

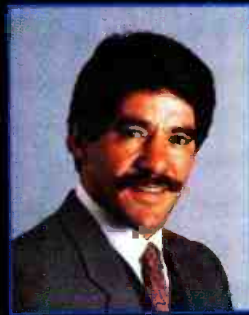
# Broadcasting Dec 8

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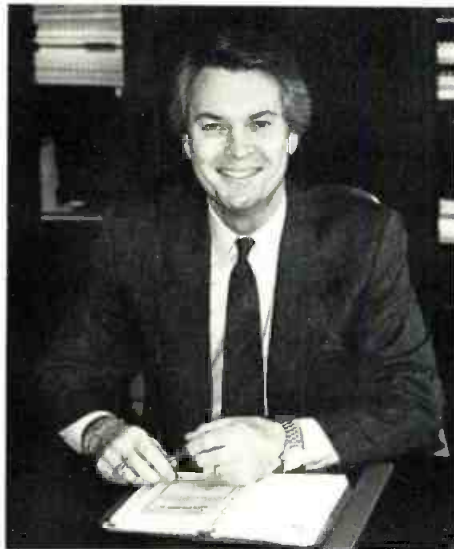
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# Broadcasting Dec 8

## Western Cable Show coverage State of the Art: Journalism ABC deals its compensation hand

**WESTERN SHOW** □ Programing is watchword at Western Cable Show, as panelists discuss future of PPV, rate restructuring and pay problems. **PAGE 47.** FCC's McKinney outlines must-carry order. **PAGE 49.**

**EXECUTIVES REMOVED** □ Intelsat ousts Colino and Alegrett over misappropriation of funds. **PAGE 52.**

**HAND DEALT** □ ABC details compensation cuts in meeting with affiliates. **PAGE 53.**

**JOURNALISM 1986** □ Technology has become a prime force for change in television journalism, redefining the relationship between network and affiliate and giving rise to a variety of independent news services and ad hoc station ventures. **PAGE 60.** BROADCASTING sat down with NBC News President Larry Grossman and CBS News President Howard Stringer to discuss the state of their art. **PAGE 68.** Radio networks are changing, with satellite technology enabling stations to target their audience. **PAGE 90.** A sampling of news directors reveals a range of approaches to what's new in newsgathering. **PAGE 92.** Political news and 24-hour service have become mainstays in the cable industry. **PAGE 95.**

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Lorimar-Telepictures. **PAGE 99.**

**RADIO GROWTH** □ RAB President Bill Stakelin predicts radio revenue will jump 10% in 1987. **PAGE 99.**

**COUNTRY SPECIFIC** □ Vitt Media study finds worldwide advertising buys being tailored to individual companies. **PAGE 100.**

**VIEWING STANDARDS** □ Nielsen Media Research to begin accumulating data on viewing of recorded television programing. **PAGE 101.**

**PLEDGELESS MONEY** □ More public television stations are turning to pledgeless pledge drives to raise money. **PAGE 110.**

**SECA CONFERENCE** □ CPB, PBS, NPR officials forecast next five years for organizations. **PAGE 111.**

**SWITCH HITCH** □ Independent broadcasters succeed in getting Seattle city council to postpone vote on cable franchise transfer because of proposed channel realignment. **PAGE 113.**

**HELPING HANDS** □ Jim Henson has rewarded television, his first love, with the puppet baby boomers, the Muppets, enriching the medium as well as the childhoods, original and extended, of several generations. **PAGE 135.**

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## Fowler firm

White House last week moved to quash persistent reports that FCC Chairman Mark Fowler's renomination is in jeopardy. In response to inquiry, Robert Tuttle, White House director of presidential personnel, said he had "one-sentence" statement on subject: "It is the intention of the President to nominate Chairman Fowler after the Senate reconvenes in January." Fowler, who has been serving without Senate confirmation since previous term expired last June, had no comment on how long he planned to continue to serve.

## A-B swivet

National Cable Television Association has tentatively scheduled meeting of its regulatory policy and executive committees for Jan. 8. Committees are expected to authorize court challenge of FCC's new must-carry rules if commission doesn't grant stay of that part of rule requiring cable operators to install A/B switches for all new subscribers. NCTA leadership is said to take position that if A/B switch requirement goes into effect on Jan. 15, joint industry compromise will collapse and, according to one board member, "it will be every man for himself." NCTA source said association still favors joint industry agreement and hopes broadcasters will join cable in urging FCC to reconsider rule (see story, page 50).

## Discord

After failing to reach accord at meeting late last week, All-Industry Radio Music License Committee and Broadcast Music Inc. have agreed to extend BMI's interim music licensing contract for radio, which expires Dec. 31, for additional three months. Letter announcing new March 31 expiration date will soon be sent to stations by both BMI and committee. Radio industry is currently operating on one-year extension of two-year BMI agreement. Parties plan to meet again in January.

## Battleground

Independent broadcasters are preparing for major showdown with cable industry over channel reassignment in Seattle. Independents succeeded in convincing city officials to delay action until Dec. 17 on approving transfer of Group W's Seattle franchise to Tele-Communications Inc.

Broadcasters objected to TCI's plans to realign system's channels (see story, page 113). Independents see Seattle as crucial test of their ability to stop cable from moving stations from assignments on lower end of cable band to less desirable channels on higher end. Seattle broadcasters have major presentation in mind for next city meeting and may be joined by Association of Independent Television Stations President Preston Padden and others.

## Curtains

CBS is expected to put 20 prime acres of Stamford, Conn., real estate on auction block this week, network source said. Property had housed CBS Technology Center, research facility closed last September in network cost-cutting sweep. Despite early indications that many of labs' nearly 100 employees would be placed elsewhere within company, source said in end only four were absorbed by broadcast group, eight by records group.

## Greased slide

FCC is reportedly pushing for early decision on hotly disputed UHF-TV spectrum sharing plan, to possible detriment of TV interests. Broadcasters say further sharing with land-mobile private radio would cause interference to UHF stations and have sought careful commission review of extensive engineering data submitted by both industries in recent months. FCC, however, is said to be looking for outcome as soon as February, and some believe foreshortened docket review period predisposes commission to adopt proposal. Early consideration might also dull effect of broadcast demonstrations planned for January to show how excess UHF-TV spectrum can be used for advanced, over-air high-definition television transmissions.

## One down

RKO General Inc. has reportedly rejected \$26-million offer for its WGMS-AM-FM Washington. Offer was made by Woody Tanger, owner of WTMI(FM) Miami and WQRS-FM Detroit ("Closed Circuit," Nov. 17). It included commitment to continue classical formats of stations. Tanger reportedly had worked out agreements with eight competing applicants for those stations, with whom RKO would have had

to divide proceeds. Tanger speculated that RKO may believe it can get higher bid today (Dec. 8), when bids from outsiders are due in settlement proceedings involving all RKO properties.

## Fallout

Much is happening at ABC Spot Sales, which, as of last Monday, Dec. 1, took over representation of four Capital Cities/ABC-owned TV stations formerly represented by Blair Television. In past few weeks in-house sales representation arm has opened new offices in Boston, St. Louis, Charlotte, N.C. and, as of today, Philadelphia. Company now has roughly 30 sales people working outside New York and has also added staff at home office. At Blair, company is adjusting to loss of stations and last Friday signed to represent one replacement, WPTF-TV, Raleigh-Durham, N.C. That still leaves Philadelphia, Houston and Fresno, Calif., markets.

## Question of preference

FCC is tentatively scheduled at open meeting Dec. 17 to issue notice of inquiry to reexamine constitutional justification of policy giving minorities and females licensing preferences. It is said that inquiry, which will also explore constitutionality of FCC's distress sales and tax certificate policies, will make no concrete proposals, will simply attempt "to gather the facts."

## Home grown

Belo Broadcasting's WFAA-TV Dallas took bull by horn last Nov. 4, relegating ABC-TV network election night coverage to stables in favor of its own extended state and national coverage, beating rival network affiliate ratings in process. Station, which aired less than half-hour of network material, and that only during late night, took advantage of audience from ABC's Tuesday night leader, *Moonlighting*, to carry 14.5 rating and 20 share through its 9-10 p.m. election coverage, compared to CBS affiliate's 9.8/14 and NBC station's 9.2/13, when both were carrying network coverage. Coming into 10-10:30 p.m. local news slot, station doubled lead with 20.7/34, over CBS station's 10/16 and NBC's 8.7/14. WFAA-TV News Director Marty Haag, while pleased with response to local coverage, does not expect repeat performance for 1988 presidential election.

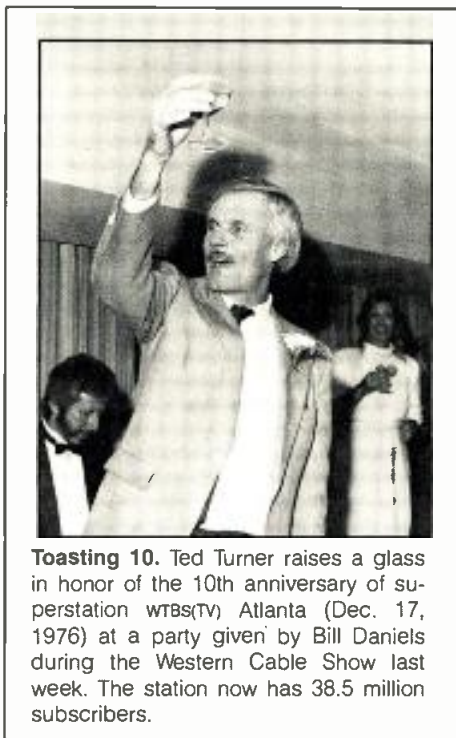
## New frontier

A good indication on what the Home Shopping Networks sees as its future came during a press conference during the Western Cable Show last week. Scott Campbell, senior vice president of HSN, said commercial broadcast stations, not cable, will provide HSN with "our biggest opportunities." He cited a recent survey in Boston that found that out of \$150,000 in sales one day, \$100,000 came from off-air channels while the remaining \$50,000 was generated through cable systems.

On Dec. 13, Campbell said, the one-day sales total for HSN will rise considerably when its stations will liquidate \$1 million in gold coins taken from the sunken Spanish ship, *The Atocha*. The coins will sell from \$300 to \$1,200, he said.

HSN has bought or is in the process of buying nine television stations, primarily major market UHF's, and plans to buy three more stations. To enlarge its broadcast market reach, it plans to sign affiliation agreements with 100 other stations.

Campbell said HSN will change the call letters of recently purchased KHHS(TV) Ontario, Calif. (Los Angeles) to KHSC, which stands for Home Shopping Club.



**Toasting 10.** Ted Turner raises a glass in honor of the 10th anniversary of superstation WTBS(TV) Atlanta (Dec. 17, 1976) at a party given by Bill Daniels during the Western Cable Show last week. The station now has 38.5 million subscribers.

## Basketball hopes

The International Basketball Association, an incipient professional basketball league for players no taller than six feet, four inches, has brought in Michael Marcovsky, a cable programming consultant, to sell television rights to the games to either cable programmers or broadcasters.

The league plans a promotional tour in 1987 and its first full season in 1988. The 60-game regular season will extend from June to September. Playoffs will take place in October.

Franchises have already been granted for New York, Chicago, Washington, South Florida, Winnipeg, Alaska and Orange county, Calif. The IBA eventually hopes to have 12 franchises in its North American division and comparable divisions in Europe, Asia and Latin America.

The principal organizers of the league are Ben Hatskin, of Winnipeg, and Dennia Murphy, of Fullerton, Calif.

At the Western Cable Show last week, Marcovsky said that he has already has some expressions of interests in the league from cable programmers.

## PPV ordering device

Los Angeles-based Telstar Corp. will offer \$7 million worth of free Zapper units, impulse pay-per-view ordering devices that plug into phone lines, to cable systems that sign exclusively with the company and carry at least two of its channels. The offer, made at a Western Cable Show press conference last week, stems from Telstar's recent acquisition of World Video Library, a manufacturer of impulse technology. It is good for addressable systems only.

Robert Sillerman, chairman and chief executive officer of the recently formed Telstar Entertainment Group, said the corporation will also offer a stock equity program to cable operators. Systems taking part will need at least 15,000 subscribers, said Sillerman, who recently became the majority shareholder of Telstar.

Under the deal, the first cable affiliates with a million subscribers that sign exclusive agreements will get free Zappers for 20% of their addressable subscribers.

Sillerman said Telstar also plans to offer 10 million shares of a proposed Class B stock to the first Telstar Channels affiliates with two million addressable subscribers. Shares will depend on the number of subscribers, channels and whether the agreement is exclusive or not, he said.

