assignment to new position on higher end of band will now be carried on same channel as their over-the-air assignment. And one of independents, KAUT-TV, is staying put. Affiliate broadcasters on VHF channels, however, are being moved to other VHF channels to eliminate ghosting problems. On matter of channel repositioning, National Association of Broadcasters says it will join efforts of Association of Independent Television Stations to stop cable systems from moving broadcasters to new channel assignment on system. NAB, however, says it wants to approach issue without jeopardizing must-carry agreement with National Cable Television Association and that it will pursue "other means to stop it."

McCaw Communications Inc. has put its **410,000-subscriber cable business on trading block**, according to Affiliated Publications Inc., 45% owner of McCaw. Asking price was not disclosed. Andy Eiseman, senior VP, Cable Investment Inc., Denver-based brokerage, said word was McCaw wanted \$1,500 per subscriber or \$615 million. Eiseman said although there are plenty of buyers in marketplace, few, if any, are currently in position to buy entire operation. As result, system may be sold to several buyers or consortium, he said. Affiliated spokesman said proceeds from sale will go to fuel McCaw's growth in cellular radio and paging services. That's same place \$65.5 million Affiliated is garnering from sale of radio group will be going, he added.

New president of Federal Communications Bar Association—**Richard E. Wiley** of Wiley, Rein & Fielding—was honored in Washington Thursday night at reception hosted by former president, **Gene Bechtel** of Bechtel & Cole. Among guests in receiving line



were Al and Marty Sikes (at left). He is director of National Telecommunications and Information Administration; she is aide to Senator John Danforth (R-Mo.), chairman of Senate Commerce Committee. At right: Betty and Dick Wiley.

FCC proposal to trace interference to satellite programs by mandating automatic transmitter identification system (ATIS) for all uplinks has tentative support. But use of TV signal's vertical blanking interval (VBI) for such identifier, however, may not. In comments to

ommission last week, NAB offered qualified support for ATIS proposal, approving use of VBI as "short-term remedy," but urging formation of industry group to look for permanent alternative before order's implementation Dec. 31, 1987. National Cable Television Association, in its comments, however, objected strongly to even temporary use of VBI. NCTA said VBI method would do little to counteract most interference problems, which often occur during initial transmission setup before any video information is on carrier, and in addition would displace other uses of VBI. Cable group also urged FCC to form emergency advisory group to resolve question.

□

VOA-Europe, once threatened with termination after only little more than year of service (BROADCASTING, Nov. 17), **last week appeared virtually assured of survival**, and in form that officials say would maintain service in its present form at saving of more than 50%. Memorandum outlining what seems best of all possible worlds was cabled last Thursday to U.S. Information Agency Director Charles Wick in London, with recommendation that he approve plan. It had been Wick earlier this fall who had decided to kill program; he argued it was not cost effective, although no reliable audience figures had yet been developed. New design of VOA-Europe was product largely of two officials who had fashioned the program originally—Frank Scott, director of service, and his deputy, Terry Hourigan—working under direction of VOA Director Richard Carlson. Cost, once service has been restructured, expected by March, would be \$1.2 million annually. Proposed 1987 allotment for VOA Europe is \$3.2 million, so close to \$2 million could be used for other VOA purposes.

□

Interrep will soon pick up **national spot sales representation for Price Communications' 18 radio stations**. Representation will be distributed among three Interrep companies: McGavren Guild Radio, Durpetti & Associates and Hillier/Newmark/Wechsler & Howard. Price group was formerly represented by Katz Radio, Christal Radio and Blair Radio.

□

Arbitron says it plans to put **meters in 400 households in Atlanta** and to begin measuring that market with new service beginning November, 1987. Atlanta will be 14th market to be metered by

Coral Pictures buys Ziv library. Lorimar-Telepictures has sold its Ziv International library, a collection of more than 2,000 hours of programming that includes 65 half-hour episodes of Sid Caesar's Your Show of Shows, to Miami-based Coral Pictures Corp. for an undisclosed price. Coral Television is the American television distribution arm of Venezuela's Radio Caracas Television (RCTV).

Michael Jay Solomon, a founder of Telepictures and a member of L-T's office of the president, said the Ziv purchase may include a swap of RCTV's 20% ownership of WLIU-TV Caguas, P.R., and its repeater, WSUR-TV Ponce. L-T currently owns 51% of those TV stations. An independent company is evaluating the stations, according to Solomon. "If it does not happen, the [cash] deal will stand on its own," he said at a Los Angeles press conference last week.

The purchase of the Ziv library will give Coral, a distributor of Spanish-language programming in the United States, a chance to enter the U.S. syndication market with English-language product, said Sy Shapiro, Coral executive vice president and chief executive officer. Coral will begin marketing the programming at the Association of Independent Television Stations convention and the NATPE International marketplace in January, he said, with Your Show of Shows to be its lead package at NATPE. Caesar will appear at both conventions, Shapiro added.