## New prescription

Lifetime will add several series to its lineup in January, including *Marcus Welby, M.D.*, *Woman to Woman*, a series hosted by Pat Mitchell; *Wok with Yan*, an Oriental cooking series hosted by Canadian personality Stephen Yan, and *F.I.T.*, a Canadian-originated women's fitness program. The network said that in February about 70% of its sched-

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ule will feature original programming. Lifetime also plans to air *Doctors' Sunrise*, featuring medical programming from 5:30 to 7:30 a.m., Monday through Saturday, beginning Jan. 5, 1987. The network feels it will be "effective counterprogramming against other targeted programming available in the early morning hours, such as financial news."

### Big bill

General Instrument's Jerrold Division has sold \$4.7 million in converters to cable systems in Phoenix and Hoboken, N.J.

Times Mirror Cable TV's 150,000-subscriber Phoenix system has agreed to buy \$2 million worth of Jerrold's Starcom VI addressable converters and \$1 million worth of Starcom model 450 pay converters. The addressable converters are 550 mhz, 82-channel units with time-controlled programming features for videocassette recorders and system operator control of a number of subscriber features. The pay converter is a 450 mhz, 66-channel model.

Delivery is scheduled to begin in late December.

In a separate deal, Riverview Cablevision will purchase \$1.7-million worth of Starcom VI 35-channel RF addressable converters from the Hatboro, Pa., manufacturer. Delivery of the units to Riverview's 25,000-subscriber Hoboken system was set to begin this month.

The New Jersey cable operator is also purchasing Jerrold's new AH-4E addressable controller and has plans to take advantage of its pay-per-view capabilities with the implementation of impulse PPV in the next year. The basic model controller can

handle up to 96,000 converters, according to Jerrold.

### Cable upheld in New Jersey

The Appellate Division of the Superior Court of New Jersey has reaffirmed the right of cable systems in that state to wire private housing developments over the objections of developers and homeowner associations.

In a ruling addressing two similar cases, the court rejected the claims of developers and associations that the state's law guaranteeing access to cable service was unconstitutional. "We are particularly loathe to declare [the law] unconstitutional because... it serves an important public purpose," the court said. The law "does not authorize the taking of private property without just compensation," it said. "Rather, it authorizes private property to be taken for a public purpose with just compensation being made."

The court also upheld a determination by the state's Board of Public Utilities that the nominal \$1 fee was "just compensation" unless the property owner could prove otherwise. "Here there is substantial evidence... to support a finding that the damage from the taking is nominal," the court said, citing the testimony of a real estate broker before a state administrative law judge that the system would cause no damage or reduction in value of the property in question. One case involved NYT Cable TV and its efforts to wire Homestead at Mansfield, an adult condominium development in Mansfield, N.J.; the other involved TKR Cable Co. and its efforts to serve Society Hill at Piscataway, a development in Piscataway, N.J.

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week. Commercials will appear in drive times. Target: adults, 18-34. Agency: Stone, August & Co., Birmingham, Mich.

**Shasta** □ Soft drink company is supporting sweepstake promotion with one-week radio flight set to begin this week in 27 radio markets. Commercials will appear in all time periods. Target: adults, 18-49. Agency: Myers & Associates, Stuart, Fla.

## AdVantage



**Strategy session.** Representatives of Interep and Group W Radio met at the St. Moritz hotel in New York for an orientation session on Group W Radio Sales, Interep's newly formed company that last week began handling national sales representation for Westinghouse's 13 radio stations ("Riding Gain," Oct. 20). Setting the tone for the meeting were Dick Harris (left), president, Group W Radio, and Ralph Guild, chairman, Interep.

**Closing down.** Year-old European satellite channel Europa TV has gone off air after failing to attract sufficient advertising support or widespread backing of European broadcasters. Service, which began transmissions to European cable systems in October 1985, was run by and aired programs of public service broadcasters in West Germany, Italy, Netherlands, Ireland and Portugal. Shutdown came late on Nov. 27, after channel was unable to meet first of \$5.2 million in payments to Dutch broadcaster NOS, which supplied technical uplink services to channel's transponder on Eutelsat (ECS-1) satellite. Although service had potential audience of five million (mostly in Netherlands and Portugal), NOS spokesman said channel faced "fatal combination" of lack of interest from other European public service broadcasters, as well as little advertiser support, in part because of disputes over how much ad time should be allowed on channel.

**Detroit Cellular** □ Mobile phone company is launching two-week campaign this week in Detroit, Miami, Toledo, Ohio, and parts of Michigan as part of its monthly radio schedule. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Demaine, Vickers & Associates, Alexandria, Va.

**Diamond Crystal Salt** □ Advertiser and agency are developing plans for spring campaign in March and April in about 20 markets, but final plans have not been formulated. Commercials are to be scheduled to run in all dayparts. Target: adults, 35-64. Agency: Byer & Bowman, Columbus, Ohio.

**Sea Gallery Restaurants** □ One-week flight starting on Dec. 15 complements other one-week flights which began in early December in markets including Cheyenne, Wyo.; Colorado Springs; Denver, and Spokane, Yakima and Wala Wala, all Washington. Commercials will run in evening dayparts. Target: adults, 25-49. Agency: Evergreen Media, Edmonds, Wash.

**Phar-Mor Inc.** □ Retail drug chain is implementing holiday promotion for four weeks, starting in late December in 11 markets, primarily in Northeast and Southeast. Commercials will run in all dayparts. Target: women, 18 and older; 25-54.

**Gulf Oil** □ Christmas promotion of two weeks was begun last week in five

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## INVESTING in BROADCAST STATIONS

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For detailed course brochure and registration information, contact:  
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## RepReport

WFIE-TV Evansville, Ind.; WSFA-TV Montgomery, Ala., and WDSU-TV New Orleans: To Harrington, Righter & Parsons from Blair Television.

WCYB-TV Bristol, Va.: To Petry National Television from Blair Television.

WZGC(FM) Atlanta: To Hillier Newmark Wechsler & Howard from Torbet Radio.

WWXX(FM) Gallatin, Tenn.: To Blair Radio from Weiss & Powell.

Warner Bros. commitment

to supply the very best  
features continues with

**TV4**



WARNER BROS. TELEVISION DISTRIBUTION  
A Warner Communications Company

Northeastern markets, including New York and Philadelphia. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Casey Media, Boston.

TELEVISION

**Bell of Pennsylvania** □ Advertising is kicking off extensive campaign in all



major markets in Pennsylvania to promote its business calling services. Campaign will consist of two- to three-week efforts flighted over next six months. Commercials will run on news, sports and prime periods. Target: men, 25-54. Agency: Ketchum Communications, New York.

**Mission Food Corp.** □ Company's salsa flavor chips are being introduced in Dallas and San Francisco, backed by flight continuing through end of year and

picking up again in February. Additional markets will be used, starting in February and including Phoenix, Portland, Ore., and San Diego. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Multi-Media American, Claremont, Calif.

RADIO&TV

**T.J. Maxx Department Stores.** □ Store chain plans pre-Christmas push for about three weeks in long list of radio and television markets throughout U.S., including Richmond, Va., and Seattle. Commercials will be scheduled in all dayparts. Target: women, 25-49. Agency: Ingalls, Quinn & Johnson, Boston.

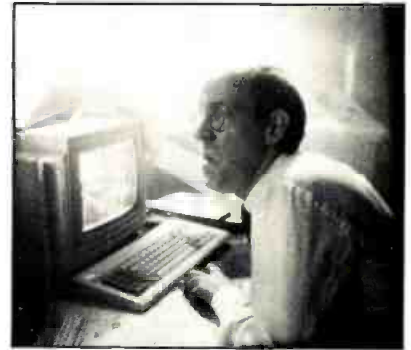
**Honey Baked Ham Co.** □ In pre-Christmas campaign, advertiser is using three-week flight in about 20 markets for three weeks in December. Radio commercials will be placed mainly in morning drive and television spots in daytime and fringe periods. Target: adults, 25-54. Agency: Smelzer Communications, Alpharetta, Ga.

**Florida Citrus Commission** □ Campaign to promote fresh fruit will be launched in early January for three months in effort estimated to cost \$4.5 million. Campaign will run in 24 markets

and will spotlight NBC-TV personality Willard Scott as spokesperson. Spots will run in daytime, prime and fringe periods. Target: women, 25-54. Agency: Fry/Hammond, Orlando, Fla.

TV & CABLE

**Data General** □ Campaign will be launched this month in support of company's computer products. Commercials will be placed on Madison Square Garden Network and on WOR-TV New York there for use through 1987.



Campaign will be supplemented in spring of 1987 by expansion to markets including Chicago and Los Angeles. Commercials will be presented in sports, news and prime programs. Target: men, 25-54. Agency: FCB/Leber Katz Partners, New York.



# McQUEEN

The legend is growing!

WPWR Chicago	KSTP Minneapolis/St. Paul	KJRH Tulsa
WGBS Philadelphia	WTVT Tampa/St. Petersburg	WGBA Green Bay
WJBK Detroit	WMOD Melbourne/Orlando	WVET Roanoke
KTVT Dallas/Fort Worth	WVTV Milwaukee	WLKT Lexington
KHTV Houston	WVUE New Orleans	WFTX Cape Coral/Ft. Myers
WUAB Cleveland	WREG Memphis	WQRF Rockford
KSTW Seattle/Tacoma	WYAH Norfolk	WLAX La Crosse

**WANTED  
DEAD OR ALIVE**

**THE LEGEND  
LIVES ON  
IN COLOR**



FOUR STAR INTERNATIONAL, INC.  
2813 West Alameda Avenue  
Burbank, CA 91505-4455  
(818) 842-9016

**ANOTHER  
WINNING  
SEASON...**

# **DIVORCE COURT**

## **Guilty on Seven Counts of Major Market Success.**

When it comes to early fringe, the case for "Divorce Court" keeps growing stronger. From October 1985 to October 1986, "Divorce Court" continued to outperform its time period share.

### **CHICAGO**

+6%  
WBBM-TV 3:00 PM  
vs. Price is Right

### **LOS ANGELES**

+38%  
KCBS-TV 3:00 PM  
vs. America

### **NEW YORK**

+5%  
WCBS-TV 4:00 PM  
vs. America

### **ST. LOUIS**

+44%  
KMOV-TV 3:00 PM  
vs. Hart to Hart

### **MINNEAPOLIS**

+11%  
KSTP-TV 4:00 PM  
vs. America

### **DETROIT**

+5%  
WTBK-TV 4:00 PM  
vs. Divorce Court

### **CLEVELAND**

+150%  
WJW-TV 4:00 PM  
vs. Break the Bank

There's never been a better time for the unprecedented strength of "Divorce Court." With its outstanding drama and proven major market performance, all the evidence points to success. Call your Blair representative today.

SOURCE: NSI October '86 Divorce Court early fringe vs. October '85 time period programming, DMA HH share.

A Blair Entertainment production in association with Storer Programs Inc.

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**BLAIR ENTERTAINMENT**  
1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

**Tough as  
Sony.**



## What we wanted.

One word sums up everything we tried to achieve in the production of VI-K videotape: durability.

Why? Because for us, and you, it's not enough for a videotape to deliver the prettiest picture. It has to be able to do it over and over and over again.

Because the real world for professional videotape is constant jogging, shuttling, still frame editing...and deadlines. So rugged dependability counts every bit as much as dazzling picture quality.

## How we got it.

Sony VI-K one-inch videotape was built to be uniquely durable, from the base film up. We developed a truly tough cross-linked binder system and coupled it with the strongest adhesive base film available.

This durable foundation protects an ultra-fine Vivax™ magnetic particle formulation, which delivers astonishing picture quality, higher stability and optimum S/N ratio.

The finishing touch is our carbon black anti-static back coating, which dramatically minimizes dropouts.

## What you gained.

Amazingly enough, despite being so durable, VI-K has the lowest headwear rate of any major one-inch tape you can buy.

It also has smoother runability and better winding properties. And, oh yes, it delivers an extraordinary picture, too.

**Pound for pound,  
Sony videotape  
is the toughest  
you can buy.**

## What else got better.

Our efforts to provide you with the most durable videotape have also benefitted BCT Betacam® and BRK U-matic® videocassettes. They both provide you with trouble-free still frame editing, totally reliable repeated playback and worry-free long-term storage.

We made the cassette shells and components tough, too, through precision engineering to quality control standards as tough as our tape.

## Treat it like a Sony.

Sony professional videotape has the same properties as any Sony: standard-setting video and audio with a "tough as nails" reputation. That's why it's the only videotape you can treat like a Sony.

And we think that hits the nail right on the head.



**SONY**  
THE ONE AND ONLY.

A radio research commentary from Thomas C.N. Evans, Westwood One/Mutual Broadcasting, New York

## Radio research makes clear the advertising options

One of the many advantages of radio over other media is that radio is a much more flexible medium. Copywriters have always known this. Advertisers are increasingly re-discovering it.

Not only is the very nature of the radio medium flexible, but its audience is also. The size of a radio station's audience can be influenced by many factors: on-air promotions, advertising campaigns, format changes and special programs. Time and again this has been proved. A good example of this occurred in the largest market—New York. One radio station (WHTZ-FM) rose in six months from the very bottom of the rankings to the very top.

A radio research company's goal is to report the estimated audience of a station, a program, or a network. Research suppliers are very concerned that during measurement periods a station might "hype" its audience by some atypical action. All this concern would not exist if audience listening patterns were not so strongly influenced by promotional campaigns or special long-form programming. It is this very flexibility, reflecting the audience's ability to respond quickly, that makes it difficult for one research company to measure adequately all radio audiences.

Instead of getting smaller, the business of measuring radio audiences is expanding. Just a few years ago, Birch Radio entered the field. It is now reporting 230 metro markets. Birch Radio has recently announced that it will be seeking accreditation from the Electronic Media Rating Council. The National Association of Broadcasters is actively sponsoring the search for more radio research. After a call for proposals for new radio rating systems, NAB's Radio Audience Measurement Task Force chose three companies (Audits & Surveys, Birch Radio, and McNair Anderson) to provide seed money for pilot tests.

Flexibility is, also, one of the advantages of network radio. Network radio responds. The in-house historian at the Mutual Broadcasting System talks of the time not so long ago when the industry was half the size it is today and everything was bought on RADAR (Radio's All Dimension Audience Research). In the last five years, network radio has experienced astounding growth. From 1980 through 1985, advertising volume on network radio grew 108%. Much of that growth was in non-RADAR inventory in long-form programming.

What has evolved in network radio is that several quality research companies are providing national radio audience data. This is good for the buyer. There are choices. Companies providing reliable national audience



Dr. Thomas C.N. Evans is director of corporate research of the Westwood One Radio Networks/Mutual Broadcasting System, New York. He began his career in research in 1970 and served as a research associate at the Hogg Foundation, the Southwest Center for Urban Research, and the Institute for Urban Studies at the University of Houston. From 1974 to 1977, he held teaching and administrative positions at Syracuse University. From 1977 to 1979, he was research associate at the University of Nairobi in Nairobi, Kenya. In 1980, he joined the research department at NBC, where he held positions as research analyst, administrator of research and sales development, and director of research for the radio networks. In July 1986, he was appointed director of research for the Mutual Broadcasting System.

estimates and related information for network radio include Arbitron Ratings, Statistical Research Inc., A.C. Nielsen Co., R.H. Bruskin Associates, Simmons Market Research Bureau and Mediamark Research Inc. Although it currently measures only metro markets, Birch Radio is attempting to break into national radio measurement. All major advertising agencies subscribe to or recognize these firms.

Arbitron Ratings reports local market audience data for individual radio stations annually for the total United States and quarterly for more than 75 markets. Arbitron combines the ADI market data to produce its annual "Nationwide Network Audience Estimates" report. This publication reports audience estimates of 22 networks. Besides the printed volume on network radio, Arbitron audience data can be accessed via computer to develop audience estimates for existing or ad hoc networks.

For more than 20 years, Arbitron has provided reliable surveys of radio listening. It has worked closely with the radio research community to improve its product. Arbitron is a significant force in measuring radio. Of

all radio buys based on ratings, it is estimated that last year more than 80% were based on Arbitron data.

Statistical Research Inc. (SRI) is a highly respected research company founded in 1969. SRI has developed RADAR, a biannual survey of radio listening. The RADAR report provides audience estimates for commercials and programs of subscribing radio networks based on actual clearances. The network audience data is available in printed form or via RADAR On-Line, SRI's computer service. As the number of networks has grown, RADAR has also expanded. In 1972, RADAR reported audience estimates for eight networks. Today that number has grown to 20.

Not all network radio inventory, however, is reported in RADAR, which is unable to measure all network programs. In addition, some networks have opted not to have some or all of their programs reported in RADAR. These networks and members of the buying community are satisfied using other research suppliers to provide national audience data.

Two of the research companies that produce widely accepted national radio listening recall surveys are A.C. Nielsen and R.H. Bruskin Associates. A.C. Nielsen has a long and distinguished history in media research. Among Nielsen's more recent radio network clients are ABC and United Stations.

R.H. Bruskin Associates has a strong track record in special radio listening surveys. The quality of this company is evidenced by the fact that the Radio Advertising Bureau has selected Bruskin to conduct several RAB sponsored surveys, including RAB's most recent "time spent with media" survey. ABC, CBS, NBC and the Mutual Broadcasting System are presently using, or have used, Bruskin to measure radio listening to play-by-play sports broadcasts and/or long-form programming. As with Arbitron and RADAR, Nielsen and Bruskin have had wide acceptance in the advertising community.

Simmons Market Research Bureau and Mediamark Research Inc. not only provide network radio and radio format audience data on an annual basis but cross tabulate them against product usage information. Thus, an agency can determine whether users of a product listen to particular radio networks or particular radio formats. Originally designed to produce magazine audience estimates, these services can be very helpful in providing information on the ability of radio networks or radio formats to reach narrow product target audiences.

Network radio offers many different options for the advertiser. It is to the advantage of the buyers and advertiser clients that there exist options for measuring network radio audiences.



# Need we say more!



**St. Louis** KMOV-TV,  
M-F 10:30 PM

**OUTPERFORMS** last years' program by  
+67% of the ratings and +60% of the share  
**10 rating/24 share\*\***

**New York** WOR-TV,  
M-F 11:00 PM

**OUTPERFORMS** last years' program-  
ing for total homes and total Adults  
**3 rating/5 share \*\***

**Hartford** WTIC-TV,  
M-F 7:30 PM

**OUTPERFORMS** all Adult demographics  
over last years program  
**2 rating/4 share \***

**Chicago** WGN-TV,  
M-F 1:30 PM

**DOUBLES** the ratings of last years'  
program  
**4 rating/13 share \***

**Dallas** KTVT-TV,  
M-W 10:30 AM

**DOUBLES** delivery of total Women and  
Women 18-49 over last years' programming  
**2 rating/10 share \*\***

**CAROL BURNETT and FRIENDS**  
**The PROVEN Winner**

For Information: **JOANNE LEIGHTON** Director of Sales  
C.B. Distribution Company • 141 El Camino Drive, Beverly Hills, California 90212

**Phone (213) 275-6114**



## TV's first family.

In every major demographic, The Cosby Show outperforms the top ten prime time situation comedies.

Rating	HH	W18-49	W25-54	M18-49	M25-54	Teens	Children 2-11
<b>The Cosby Show</b>	<b>34.0</b>	<b>29.1</b>	<b>30.2</b>	<b>23.5</b>	<b>22.0</b>	<b>32.8</b>	<b>32.7</b>
Family Ties	30.5	27.5	28.2	18.8	20.3	29.7	27.6
Cheers	23.8	21.0	21.3	16.9	18.3	17.3	11.8
Golden Girls	21.9	16.0	17.9	9.2	10.6	14.8	14.6
Who's the Boss	21.4	17.7	18.5	11.3	12.5	18.5	15.4
Night Court	21.0	18.9	19.1	15.2	16.6	14.3	8.0
Kate & Allie	20.1	15.3	15.2	9.2	10.6	13.3	8.9
Growing Pains	19.8	17.1	17.6	11.0	11.9	19.7	13.8
Newhart	19.6	15.6	17.5	10.0	11.7	11.0	6.4
Webster	15.3	10.1	11.4	5.5	6.4	9.7	14.5

In fact, The Cosby Show has such a versatile, broad-based appeal that it is strong in every MSA break, whether A counties or D counties or whatever the household income.

Beginning in 1988, you can put the powerful appeal of The Cosby Show to work for you *five* nights a week.

**The Cosby Factor: Profit from it.**

Source: NTI, September-April network season, 1985-86. NTI, NAD, February 1986, ratings, prime time.



## This week

- 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**—*American Women in Radio and Television, Florida Hurricane chapter*, annual membership mixer. Ybor Square, Tampa, Fla.
- 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 Vidéo 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.

■ Indicates new entry

- 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. 10**—*International Television Association*, St. Louis chapter, Christmas party. Holiday Inn-North, St. Louis. Information: Sarah Kendall, (314) 725-4334.
- 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**—*Society of Satellite Professionals* mid-Atlantic chapter meeting. Black Horse Tavern, Washington.
- 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.

## Also in December

- 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 pro-

ductions 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. 4-6**—*NBC* press tour, in conjunction with Televi-

- 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.
- **Jan. 31-Feb. 4, 1987**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 30-Feb. 3, 1988; Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, all Sheraton Washington and Omni Shoreham, Washington.
- Feb. 6-7, 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, 1987**—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*

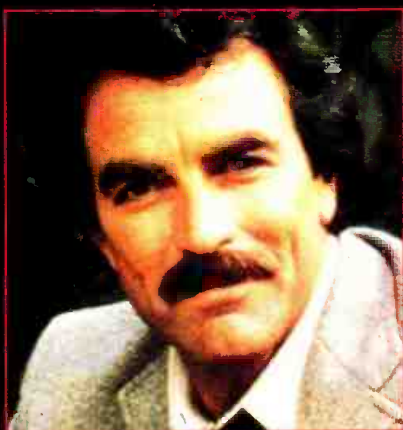
## Major Meetings

- 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) 234-3375.
- 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. 6-8, 1987**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.
- Oct. 18-21, 1987**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, 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.

**In less than 10 seconds  
we can make a case for our hours.**

**Magnum's numbers in syndication prove  
that a great hour will work...anywhere...anytime.  
And speaking of great hours...**



**Your 10 seconds are up.**

**MCATV**

**Our Hours Will Make Your Day.**

© 1986 Universal City Studios Inc. All rights reserved.

***Panasonic® brings you M-II.  
The broadcast recording system our  
competition can't seem to duplicate.***



## Now you can shoot, edit and broadcast with 1" quality—on 1/2" cassettes.

When it comes to broadcast systems, it appears our competition has been erased. Because no other format can match the spectacular performance of M-II from Panasonic.

With M-II's metal particle tape system, you can use the same compact 90- or pocket-size 20-minute cassette from ENG/EFP right through editing to on-air broadcast. With 4.5MHz bandwidth (-3dB), 50dB S/N and burst signal insertion for phase alignment and jitter correction, M-II is the single solution to all your broadcast needs.

In fact, each unit in the M-II line offers some pretty uncommon common features like four audio tracks (two linear and two FM), an integral longitudinal and vertical interval time code/time date generator with presettable user bits and Dolby<sup>®</sup>-C noise reduction. And M-II products utilize a standard edit control interface, so you can upgrade gradually if you like.

**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/EFP 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.

There's even an automatic backspace editing function and warning indicators. And the AU-400's rugged construction provides excellent resistance to dust and moisture.

M-II, it's the only broadcast system of its type in the industry. And it's available now. Two of the best reasons to go with M-II from Panasonic.

To get the complete picture, call or write Panasonic Broadcast Systems Company, One Panasonic Way, Secaucus, NJ 07094. (201) 348-7671.

# MII

THE NEW STANDARD  
FOR BROADCAST.

**Panasonic**  
Broadcast Systems

sion Critics Association. Century Plaza, Los Angeles.

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

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

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

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

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

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

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

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

**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**—HBO press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

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

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

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

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

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

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

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

**Jan. 15**—Deadline for applications for Paul Miller Washington Reporting Fellowships, sponsored by Gaunett Foundation of Rochester, N.Y., and National Press Foundation. Information: Paul Miller Washington

Reporting Fellowships, P.O. Box 12310, Arlington, Va., 22209; (703) 284-6727.

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

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

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

**Jan. 16-17**—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**—"Organ Transplants: Who Is to Pay?" conference for journalists, sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

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

■ **Jan. 28-29**—"America's Health Care: How Good? How Efficient?" conference for journalists sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

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

**Jan. 30**—Utah Broadcasters Association "time management" seminar and UBA annual meeting. Salt Lake City Salt Palace, Holiday Inn, Salt Lake City, Information:

**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**—Deadline for entries in Retirement Research Foundation National Media Awards, for films, videotapes and television programs on aging. Information: Chris Straayer, Center for New Television, 11 East Hubbard, Chicago, 60611; (312) 565-1787.

**Jan. 31-Feb. 4**—National Religious Broadcasters 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400 or (202) 628-4831.

**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, Hun-

tington, W. Va. Information: (304) 344-3798.

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

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

**Feb. 4-8**—International Radio and Television Society faculty/industry seminar. Roosevelt hotel, New York.

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

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

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

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

**Feb. 11**—American Women in Radio and Television, Washington chapter, reception for new members of Congress. Cannon Caucus Room, Washington.

**Feb. 15-17**—Louisiana Association of Broadcasters annual convention. Westin Canal Place hotel, New Orleans.

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

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

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

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

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

■ **Feb. 18-19**—Texas Association of Broadcasters TV Day. Westin Galleria hotel, Houston.