The library consists of more than 400 hours of off-network product. Aside from Your Show of Shows, the portfolio includes My Little Margie and Ricky Jones Space Ranger, which Coral described as America's first television space adventure series. But the deal does not include Gumby, for which L-T will retain all distribution and merchandising rights. Solomon said L-T will probably soon add to the 34 half-hour episodes of Gumby with the release of first-run product.

Arbitron and fourth expansion market in 1987. Other three markets to be metered in 1987 are Cleveland, Seattle and Denver, with ScanAmerica local people meters.

Senate committee lineup taking shape

The Senate gathered last week to elect its leaders and to begin reorganizing for the 100th Congress, which convenes Jan. 6. This was the first time the lawmakers have met since the Democrats captured control of the Senate following the Nov. 4 elections (BROADCASTING, Nov. 10).

As of late last Friday (Nov. 21), the senators were still negotiating to establish the ratio of Democrats to Republicans on each committee and the bidding process for Democratic committee assignments was continuing. (Republican membership on the committees will emerge later.)

The number of Democrats on most committee was expected to increase to accommodate the new Senate ratio of 55 Democrats to 45 Republicans. On Commerce, which will be chaired by Ernest Hollings (D-S.C.), the current ratio is nine Republicans to eight Democrats, but late-minute reports last week indicated it might change to 11 Democrats with the Republicans holding at nine. (There are two Republican vacancies created by the retirement of Barry Goldwater [Ariz.] and by the defeat of Slade Gorton [Wash.]

The Democrats gain of three seats, and the retirement of Senator Russell Long (D-La.), left four slots to be filled on Commerce. According to Hill sources, Lloyd Bentsen (D-Tex.), John Kerry (D-Mass.) and newly-elected Senators Brock Adams (D-Wash.) and John Breaux (D-La.) should join Commerce. Returning to the committee would be Daniel Inouye (D-

Hawaii), Wendell Ford (D-Ky.), Donald Riegle (D-Mich.), J. James Exon (D-Neb.), Al Gore (D-Tenn.) and John D. Rockefeller (D-W.Va.). Assignments to specific subcommittees are usually completed in January.

The makeup of the Judiciary Committee under Joseph Biden (D-Del.) was not expected to change. All its current members were said to be returning with no additions for either party. On the Judiciary Committee, the current ratio is 10 Republicans to eight Democrats. According to Hill reports, the new ratio would likely be eight Democrats to six Republicans. Under that ratio, Republicans won't be filling the vacancies created by the retirement of Charles McC. Mathias (R-Md.) and Paul Laxalt (R-Nev.), and by the defeat of incumbents Jeremiah Denton (R-Ala.) and James T. Broyhill (R-N.C.). There are no open positions on the Democratic side.

Newly-elected Senators Barbara Mikulski (D-Md.) and Harry Reid (D-Nev.) were expected to win their bids for seats on the Senate Appropriations Committee. Under the probable new ratio of 16 Democrats (formerly 14) to 14 Republicans (formerly 15), the minority would fill three of the committee's four vacancies.

In other committee news, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who won a Senate seat, was said to have been assigned to the Budget and Armed Services, Energy and Natural Resources committees.

Editorials

Call for Congress

The body count mounted at the Corporation for Public Broadcasting two weeks ago with the late night execution of President Martin Rubenstein, who had been in the job only 10 months. He had succeeded Ed Pfister, whose resignation over policy differences occurred under even more tumultuous circumstances (including a tongue-lashing and the threat of violence in the lobby of a San Francisco hotel) in May 1985. Other casualties in CPB's recent past have included one general counsel and two public information officers. Clearly, neither longevity nor stability is the long suit at 1111 16th Street in Washington.

The most inviting target for those who find fault with the way things have been going at CPB is Sonia Landau, the immediate past board chairman whose hope for continuation in that position was dashed in the Senate last month (and who subsequently has declared she won't seek the post when new names go up next year). Landau has remained conspicuously close to the CPB board and its processes after her official term expired March 26, presumably in the expectation of reconfirmation, and has explained her continued attendance at board meetings on the ground that they are open to the public.

With or without portfolio, Landau has been the focal point of CPB activity since assuming the chairmanship in September 1984. She was at the center of the Pfister leave-taking and had threatened to unseat Rubenstein (and although denying responsibility for that development nevertheless concurs in the majority's judgment). She has presided over a whirlwind, and has left CPB to reap the result.

The question that must now be answered—by Congress, which has oversight responsibility and authority to hold the appropriate hearings—is whether the flaws in the CPB structure are so basic as to require a rewriting of the Public Broadcasting Act or whether they will pass with the appointment of new leadership. (The Reagan administration has an uneven record in that regard; there are presently three vacancies out of the 10 seats.) It's clear that something isn't working right, and that CPB is going into public broadcasting's 20th anniversary year as the object of scorn and ridicule.

Should there even be a CPB? Has it proved to be more lightning rod than heat shield? Has it been politicized beyond repair? Whatever the answers, CPB's first step to stability should be taken on Capitol Hill.