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

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

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

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

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

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

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

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

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

**Feb. 23-25**—Kentucky Broadcasters Association trip

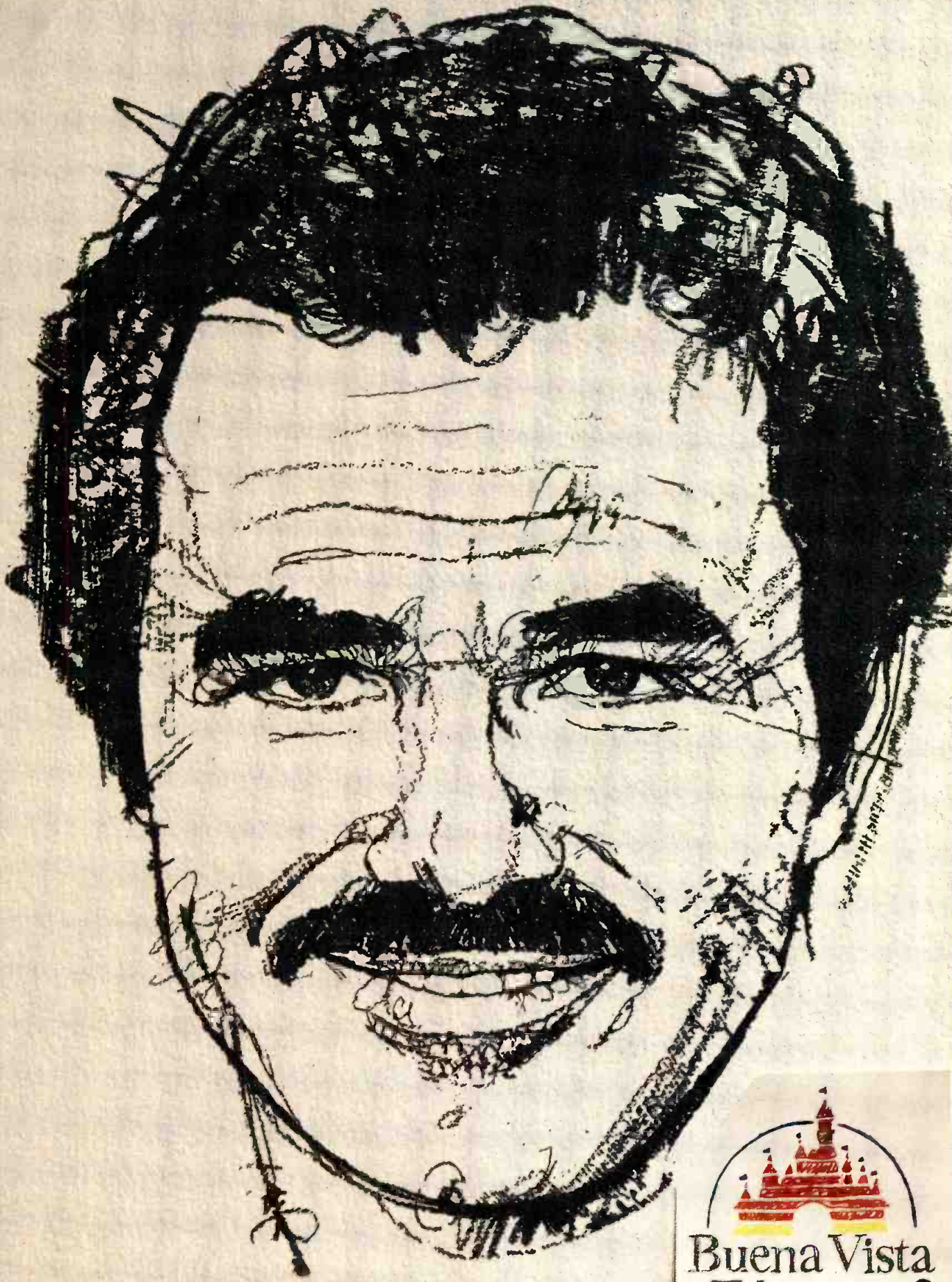


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AND LOVES  
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Television



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# SUCCESS. IT'S THE ONLY GAME HE PLAYS.

Executive Producer Burt Reynolds brings the season's most exciting game/entertainment show to television—and he's playing to win.

WIN, LOSE OR DRAW combines the high-energy competition of a game show with the entertainment of improvisational comedy, then tops it off with celebrity star power that only a producer like Burt Reynolds can command.

Already signed to appear, more than 9 months in advance of production, are Loni Anderson, Bert Convy, Tony Danza, Dom DeLuise, Jamie Farr, Norman Fell, Marilyn McCoo, Ricardo Montalban, Martin Mull, Tom Posten, Carl Reiner, Dinah Shore, Sally Struthers

and Betty White. Of course, Burt Reynolds will appear as well.

Ratings go up when celebrities let their hair down playing the sketch pad version of charades, America's favorite parlor game. With its comedy and star power, WIN, LOSE OR DRAW has two compelling attractions for a younger and more male audience along with a tremendous draw for the core female demos essential to any show's success.

**WIN, LOSE OR DRAW. It's fast, fun and packed with star power, comedy and universal demographic appeal. Only WIN, LOSE OR DRAW has the unique flexibility to play in any daypart.**



## WIN, LOSE OR DRAW

AVAILABLE NOW FOR FALL, 1987.

WIN, LOSE OR DRAW IS A BURT AND BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS, INC., AND IS DISTRIBUTED BY BUENA VISTA TELEVISION.

# DO YOU REMEMBER THE FIRST TIME?

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

### **TRON: a contemporary dream.**

KBHK. San Francisco scores a dramatic increase over its previous four-week average rating (+150% for each of its two runs), to earn a 12.5 "come" rating. KBHK is also up 79% from a year ago. All of this in the face of such tough network competitors as PERFECT

STRANGERS, DYNASTY, MIKE HAMMER, MAGNUM PI, DALLAS and MIAMI VICE!<sup>1</sup>

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

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

### **WNYW dominates Sunday morning kids.**

Against all competitors, WONDERFUL WORLD comes in #1 in time period rating, share, homes, teens, kids, men and women

18+, 18-49, 25-54 and women 18-54. WNYW also increases total viewers by 27% (compared to Oct. '85) and increases this year's lead-in audience by 60%.<sup>3</sup>

### **KGO, San Francisco: An access winner.**

Using WONDERFUL WORLD as a lead-in for the DISNEY SUNDAY MOVIE, KGO boosts its time period rating by 60%, compared to its regular programs introduced last November.<sup>4</sup>

### **KRIV, Houston: A pair of prime-time winners.**

KRIV takes a double win running WONDERFUL WORLD Saturday and Sunday evenings.



**YOU DREAMED.**



THE FIRST TIME YOU CHEERED.



THE FIRST TIME YOU CARED.



THE FIRST TIME YOU LAUGHED YOURSELF SILLY.



THE FIRST TIME YOU DARED.

On the average, WONDERFUL WORLD increases its lead-ins by 83%, while outperforming last November's Saturday night by 25%. Sunday is up 100%!<sup>1</sup>

**WONDERFUL WORLD: the bankable strip.**

On the most difficult kind of competition, the come-from-behind hard scramble for success, a WONDERFUL WORLD strip works every time. In the October measured markets, all WONDERFUL WORLD strips are either the highest rated show on their station, improve on their time period, or dramatically increase lead-in. KRBB, Sacramento proves the point: WONDERFUL WORLD improves every lead-in demo by at least 50%, and all of last year's

demos, by at least 25%. WONDERFUL WORLD is up 33% in overall rating from last October, and improves its lead-in by an incredible 100%!<sup>2</sup>

**THE DISNEY MAGIC IS BACK FOR THE ENTIRE FAMILY.**

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

1. Source: NSI 11/12-14/86

2. Source: NSI 10/12/86

3. Source: Nielsen Cassandra 10/86

4. Source: NSI 9/14/86-11/23/86

5. Source: NSI 9/21/86-11/23/86

6. Source: Arbitron Apollo 10/86

**Disney**  
**MAGIC I**

THE  
WONDERFUL  
WORLD  
OF  
**Disney**

# SISKEL STILL THE MOVIES



**& EBERT.  
STILL NUMBER ONE.**



**SISKEL & EBERT  
THE  
MOVIES**

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. 24-26**—"Sports Issues 1987: Economics, Contracts, Drugs," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

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

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

**Feb. 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.

**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 5**—*UCLA's* fifth biennial communications law symposium, "Following the Footprints: Protecting Film and TV Rights in the World Satellite Marketplace," sponsored by *UCLA School of Law, Communications Law Program*. Beverly Hilton hotel, Los Angeles. Information: (213) 206-0534 or (213) 825-6211.

■ **March 5-8**—Athens International Video Festival, sponsored by *Athens Center for Film & Video*. Seigfried Hall, Ohio University, Athens, Ohio. Information: (614) 594-6007.

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

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

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

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

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

■ **March 13**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

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

■ **March 15-19**—Nebraska Videodisk Workshop, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

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

**March 19**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

**March 22-26**—*National Computer Graphics Association* Graphics '87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

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

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

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

■ **March 24-26**—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by

*Datebook continues on page 118.*

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## Errata

Ronald E. Cohen, former UPI managing editor, has been asked to return to wire service as managing editor, not editor-in-chief, as reported in "In Brief," Dec. 1. UPI is looking for replacement for Malcolm K. Hughes, UPI editor-in-chief who resigned Nov. 24.



# Open Mike

## Ham hero

EDITOR: Thanks for the story, "Closeup, Jim McKinney, Super civil servant at the FCC" (BROADCASTING, Nov. 10).

The radio amateurs had a word for Jim, when he left the Private Radio Bureau to take on Mass Media in 1983. When next you're in his office, ask to see the plaque which lies on the table near the window (and near that famous TV set). The main inscription merely reads "MVB"—Most Valuable Bureaucrat.—*Perry Williams, W1UED, secretary, The American Radio Relay League, Newington, Conn.*

## BBC silver salutation

EDITOR: As the British Broadcasting Corp. celebrates its 50th television anniversary this month, most American television viewers would not be surprised to see the American tributes include a seated Alistair Cooke munching on a piece of birthday cake in the lobby of WGBH-TV Boston or Sir David Attenborough feeding a gorilla in front of WNET(TV) New York's executive offices.

After all, the BBC has supplied the Public Broadcasting Service with its most successful programs over the years and both Cooke and Attenborough are more familiar to American audiences than most other PBS personalities. On the other hand, the American commercial networks couldn't participate in the birthday celebration because they seldom carried BBC programs except for royal functions, Wimbledon and historic events such as the funeral of Winston Churchill.

Conversely, since 1949 when I entered network programming, American commercial broadcasters have supplied the "Beeb" (as it is affectionately referred to) with many of its most successful programs from *The Defenders*, to *Dallas*, *The Life of Reilly* and *M\*A\*S\*H\**. On the surface it seemed like World War II's lend-lease operation.

But, it would be wrong to assume that the BBC has not had an impact on commercial broadcasting in this country and the men who ran the networks. In some strange way, the BBC helped mold the social conscience for the commercial broadcasters here.

In the 1940's, broadcasters of the caliber of Edward R. Murrow, Eric Sevareid and Charles Collingwood helped to create a bridge between the BBC and its American commercial cousins. These Americans were so respected by the British broadcast establishment that they opened the door for us to build continuing relationships. From the early 1950's to the present, American commercial network executives wouldn't think of visiting London without meeting with BBC executives and the same would happen when a Sir Hugh Greene, Sir Huw Wheldon or Paul Fox would come here. During some of our darkest hours—the blacklisting era, the

McCarthy period and Vietnam—BBC executives were at our side helping fight our battles with programs and public statements.

The BBC program policies helped stimulate television forms and standards that we now have adopted. The BBC was always more tolerant with modern themes and content than we were. This set a precedent for us to deal with more adult subjects than ever before. The BBC scheduled mini-series and movies made specifically by them in the early 1960's. These forms were born with the Beeb, but only during the last decade have they become a staple for the American networks. During my broadcasting career, I can seldom remember a major industry conference in New York, Hollywood or at an FCC or congressional hearing in Washington where our energies and output were not compared to the BBC—not to mention our nation's TV critics continually equating the two systems. In many of these confrontations, it wasn't just the quality of American programming that was in question, but our very right to express ourselves in the news, documentary or entertainment areas. The BBC's freedom was our best defense against outside pressure.

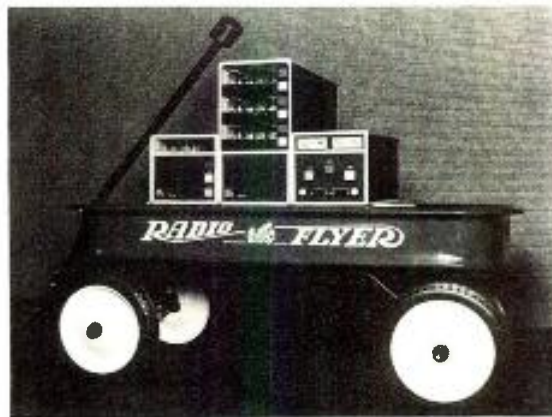
When the program kitchen got very warm because of the Smothers brothers' anti-Viet-

nam war position and two American Presidents were calling top network management to complain, I can remember the late Huw Wheldon, the BBC's managing director, saying to me: "Rule one: Is it funny? Rule two: Is it in good taste?" These were the same standards he applied to the BBC's *That Was the Week that Was*.

I think in fairness to the American news and documentary departments, they were always in the vanguard of maintaining a free press and high standards of documentary and investigative reporting. Such programs as *Victory at Sea*, *The 20th Century* and *CBS Reports* to our present *60 Minutes* and *20/20* needed no stimulus from across the ocean.

The ongoing support between the two groups of broadcasters is best reflected by the Peacock Committee's recent visit to the United States. The committee was appointed by Prime Minister Margaret Thatcher to evaluate the present policies of the BBC and the system by which it is financed. No BBC executive had to call his American counterpart to seek support. We did it naturally and with enthusiasm because any major change would be a threat to all broadcasting in the English speaking world.—*Michael H. Dann, senior program adviser, ABC Video Enterprises, New York.*

## Order by Dec. 29th



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\*One model 18 wagon to a customer

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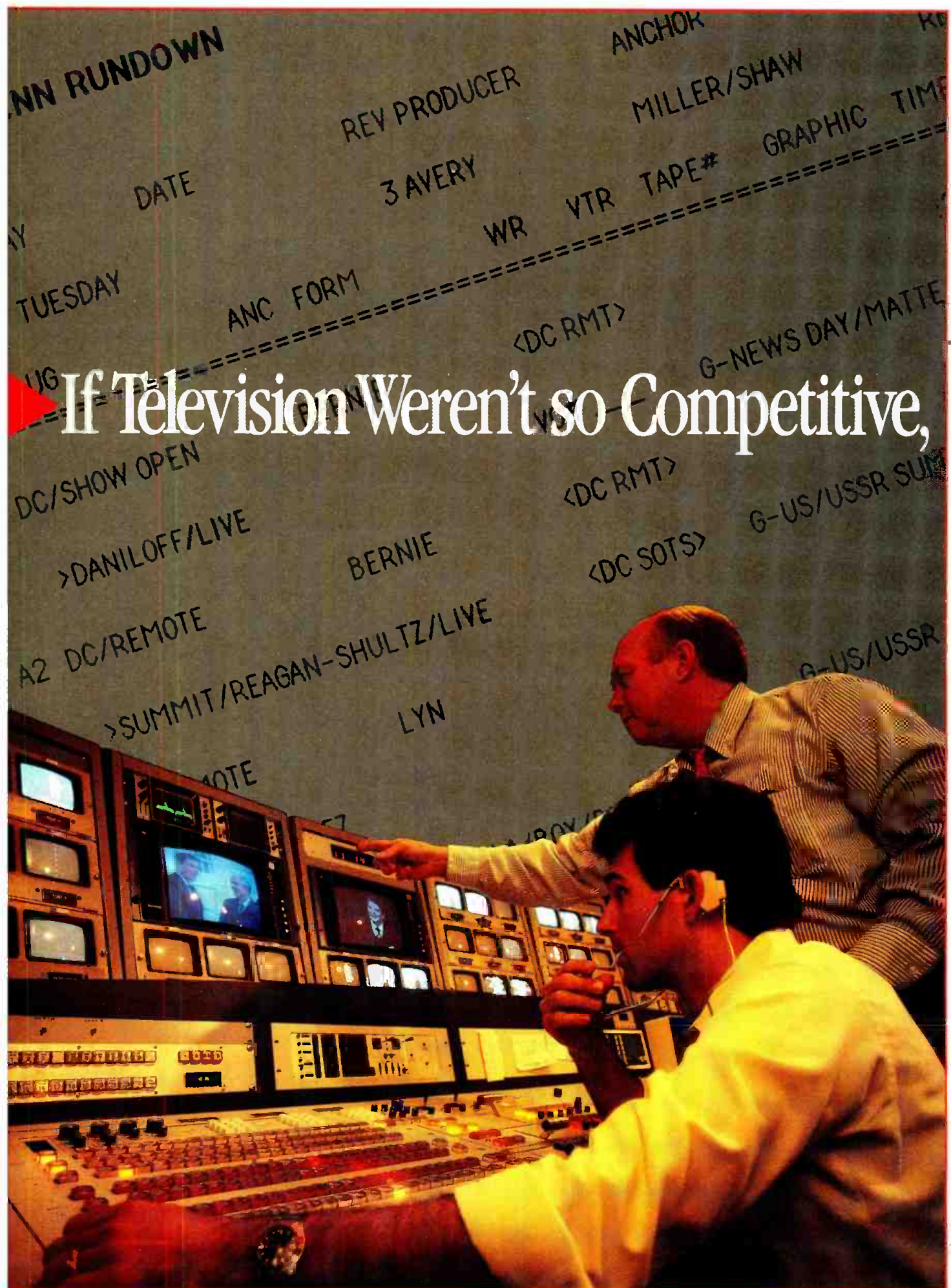
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casts. From CNN and/or Headline News. ▶ All in all, CNN Television offers more than \$100,000,000 worth of news a year. At rates you can afford right now. ▶ So don't pass it up. Join the growing list of news leaders who understand the CNN Television advantage. ▶ Call Turner Program Services today for the latest breaking story on the way to news dominance.

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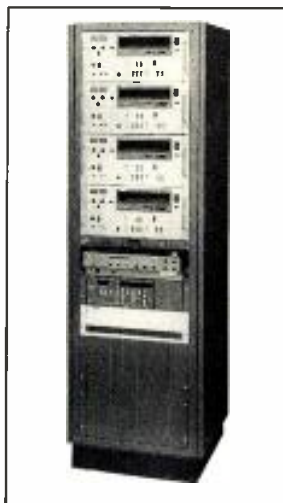
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# Broadcasting Dec 8

Vol. 111 No. 23

TOP OF THE WEEK

## Western Cable Show: Programing takes precedence

**Cable industry, meeting in Anaheim, debates need to devote more money to programing; attention focuses on PPV**

It was evident right from the official start of the Western Cable Show, which drew an estimated 7,800 to the Anaheim (Calif.) Convention Center for three days last week, that improving cable programing is still a top cable industry priority.

The convention's opening and "keynote" panel session addressed the subject, focusing on the need for pay-per-view service to counter competition from home video and on the need to spend more on basic programing.

Frank Biondi, chairman and chief executive officer, Coca-Cola Television, criticized the industry for being unwilling to invest money in new programing and services.

"The entertainment business is, by its very nature, a business of taking risks," he said. As a producer of motion pictures and television programs, he said, Coca-Cola is "putting up money all the time at risk."

Cable's problem is its success, he said. "You have to get over the hurdle of being comfortable in a very comfortable business."

Steven Dodge, chairman and chief executive officer, American Cablesystems Corp., agreed with Biondi that cable operators have to spend more on programing. "To keep our customers plugged in, we had better pay attention to product quality and freshness or they will migrate somewhere else."

Trygve Myhren, chairman and chief executive officer, American Television and Communications, and chairman of the National Cable Television Association, who is

waging what seems at times to be a one-man campaign to improve cable's image on every level, said the perception that cable doesn't spend enough money on programing is "flat out wrong."

When it comes to spending on programing, cable is in the "same ball park" as broadcasting, he said. What's more, it will continue to increase its spending.

According to Myhren, independent broadcast stations now spend 39% of their revenue on programing, while network affiliates spend around 27% and cable systems spend between 20% and 26%. Myhren said cable is better than broadcasting, offering everything that broadcasting does plus "a vast array of unique networks" that add "breadth and depth" to television in a way that broadcasting never did.

Cable is considered inferior to broadcast-



Western Cable keynoters (l-r): Myhren, Dolgen, Dodge, Biondi, Furst and Bleier

ing by television critics, he said, because they judge cable by broadcasting's standards and because cable has "done a woefully poor job of telling our programming story."

Tele-Communications Inc. has floated the idea of cable operators' forming a consortium to raise hundreds of millions of dollars to finance the production or acquisition of broadcast network-quality programming.

Dodge said he didn't think it was a good idea for operators to get into the programming business in such a direct way. "It's hard enough for experienced players like HBO, USA Network, [Turner Broadcasting System] and others to do it well," he said. "Frankly, we have a better chance of getting [HBO Chairman] Michael Fuchs or [actress] Jennifer Beales to climb poles for us than have success with a cable co-op in Hollywood. . . ."

Instead of a programming co-op, he said, operators should be "placing bets more heavily" on existing cable services to stimulate their growth.

Dodge's objection to the cable programming cooperative may be moot. According to Myhren, "There is not a lot of drive to do that right now. It's not something that has taken off."

(After the panel session, John Sie, senior vice president, TCI, and chief proponent of the programming co-op, said the idea is far from dead. What it will take to get the co-op going is a "specific" plan from some quarter, he said.

(The "legal infrastructure" for the co-op has already been created, Sie said, referring to the consortium set up to raise money and bid for a package of National Football League games next season. "I feel it's a good stepping stone.")

Basic cable rates will cease to be regulated on Jan. 1, 1987, and many cable systems plan to take advantage of the fact and significantly raise rates next year.

Nonetheless, Jonathan Dolgen, president, television division, 20th Century Fox Film Corp., suggested that cable operators charge not more, but less. "The perceived value-price ratio is out of whack," he said. "You are charging more than you need to charge." If operators lower their prices, he said, they will "maximize. . . profits" and strengthen cable services by increasing penetration.

Many cable operators place the blame for sagging pay sales on the home video business, and many believe the way to recapture business lost to home video is through pay-per-view television.

Dodge is bullish on PPV. After successful trials of Cable Video Store, one of several PPV services now available, he said, American Cablesystems is planning to roll out the service on all its systems. He can't understand why others aren't doing the same thing. "I've been amazed at the slowness with which a number of industry players seem to be grasping the importance of PPV," he said.

PPV brings back the early release window

that the pay services lost to home video, he said. "It's time to go back on the offensive."

"PPV is a business," Dodge said. In the trials, he said, between 30% and 40% of subscribers signed up "PPV club members." And the systems garnered an additional \$10 a month from each PPV home, he said. The buy rates were higher among basic-only subscribers, he said, and there was no "cannibalization" of pay services by PPV.

Dodge said the motion picture industry, upset by the absence of revenue sharing in home video, wants to see PPV develop. In dealing with the motion picture studios, he said, cable should be cautious, but not paranoid.

Dodge and Edward Bleier, president, pay television and network features, Warner Bros., agreed that for PPV to work, cable operators must make it possible for subscribers to order PPV selections on "impulse." PPV "will work only if impulse capability is there and available," Bleier said. Myhren concurred, but questioned whether the technology needed for impulse PPV was proved. "We have to get over the technical hurdles and when we do. . . this thing is going to flow very quickly," he said.

Austin Furst, chairman and chief executive officer, Vestron Video, a leading independent producer and distributor of videocassettes for the home, was asked by another panelist whether he considered PPV a threat.

Furst didn't quite answer the question, but he suggested home video, which he de-

## Second thoughts at FCC on parts of must-carry order

**Dawson's near dissent is read as spur to reconsideration; Quello on record with doubts; Dennis said to be lukewarm about A/B switch, which is cause of cable alarm**

The consensus FCC Chairman Mark Fowler forged to get a 5-0 vote for the commission's new must-carry rules (BROADCASTING, Dec. 1) has collapsed.

While Chairman Mark Fowler and Commissioner Dennis Patrick appeared to be marching in lockstep in support of the order last week, Commissioners James Quello and Mimi Dawson had already made it clear in public statements that they aren't true believers. Commissioner Patricia Dennis seemed closer philosophically to Fowler and Patrick (the three are expected to issue a joint statement in support of the ruling) than Quello or Dawson. But Dennis, who reportedly would have preferred no must carry, was also said to be open minded about reconsidering one of the order's more controversial aspects: the requirement that cable operators provide free A/B switches to subscribers. It's believed that Quello and Dawson would be favorably disposed to getting rid of the same provision on reconsideration. If Dennis could be won over to cable's cause, there would be three votes to modify or get rid of the A/B regulation, which the National Cable Television Association has forecast could

cost \$1.4 billion to implement (BROADCASTING, Dec. 1).

The major damage to the perception of consensus was caused by Dawson's statement, issued coincidentally with the 5-0 order, which FCC sources said caught some of her colleagues off guard and spurred the Fowler-Patrick-Dennis trio to agree to issue a statement of their own.