Reruns

The National Association of Broadcasters is probably right to identify its next big legislative problems as the compulsive desire by the Congress to do something about (1) negative political commercials and (2) the high costs of political campaigns. On both issues, broadcasters, especially television broadcasters, are handy if innocent targets. Knowing that, broadcasters should prepare their defenses with at least some historical perspective in mind.

The retiring Senator Barry Goldwater (R-Ariz.) spoke for many colleagues, old and new, when, at an NAB ceremony a couple of weeks ago, he deplored television commercials that are intended to disparage political opponents instead of illuminating issues. "I think," reflected Goldwater, "this is the worst election America's ever had."

Just a minute, Senator. Let the record show, as they say in the chamber he is leaving, that in 1964 when Goldwater ran for

President against an incumbent Lyndon Johnson, his opponent's advertising agency produced two television spots that made Goldwater out to be a nuclear warmonger. One showed a little girl picking petals from a daisy in a countdown that led to a nuclear explosion, as Johnson, voice-over, intoned: "These are the stakes." The other showed the same little girl licking an ice cream cone as a female voice-over explained that Goldwater had voted against a treaty banning atmospheric nuclear testing that had contaminated food. In the same campaign the Goldwater camp produced a film sponsored by "Mothers for a Moral America" that bespoke such cultural decay as topless dancers and speeding Lincoln limousines, Johnson's vehicle of choice, and called for a return to law and order, a Goldwater cry.

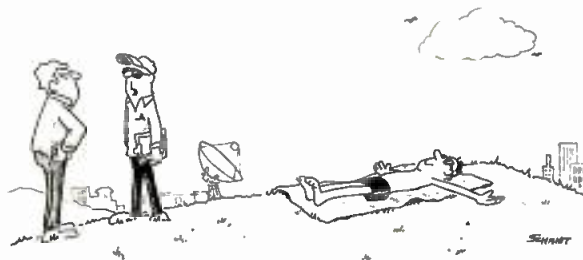
Perhaps Goldwater is right, and those were seemlier days: All three 1964 productions were withdrawn after widespread protest. Still, as conceived, all three were in a political tradition antedating television by centuries. Candidates have been disparaging one another without illuminating issues since words instead of grunts emerged from the human mouth. No tinkering with the political broadcasting laws will correct that problem. Indeed, tinkering is more likely to create new problems to bedevil broadcasters and the body politic.

The same may be said of legislative attempts to arrest or reduce the costs of political campaigning. The cry is for more free time on television. It is by no means stilled when the Federal Election Commission cannot decide whether an offer of free advertising time on television constitutes an illegal political contribution (see page 41) or when the NAB discovers that free time for political debates is largely rejected by candidates themselves (see page 42).

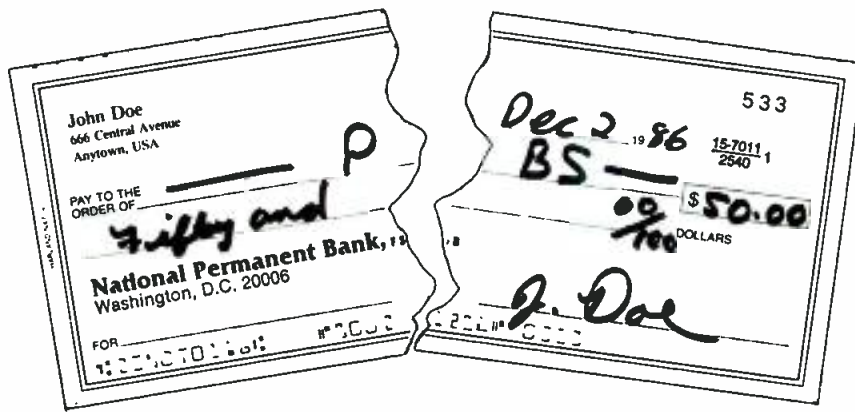
The same cry was being raised in 1972 when Congress passed a law prohibiting broadcasters from charging candidates for federal office more than their lowest advertising rate for most favored clients. What new sacrifices will television be asked to make in the name of stilling a cry that won't be stilled?

They'll think of something. Broadcasters must prepare to resist.

Footnote. At the same NAB ceremony where he said that negative television advertising made this month's election "the worst...America's ever had" (see above), Senator Goldwater added: "I am not blaming the television industry. I am blaming the candidates who fell prey to the newly developing companies in this country whose sole job is to produce negative advertising." On target again, as he has often been.



Drawn for BROADCASTING by Jack Schmidt
"He's not sunbathing. We're testing the picture resolution of the remote-sensing satellite."



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On Tuesday, December 2, PBS will show the final episode of "The Africans." The concluding segment:

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- Equates President Reagan's punishment of Libya with terrorism.
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WATCH "THE AFRICANS"

Then do two things:

- 1) Call your local PBS affiliate and cancel any present or future pledges to PBS.
- 2) Call your Congressman and demand a congressional investigation on the use of American taxpayer funds to promote anti-U.S., terrorist propaganda.

WATCH "THE AFRICANS"

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