One well-placed FCC source said Dawson's statement, which wasn't made available to the other commissioners until the must-carry order was already at the printer, had come as a surprise because it "read like a dissent" from an item Dawson had voted for. Dawson's statement was being described by one FCC source as "off the wall" and inconsistent. "It's an attempt to pander to both the broadcasters and cable operators at the same time," this source said.

Yet, according to another well-placed source, it had been no secret that Dawson had been "skeptical" about the A/B switch. In addition, this source said Dawson met privately with Fowler before the must-carry order was issued and told him that she was concerned enough about the A/B switch and "consumer education" requirements to think of changing her vote to a concurrence or a partial dissent. Fowler, this source said, stressed the importance to him of getting a 5-0 vote. So Dawson agreed to leave her vote unchanged and to "amplify" her concerns in her separate statement, the source said.

Dawson, the source said, believed the FCC should have started an economic inquiry to determine whether any must-carry rules were necessary. While the commission was doing that, the source said, Dawson would have kept interim must-carry rules in place.

### Stay status

Among the more pressing questions in the wake of the FCC's order on must carry is when that agency will rule on pending requests for a stay. General Counsel Jack Smith gave a clue during a Western Cable Show session at which FCC staff members fielded questions from a generally hostile cable audience. His best guess: between Dec. 17 (the commission's last scheduled meeting of the year) and Jan. 1. Smith offered no guidance on how the decision would go.

Should the FCC refuse to grant a stay, petitioners could approach any of the nation's circuit courts of appeals. The basic grounds for a stay: irreparable injury or the likelihood of success in appealing the case on its merits.

Smith noted that the FCC's must-carry position was not set in concrete, and he welcomed critiques and complaints from the industry.

scribed as "manually delivered PPV," doesn't have much to worry about. Home video is "a hell of a good deal for consumers," he said. Tapes are available for rent for as little as \$1 or \$2, he said. That the price is that low is due, in part, to the low transactional cost, which is "next to nothing." "You are looking at less than 10 cents a transaction."

Biondi said conventional pay services should not be counted out, but the industry should reconsider how it is marketing them. It has "now become almost critical" to increase the penetration of pay cable services, said Biondi, who is a former head of HBO.

"They have the strongest product. They have the best resources. They are hamstrung by the way they are distributed. . . . You ought to consider making them advertiser-supported and getting them into your basic cable operations."

The ongoing verbal battle between the motion picture industry and the cable industry triggered by the breakdown of compromise talks over cable copyright last spring crept into the panel discussion.

After Bleier said that cable operators compete with broadcasters and home video, NCTA Chairman Myhren told Bleier that, given such competition, "I think it would be

tough for you to swallow some of [Motion Picture Association of America President] Jack Valenti's rhetoric of cable being a horrible monopoly."

"I think Jack's point is not in the aggregate," Bleier countered. "I think he is looking at each market and saying, 'I have no way into the market except. . . that one theater.' If the one theater is not. . . carrying what we care to distribute, then we have no way we can get in." As a cable subscriber in Manhattan, Bleier said he is still trying to "buy Showtime." (The Manhattan system and HBO, Showtime's principal competitor, are owned by Time Inc.) □

She also would have "encouraged," rather than required, that A/B switches be made available during the interim period.

Dawson didn't mince words in her statement. "It is difficult to recall when in recent history this commission has imposed a set of conduct-regulating rules so overbearingly specific in nature," Dawson said. "Thus, for example, the rules state that the system operator 'shall' supply to each new subscriber an A/B switch. Existing subscribers are treated only a little less heavy-handedly, depending on your perspective. Although they are allowed to decline the initial switch offer, the rules specify that they must be re-offered switches, in writing, once a year, every year, until either they give in or the interim rules expire, whichever occurs first.

"The rules we adopt go into excruciating detail on consumer's rights," Dawson added. "To label these insistent consumer advisories 'cable *Miranda* warnings' does not do them justice: a closer analogy would be the traditional *Miranda* warning coupled with an informative lecture on the American criminal justice system. And although I would support regulations aimed simply at *encouraging* subscribers to use switches, this anachronistic throwback to the days of regulatory micromanagement casts much too large a federal shadow for me to accept.

"I am terribly concerned that the only thing the commission will have done by its action today is to create tremendous confusion, uncertainty and costs for cable operators, cable subscribers and broadcasters, and that this unintended creation will drag us inexorably even further down a micromanagement path we have in virtually all other contexts heretofore declined to travel," Dawson said. "The total costs of implementing the input-selector [A/B] switch and consumer education program, including the costs to consumers of purchasing antennas, is estimated to cost from \$483 million to over \$1.6 billion. This would be an absolutely staggering burden to impose for any reason. In the context of this case, however, it would be imposed notwithstanding the program's substantial shortcomings and, perhaps worst of all, without even having first conducted proceedings designed to show whether or under what circumstances *any* prophylactic rules assuring cable subscribers' access to local broadcast programming are even warranted. The cable industry and, ultimately, cable consumers should not

be asked to pay for what may in large measure be a nonsolution to a nonproblem."

Dawson's statement can also be viewed in a political light. Dawson and Patrick are still believed to be vying to succeed Fowler as chairman, and Patrick is perceived as a vigorous and early proponent of the A/B switch regime. "This kind of warfare between Dennis [Patrick] and Mimi [Dawson]

will continue," one source said.

Another source provided yet another reason Dawson's colleagues might be miffed by her coming out with such a strong individual position on an item that was supposed to reflect a consensus after long and difficult negotiations. "She came out looking more thoughtful than everyone else," this source said. □

## McKinney warns against A/B bashing

**Mass Media Bureau chief tells WCS audience must-carry provision is crucial element in proposal**

The good news occupied most of Jim McKinney's speech to the Western Cable Show last week. The caveat came at the end, but it came loud and clear:

"I must warn you that if this simple device [the A/B switch] is not a part of the underpinning of this decision, the whole structure could fail. Those who plan to oppose the input selector switch had better come up with another means for cable subscribers to access all the various systems of video delivery that are present today or may be available tomorrow. I don't want to overemphasize this point, but neither do I want the industry to underestimate its importance to the whole scheme of the decision."

The chief of the FCC's Mass Media Bureau started off on a much more positive note. "We will no longer justify imposing must-carry obligations on the basis of 'protecting' local broadcasters. . . . On the contrary, the stated federal interest in adopting these rules is to facilitate competition by maximizing viewer programming choices."

No longer, he said, are cable's program offerings considered secondary when compared with broadcasting. "The commission no longer believes that broadcast signals warrant 'protection' at the expense of cable programming. In the words of spectrum managers, you are co-equal to broadcasting."

Moreover, McKinney said, the decision recognizes that cable and broadcasting are competitive video systems, and that there may be situations in which a cable system will not carry a local broadcast signal. "The federal interest is furthered by developing a regulatory scheme that promotes competition between the two systems as opposed to

policies that protect local broadcast signals at the expense of cable offerings," he said.

In rejecting the cable bottleneck theory—by stating unequivocally that "cable systems do not create a barrier per se to the use of antennas for receiving broadcast signals off-the-air"—the FCC changed its view of the "factual predicate" which underlay its former must-carry rules, McKinney noted. Logically, he said, there should be no general must-carry obligations at all in the not-too-distant future.

(Indeed, McKinney observed that were this FCC writing on a blank slate, there would be no interim must-carry rules now. "Unfortunately," he said, "the commission is confronted with over 20 years of intrusive government regulation in this area, and that history has distorted consumer choice in the video marketplace. There needs to be a short-term correction now to get things back on track.")

(At another point in his speech the Mass Media Bureau chief emphasized the short-



McKinney

term nature of that correction even further. "This decision is firm and it is final," he said. "The interim rules will sunset in five years."

The longer things went on as they were, McKinney said, the fewer consumers relied on off-air signals. Since 1979, sales of outdoor and indoor antennas decreased by 35% and 26%, respectively, he noted, while sales of cable-ready receivers tripled to 58% of sets sold. "Long-term must-carry rules would merely foster the continued trend away from reliance on off-air reception," he said.

By imposing the A/B switch requirement, he said, the FCC insured that cable subscribers will be given the choice to directly access broadcast signals. "Most consumer-oriented cable systems will applaud this provision," McKinney said, "while those that seek to forever capture and isolate the subscriber will not appreciate it."

McKinney also noted the decision's First Amendment effect on cable, saying it "assumes cable operators have the same full First Amendment rights as newspapers," and said the FCC would continue to press for those same gains for broadcasters.

Concluding that the input selector device

is crucial to the FCC's case for its interim must-carry rules, he brushed aside the National Cable Television Association's engineering report on that subject (BROADCAST-

ING, Dec. 1) as nonfrightening and unimpressive. In the light of legal and constitutional factors, A/B is the key to upholding the must-carry rationale, he said. □

## Prescription for pay's ills

### Lower rates, better programing and promotion seen as keys

Greater diversity in programing, more promotion and lower rates were among the ingredients suggested by some panelists to help the pay TV industry grow into the 1990's.

Josh Sapan, senior vice president of marketing and creative services for Showtime/The Movie Channel, said that it was time to concentrate on creating "the image of cable as a whole," which includes blurring or eliminating the distinction between basic and pay services in the minds of consumers, and improving the overall "perceived value" of pay TV by repositioning it.

Sapan said that deregulation provides "the perfect opportunity" to change pay TV's negative perception of value, compared to

other services. "by lowering pay TV's relative price." Using deregulation to "balance" the basic and pay prices, Sapan said, will "give the [cable] industry the position it needs to compete effectively with the video store for long term."

Additionally, Sapan urged cable operators to try and achieve "the highest levels of multipay subscriptions" by exploiting multipay's value. He added that multipay subscribers "are more satisfied with their cable package" than single pay subscribers, and hence, "fundamental for a healthy business in 1990."

Matt Blank, senior vice president of consumer marketing for Home Box Office, said that pay TV faces a more competitive entertainment environment in 1987. Home video "is here to stay," there is an overall "slowing" of pay-TV viewing, and a revitalization of free broadcast television fare, he said.

To combat pay TV's "softening of demand," Blank said, HBO's strategy for the coming year includes investing with its affiliates in an ongoing, aggressive program acquisition campaign, conducting year-round marketing and promoting specific programing.

"Video-proof programing is key" in combating competition from home video, Blank said, adding that you can't rent a boxing fight or a "big block-buster movie." HBO thinks "propriety programing is critical," Blank said. Also, telling video renters that renting is "a lousy idea or inconvenient, just doesn't work. Renters just like to shop, they like to rent, they enjoy that phenomena."

What the cable industry can do, he said, is to "do a better job of promoting value," cable exclusive programing and compatibility of cable and VCR's.

Stephen Fields, vice president of consumer marketing for The Disney Channel, agreed that it is becoming "harder and harder to sell pay subscriptions." He suggested some short-term strategies for increasing pay-TV's growth, including restructuring prices "to improve the price-value relationship," telemarketing, segmented direct marketing and remarketing to former subscribers.

But in the long run, good programing is crucial for sustained growth, Fields said. He proposed last week that pay TV services and cable operators jointly execute "major awareness, image-oriented advertising campaigns for specific pay services." The campaigns would be specific to individual services "as opposed to positioning the notion of cable in general." He advocated promoting "the merits" of individual pay services, which he said would "build a future for each service and cable as well."

He suggested following the example of fast-food advertisers, like McDonald's

## Must-carry challenges coming

A group of 17 cable companies—including Century Communications Corp., Daniels & Associates Inc. and United Cable Television Corp.—last week asked the FCC to stay the effectiveness of its new must-carry rules pending judicial review. "Any attempt to ram through this regulation, which, at best, is highly suspect in its constitutional and statutory validity, without full judicial review, would in these extraordinary circumstances constitute nothing less than bad faith," the cable companies said in a joint motion for stay filed at the FCC. An attorney for the Turner Broadcasting System said that the company will file a petition for review with the appellate court and would "probably" also request a stay once the must-carry order is published in the *Federal Register*. The rules are supposed to go into effect Jan. 15.

While the National Cable Television Association announced in September it would seek reconsideration of the rules (NCTA opposes the A/B switch requirement [BROADCASTING, Sept. 21]) the broadcasting industry has not indicated whether it will join cable. Petitions for reconsideration must be filed within 30 days of the order's appearance in the *Federal Register*, which is anticipated to be Dec. 12.

It's clear broadcasters also are troubled by the A/B switch regulation and are even more unhappy because the new must-carry rules expire in five years. NCTA has talked with representatives of the National Association of Broadcasters, the Association of Independent Television Stations and Television Operators Caucus, all parties to the industry compromise, about putting up a united front in urging the FCC to reconsider its position. NAB has delayed action until this week when its executive committee and must-carry task force meet. Most industry observers, however, feel NAB will join NCTA.

INTV's stand on the issue could differ. INTV President Preston Padden said a decision may not emerge until the association's annual convention in Los Angeles, Jan. 7-11. "We're looking at all our options," he said. He emphasized that many of his members are "not happy" with the channel switching occurring at some cable systems. INTV threatened earlier to not cooperate with cable as long as that industry continues its practice of moving independents from their current cable channel assignment on the lower band to new, higher positions (BROADCASTING, Oct. 27, and see story, page 113). "We are not unmindful of the irony of the situation which cable finds itself in now. Their representatives argued for the A/B switch and now they've got what they asked for," Padden stated. NAB has said it wants to approach the issue without jeopardizing the must-carry agreement with cable, and that it will pursue other means to fight channel repositioning.

The new rules are also being reviewed by the TOC. Its position on the matter may not appear until next week.





Pay panelists (l-r): Blank, Sapan, Fields, Derick, Douglas

"benefit, image-oriented ads." The last help create a positive image about McDonald's as well as the people who buy its products, Fields said.

He added that each pay service will have to "spend millions" for such a campaign, and local operators can help by running the ads created by the programming services "extensively throughout the year." He said that "we must begin to establish a positive basis for consumer predisposition to our services."

In reaction to the three pay TV services' representatives, George Douglas, senior vice president of marketing and programming for American Cablesystems, said that one problem in competing with the home video market is that the "product that we sell is shop worn. Now, by the time a movie gets onto pay cable, people have already seen it so much before. Even if it's an exclusive feature. . . by the time [a pay service] is able to make a big thing out of it everybody's got it from their grocery store or 7-11."

For that reason, Douglas said, the product is "not worth as much." He said none of the pay TV services are "worth \$10 anymore. Maybe on a one-pay, but certainly on a two-pay combination, or three-pay, significantly less than that," Douglas said. Multi-pay, he said, "is valuable at the right price. We do need to provide as much product into somebody's house as we possibly can." He said that cable must "look at the overall package that we sell somebody and get away from the ala carte mentality."

While Douglas agreed with Field's marketing analogy, Christopher Derick, president of Falcon Communications, did not. Image advertising, he said, "generally is a way to spend money without thinking about why you are spending it." He said that a problem cable has had is that the industry "wants to go out and tell people how great we are," but that there are still customer service problems.

#### Different tactics offered to increase basic penetration

Panelists announced that they were "bullish" on basic cable at last Wednesday's (Dec. 3) session on new strategies for increasing basic penetration. Terry Rich, vice president of sales and promotion, Heritage Communications Inc., noted, however, that increasing basic penetration wasn't easy: 90% of basic sales made in 1987 will go toward replacing subscribers cable operators have lost, he said, with only 10% going toward growth.

Rich detailed Heritage's promotional efforts, which he said added about 23,000 new

basic subscribers and about 31,000 pay units across the United States. Among the strategies employed by Heritage were speaking directly to the MSO's subscribers from its Des Moines, Iowa, studios during breaks between movies, and campaigns geared toward softening the impact of a "hefty rate increase" of about \$1-\$3 in basic services scheduled for next Jan. 1, Rich said. It is important to spend money on promoting cable, he said. He also suggested that an 800 number be instituted to funnel all calls back to whatever cable system was in the area of the caller. That would give customers "a way to contact us," Rich said.

As part of its "total commitment" to customer service, Ben Reichmuth, vice president of marketing for Gill Cable, said it is a "company mandate" that new services be installed within five working days, and it has extended its working hours for added customer convenience. Unlike Heritage's special offers and promotions, described by Rich, Reichmuth said that Gill Cable offers "no deals, no special offers." It believes that reducing the price of cable services reduces the value of cable, he said.

Larry Rebich, vice president of marketing for Lifetime, said that cable operators have to "generate excitement" for basic services and that they have to "continually sell the product" to the individual members of a household. Cable operators need to develop "layers" of advertisements targeted at different demographics, he said. The panel was moderated by Garrett Girvan, senior vice president of California operations, Viacom Cable.

#### Home shopping predicted to do \$2 billion next year; need for quality services is stressed

In 1987, the home shopping industry will be about a \$2-billion industry (which is considered by some to be a conservative estimate), according to Paul Kagan, president of Paul Kagan Associates, and member of a panel on the home shopping phenomenon. By 1991, that figure could climb to \$7 billion, Kagan said, based on how many homes may be passed by "some shopping service" and how much each home may spend. And, if the industry continues to develop at its current pace, "if people continue to buy merchandise, we will see more than \$7 billion in 1991," Kagan said.

Unlike the start-up of pay TV cable services, Kagan said that it is possible "and likely" for new home shopping services to turn a profit "very rapidly" within their first

year of business. "The numbers boggle the minds of people in the cable industry who have been used to slow, gradual, developmental processes that take years until everybody gets used to it," he said.

At the rate it's going, the Home Shopping Network (the first national home shopping service) may provide a large chunk of those projected revenues. According to Lowell (Bud) Paxson, president of HSN Inc., HSN's first quarter of 1986-87 was "double that" of its last quarter; in September, October and November, the shopping service grossed more than \$100 million, and "in the last five days, we have touched \$3 million-a-day net, three times. . . . That is only the beginning of this industry," Paxson said, adding that "1986 will be remembered as the year that shopping became as basic to television as entertainment, news and sports."

Paxson said that about 40% of HSN's revenues are now from cabled homes, while 60% come from noncabled homes. Of that 60%, 85% are from noncabled homes situated in a cable franchise area, he said. "The future of this industry broaches all forms of delivery of the video signal," Paxson said.

He predicted that cable operators will carry "20 or more" shopping services in the coming years, because "every" network, local affiliate or independent TV station, cable network, programmer and syndicator "will enter into this phenomenon." Paxson said that cable needs to develop relationships with "the truly friendly cable networks. . . . Cable has a responsibility of looking not only at the commissions that are on the table, but also the quality of the services that they are going to carry," Paxson said.

Other panelists shared the view that quality must be maintained as more home shopping services are added. If the new services do "a lousy job," cable operators could lose penetration, said John Malone, president and chief executive officer of Tele-Communications Inc. Because the home shopping business "is so very new. . . the important thing is that we don't poison the well." Cable operators must insure that they carry quality services that "do a good job and help build the total," Malone said.

Joseph Segel, chairman of QVC Network Inc., said that his company held four focus groups before finalizing its format of different product themes ("fun and leisure," "making life easier" and "what's new for kids"), and games. The major issue raised during those focus meetings, Segel said, was credibility. Those questioned did not believe "most" of what was said on the air by various home shopping services, particularly the relationship of the stated retail price and the on-air price, he said.

Robert Hosfeldt, president of Gill Cable, said that company added HSN last April, placing it in "a very strong channel position." Gill was "amazed with the results," Hosfeldt said, although the results are "trending down" from \$4.76 per subscriber gross revenues in April (with a high of \$5.22 in May and June), to \$3.45 in October. (Paxson said the pattern on Gill "was the exact trend on a monthly basis of retail sales for that time of year.")

## Affiliate superstations on the way

**SBN discloses at WCS the three network affiliates to be part of its program offering to cable systems, TVRO owners; other venturer offers Denver TV's**

Some entrepreneurial spirit, satellite communications and the copyright laws are turning nine local television stations into national television stations or, as they are known in the trade, superstations.

Two commonly owned New York-based start-up companies are putting three network affiliated stations—WABC-TV New York (ABC-owned), WBBM-TV Chicago (CBS-owned) and WXIA-TV Atlanta (NBC-affiliated)—on RCA Americom's Satcom II-R. WXIA-TV went on the air last Wednesday, and the other two stations are to follow within eight weeks.

One of the two companies, Satellite Broadcast Networks Inc., plans to sell the three signals, when scrambled, to owners of backyard earth stations for \$50 a year. The other company, PrimeTime Relay Corp., plans to sell them to cable systems. Both services will be marketed, starting in early 1987, as PrimeTime 24.

And, last week, Netlink USA, a subsidiary of Rock Associates Inc., a small MSO headquartered in Kirkland, Wash., began distributing via RCA Americom's Satcom I-R the signals of six stations: WNYW-TV New York (independent) and KUSA-TV (ABC), KMGH-TV (CBS), KCNC-TV (NBC), KRMA-TV (PBS) and KWGN-TV (independent), all Denver.

Netlink is marketing the six signals primarily to cable systems, but it is also exploring the possibility of selling them to home earth station owners.

Gorden Rock, head of the Rock Associates and the new venture, said Fox Broadcasting's WNYW-TV is being offered on a trial basis to gauge cable systems' interest in it. If the interest is sufficient, he said, WNYW-TV will be put on the air permanently.

The establishment of PrimeTime Relay to serve cable is based on the assumption that a lot of cable systems either do not receive a full complement of affiliate signals to retransmit to their subscribers or pay "a fortune" to import distant signals via microwave.

SBN's assumption is shared by Rock and Netlink. According to his initial research, Rock said at the RCA Americom booth at the Western Cable Show, 625,000 cable homes do not receive a full set of network signals, including PBS.

Rock said that pricing for the Netlink services hasn't been set. But, he said, the two independents will go for around 10 cents per subscriber, per month, while the network affiliates will sell for about 30 cents.

Under the Copyright Act of 1976, satellite carriers like PrimeTime Relay and Netlink that pick up and distribute broadcast signals to cable systems have no copyright liability. (The cable systems receiving the signals do, but, under the law, they also have a com-

plimentary copyright license that covers the liability. For the license, they must pay semianual fees for each "distant signal" they import.)

Although it is clear the companies can serve cable systems without any copyright problem, it is not clear whether they can serve the home satellite market without incurring the same problems.

SBN believes it can serve the home satellite market by declaring itself a "wireless cable" system and paying fees for the compulsory license just as a cable system would. The definition of a "cable system" in the Copyright Act seems to be broad enough to include "wireless systems" that retransmit distant broadcast signals to subscribers directly via satellite, SBN says.

SBN's Ann Kirschner and the other SBN/PrimeTime Relay executives acknowledge that their stretching of the compulsory license to cover "wireless cable" could be challenged in the courts. But Kirschner said they have opinions from two Washington law firms saying SBN is on firm legal ground.

Kirschner and Rock said their companies notified the stations whose signals they were picking up and reselling the same day they

put the signals on the satellite.

James Lynagh, of Multimedia Inc. and chairman of the NBC-TV affiliates board, said the board "will be very aggressive" in opposing importation of network affiliates into local markets. "We believe we have the exclusive right to NBC programming in our market," he said, adding that the affiliate board would be "vehement in [its] opposition" to the ventures by SBN and Rock Associates. The board, he said, was giving the copyright law a close reading to determine its options.

Netlink and SBN/PrimeTime Relay are taking advantage of heavily discounted lease rates that RCA Americom has set for transponders on Satcom I-R and Satcom II-R. The current five-year offer features stepped increases in the monthly lease payments. For three or more preemptible slots, the payments grow from \$35,000 per transponder during the first year to \$70,000 in the fifth year. The payments for the protected slots go from \$40,000 to \$79,000 over the same period.

Neither Kirschner nor Rock would reveal the numbers of home satellite homes or cable systems they need to reach the break-even point. One RCA Americom executive said SBN would be in the black with 36,000 home satellite subscribers. □

## Intelsat audit leads to Colino, Alegrett firing

**U.S. Attorney is conducting criminal investigation into improprieties uncovered by outside accountants**

In the past several weeks, Richard Colino has gone from powerful director general of the International Telecommunications Satellite Organization to ex-employee, fired by the board of governors in a widening investigation of apparent financial improprieties. Fired also last week was the deputy general director for business planning and external relations, Jose L. Alegrett. Those actions do not end their problems. The U.S. Attorney for the District of Columbia is said to be conducting a criminal investigation.

Both Colino and Alegrett had submitted letters of resignation. Colino's resignation was to have been effective Jan. 2. That would have enabled him to qualify for an Intelsat pension, according to an Intelsat official. And Alegrett had sought to resign as of June 15, which would have qualified him for early retirement, the official added. But Intelsat's 28-member board, acting unanimously after discussing the issue into the evening hours of Thursday, rejected the resignations. The board is dominated in terms of voting strength by the U.S.

The board's actions were taken on the basis of a report by Intelsat's outside auditors, Peat, Marwick, Mitchell & Co., and of additional material developed by its outside counsel, Arent, Fox, Kintner, Plotkin &

Kahn. The board also established a special committee, to be headed by board chairman Tadashi Nishimoto, to oversee the continuing internal inquiry being conducted by Arent, Fox and Peat, Marwick. The board was expected to return to the issues involved in the firing of Colino and Alegrett over the weekend. Some sources expected it to lay plans for its election of a successor to Colino, sometime next year. In the meantime, deputy director general John Hampton will continue as acting director general.

Colino and Alegrett were placed on administrative leave on Nov. 24, after Peat, Marwick submitted a report that dealt primarily with a \$1.35-million payment that the auditors said was made under questionable circumstances and without proper authorization in connection with the \$60 million-\$80 million refinancing of the construction of Intelsat's new Washington headquarters. The payment was said to have been made to



Colino



Alegrett

a husband-and-wife team of mortgage brokers, Charles and Dana Gerrell, of Little Rock, Ark. (BROADCASTING, Dec. 1).

The auditors recommended that Intelsat conduct its own investigation into the matter, as well as into matters relating to the second phase of the building's construction and various consulting contracts, one involving Ford Aerospace & Communications Corp. and a subcontractor in Santiago, Chile, Ingetel, and others involving a firm said to be located in Panama City, Panama, Political Strategies. Interest in the matter is not confined to the Intelsat organization. The U.S. attorney's office in Washington is known to be conducting its own criminal investigation, and members of the office are reported to have discussed the matter with the board.

U.S. officials, whose relations with Colino were often strained because of what they perceived to be his determination to stall if not block U.S. policy favoring establishment of separate satellite systems, were, like others in the international community in Washington, shocked by the revelations. And some expressed regret that the person principally involved, Colino, is the first American to head the international organization that was created at the initiative of the U.S. 22 years ago. But Ambassador Diana Lady Dougan, head of the State Department's Bureau of International Communications and Information Policy, saw the incident as an important lesson.

"The overall issue of financial accountability of financial organizations is highlighted by this," Dougan said. The alleged activity, she added, "was not carried out in isolation, or could have been carried out with proper safeguards." With the board having fired Colino and Alegrett, she said, "it is important that we strike a balance between permitting Intelsat to continue to function in this trying time and making sure that this can never happen again."

Both Colino and Alegrett said in their letters they wanted to resign to serve the best interests of Intelsat. But Colino, in addition,

complained that his efforts to respond to the questions raised in the Peat, Marwick report had been overwhelmed by the continuing publicity and "innuendoes."

Colino also used his letter to call attention to what he regards as some of the major accomplishments achieved in the three years he has served as director general—improvements in the design of communications satellites, more efficient earth stations and the introduction of "nearly 400 new services and tariffs," among them. The self-congratulatory tone, combined with articles he has written recently following the same theme, is seen by some as tending to confirm reports circulating earlier this year that he intended to resign next year, his agenda largely completed. Colino, who was serving a six-year term that began on Dec. 31, 1983, earned about \$250,000 annually, plus such benefits as a housing allowance. Alegrett earned something over \$100,000, tax free.

One Intelsat official brushed off Colino's claim he had not had the opportunity to make his case. The official said Colino had turned down invitations from board chairman Nishimoto, both before and after being placed on administrative leave, to discuss the matter. Neither Colino nor his attorney sought an opportunity to make an argument before the board of governors. Alegrett was represented at the board meeting by his attorney.

The FACC contract said to have aroused investigators' interest provided for a payment of \$500,000 for a study of global satellite traffic demand. Of the contract amount, Ingetel was paid \$125,000 as a subcontractor. Four of six progress reports on different regions of the globe that were submitted to FACC by Ingetel are said to have been identical to portions of a report Intelsat had previously obtained from the company identified as Political Strategies under a contract price of \$562,000. And some of the material, according to one source, had already been developed by Intelsat staff. Questions have also been raised by work delivered under another contract with Political Strate-

gies. Intelsat sought information on Chile in 1985. And what was delivered, according to an Intelsat official last week, was material similar to that available at nominal cost from the "background notes" published in 1983 by the State Department's Bureau of public affairs.

FACC spokeswoman Susan Pearce said the company—which has built all 11 of Intelsat's series V satellites, and is building two more—had obtained a contract from Intelsat to do a study of developing demand for telecommunications services and the kinds of satellites that would be needed to meet it. "Ingetel was given a subcontract to provide global traffic data," she added, "and there was no indication it was improperly obtained." A partner in Ingetel, Patricio Diaz, reached in Santiago, denied the firm's work was not original. "Intelsat will confirm our work was special," he said, and added, "It's impossible for [the firm's] idea to come from another source. We are very proud of our report." Diaz said he knows Alegrett and that "probably helped" the company obtain the subcontract.

One other matter said to be the subject of inquiry is the \$26 million contract with the William P. Lipscomb company to build Phase II of the Intelsat headquarters. The precise nature of the investigators' interest is not known. But Peat, Marwick, in its report, said Lipscomb had brought in the Little Rock brokers, the Gerrells, to obtain financing of the project. An official of the company said that while Lipscomb had proposed to provide financing, the contract did not call for that service. "We had nothing to do with the financing." That was provided by the RepublicBank of Dallas, through Gerrell.

Like Colino and Alegrett, Charles Gerrell was not available for comment. Dana Gerrell says she and her husband have separated, and while she was involved in the financing of Phase II, she had nothing to do with refinancing of the first phase, the project that led to the ongoing investigations. □

## ABC lays its compensation cards on the table

**Network proposal for two-year, \$10.5-million cut in affiliate compensation meets cool reception; discussion on matter to continue, but some see cut as all but done**

ABC proposed to its affiliates board last week a reduction in total affiliate compensation over the next two years by about 9%, or more than \$10.5 million. The talks on the compensation issue consumed just about the whole agenda of a four-day network-affiliate board meeting held in Tucson, Ariz., last week, sources attending the meeting said. More than one executive there characterized the talks as "intense and long." The chairman of the ABC affiliate board of governors, Mickey L. Hooten, who also heads the Hearst television group, issued a statement last week to affiliates outlining the talks and strongly opposing the proposed cuts in compensation payments. A copy of the statement

was obtained by BROADCASTING.

The statement said, in part, that ABC's contemplated action "will, in our view, lead to the ultimate dissolution of the long-standing network-affiliate partnership." The statement also questioned whether the network-affiliate partnership was "real or is it fiction?" It put the board on record asking the network to "rethink and reconsider your plan. Every tragic mistake in life has a split moment in which it can be recalled and corrected. We are at that moment now. We urge you, we plead with you, not to let this moment pass."

On the final day of the meeting, network executives invited the board to form what was termed a "blue-ribbon" panel by one source to go to New York for further talks, at which time the network would in effect open up its books to the panel to demonstrate the financial straits of the network. There have been reports that the network will lose as

much as \$60 million this year, and ABC officials see the changing television economy as justification for cutting back in a number of areas, including compensation payments to affiliates. One affiliate executive last week suggested that "ABC is trying to balance the books of the network on the backs of its affiliates. And I wonder if they have thought out what this is going to do to the affiliate-network relationship in terms of their getting the kind of clearance support they have heretofore enjoyed."

Another affiliate suggested that the proposal will "widen the rift" between the third-place network and its affiliate body. "I can understand why ABC is doing it but I don't think the format and the manner that they are doing it is the correct one," he said. "I would prefer to see them on top and then do it. As the number-three network it is an unfortunate move." Said another: "I admire their brass. I admire their business acumen. But I

think their timing stinks."

Nevertheless, the offer by the network to continue discussions on the subject in New York led Hooten to issue a statement to the press that said essentially the network proposal was not a fait accompli. The statement said that the network told the board it would "not implement the plan, pending reassessment of the plan's impact on the network and affiliate stations." It said the network would make a final decision by the end of January. However, another source attending the meeting suggested that, "practically speaking," the network would proceed with the plan as proposed, with minor, if any, alterations. The affiliates did accept as final, at this time, the decision eliminating payments for *Amerika*.

Specifically, the network has proposed that total compensation paid to affiliates in 1987 be reduced by about 3.1%, or close to \$4 million. This would be accomplished by eliminating payments for certain program clearances altogether, including sports events—*Monday Night Football*, three golf tournaments (The British and U.S. Opens and the PGA), the World Series, all three Triple Crown horse races, the Indianapolis 500—and some special programs including the controversial *Amerika* mini-series, the Academy Awards and the American Music Awards. The total savings for those programs the network estimated at close to \$2.9 million, with the biggest-ticket item being the 12-hour *Amerika*, with compensation costs estimated at \$840,000. The three golf tournaments would save almost \$800,000. Compensation for *Monday Night Football* is close to \$500,000 and World Series is estimated at about \$140,000.

In 1988, additional programming would be added to the list of televised events not compensated, including any election coverage and coverage of the 1988 winter Olympics in Calgary, Canada. The elimination of the Olympics compensation would account for most of the payment reductions in 1988, a source said. The estimated savings for eliminating payments for Olympic and election

coverage, according to figures supplied to the affiliate board by the network, would be about \$4.4 million.

Mid- and smaller-sized-market stations have more at stake because compensation represents a greater percentage of the overall revenues for those stations than for bigger ones (BROADCASTING, Nov. 17). In the top-10 markets, for example, compensation accounts for less than 3%, on average, of a station's total time sales, according to the National Association of Broadcasters. In the bottom 40, the average comes to almost 13%.

Network executives at the meeting (including Capcities/ABC Chairman Thomas Murphy and President Daniel Burke, ABC network division President John Sias, ABC Television Network President Mark Mandala and George Newi, senior vice president, affiliate relations) also told the affiliate board that the network would reexamine a number of affiliate compensation agreements, with an eye toward reducing payments to some stations that the network believes are currently being "over compensated," as one source put it. An affiliate source said that probably referred to certain "sweetheart" deals the network has made in a number of markets where facilities are unequal—where the network has been afraid of losing a strong VHF affiliate. If that were to happen, the source added, the network would be forced to sign a weaker V, or perhaps even a UHF station not covering the entire market. Thus, in certain instances, the network has paid a premium to keep some strong VHF stations in line. Last week the network told the board it expected to reduce payments in such situations over the next two years by about \$3.3 million.

ABC pays about \$125 million annually in compensation to affiliates, and another \$20 million to owned and operated stations. Sources at the meeting said the network did not propose any plan addressing the compensation issue beyond 1988, because it is impossible to tell what the rapidly changing television economy will look like then.

Many affiliates last week raised the possibility of greater preemptions of ABC programming as a bargaining tool in the compensation talks. But one large-market affiliate said the "good affiliates will continue to try very hard to [carry all network programs] no matter how much it hurts because the network needs support right now. Maybe it doesn't deserve it but it needs it." He also suggested that the compensation issue is "dwarfed" by much bigger problems confronting ABC affiliates, such as poor 10 p.m. lead-ins, and football and baseball overruns that make affiliates' late news situation "unstable." He added: "There are lots of problems," the biggest being getting "cooking again in prime time."

The compensation issue is not limited to ABC. The other two networks are reexamining their compensation payment structures, although NBC claims it is "not an agenda item" per se. Rather, it is being evaluated within the context of all services the network provides its affiliates.

At CBS, executives acknowledge that the compensation issue will continue to be addressed with affiliates. The issue is expected to be a major item on the agenda of the CBS network-affiliate board meeting to take place in mid-January. According to Tony Malara, president, CBS Television Network, the network has not yet formed a specific proposal for reducing compensation payments. "We have some rough thoughts on where we think we can reduce some [payments]," he said.

Malara acknowledged that sports was one area being studied. He also suggested that perhaps reduction of payments for certain prestige special events might not be "totally offensive." But he stressed at this point "there is no plan. We will sit down and talk with the affiliate board and talk about these ideas. You know that compensation as it is now known and the structure are going to change. That's to happen. It's a natural extension of what's being done by the networks in becoming properly concerned about where the money goes and how it goes." □

## Group W, NBC radio marriage is off

In a surprise move, Westinghouse Broadcasting broke off discussions with NBC parent General Electric last Thursday (Dec. 4) on the proposed merger of Group W's 13 radio stations with NBC's eight stations and three networks ("Top of the Week," Oct. 20.), opting instead to remain "independent" in the radio broadcasting business. The new venture, whose management would have included Group W Radio President Dick Harris and NBC Radio President Randy Bongarten, would have become one of the nation's largest radio operations with assets in the \$400- to \$500-million range.

"This was an internal business decision, based on our company's needs and objectives," said Group W Radio in a prepared statement. Industry sources said that senior executives at both Westinghouse Broadcasting and its Pittsburgh-based parent, Westinghouse Electric Co., decided to forgo the proposal after calculating potential share earnings of the new company's stock.

Although no formal filing was submitted to the FCC, executives of both companies were engaged in several discussions

with FCC officials about the proposal during the past month. The parties were reportedly proposing to retain nonvoting interests—under present commission rules nonvoting stock would not constitute ownership—in the new entity similar to that of limited partners in a limited partnership. Their shares would be voted by trustees, who would control the company and elect its board of directors. It was also being contemplated that shares would have been made available to the public at some time. Indications were that the deal would have received approval from the FCC.

Discussions between the two parties on the proposed merger were said to have commenced several months ago, primarily prompted by NBC's decision to divest itself of its five radio properties in New York, Chicago and Washington, where it has co-owned television stations.

GE is selling the five stations to comply with FCC multiple ownership rules after its purchase of NBC late last year. It has until December 1987 to divest the properties. NBC said it is now "pursuing other options."

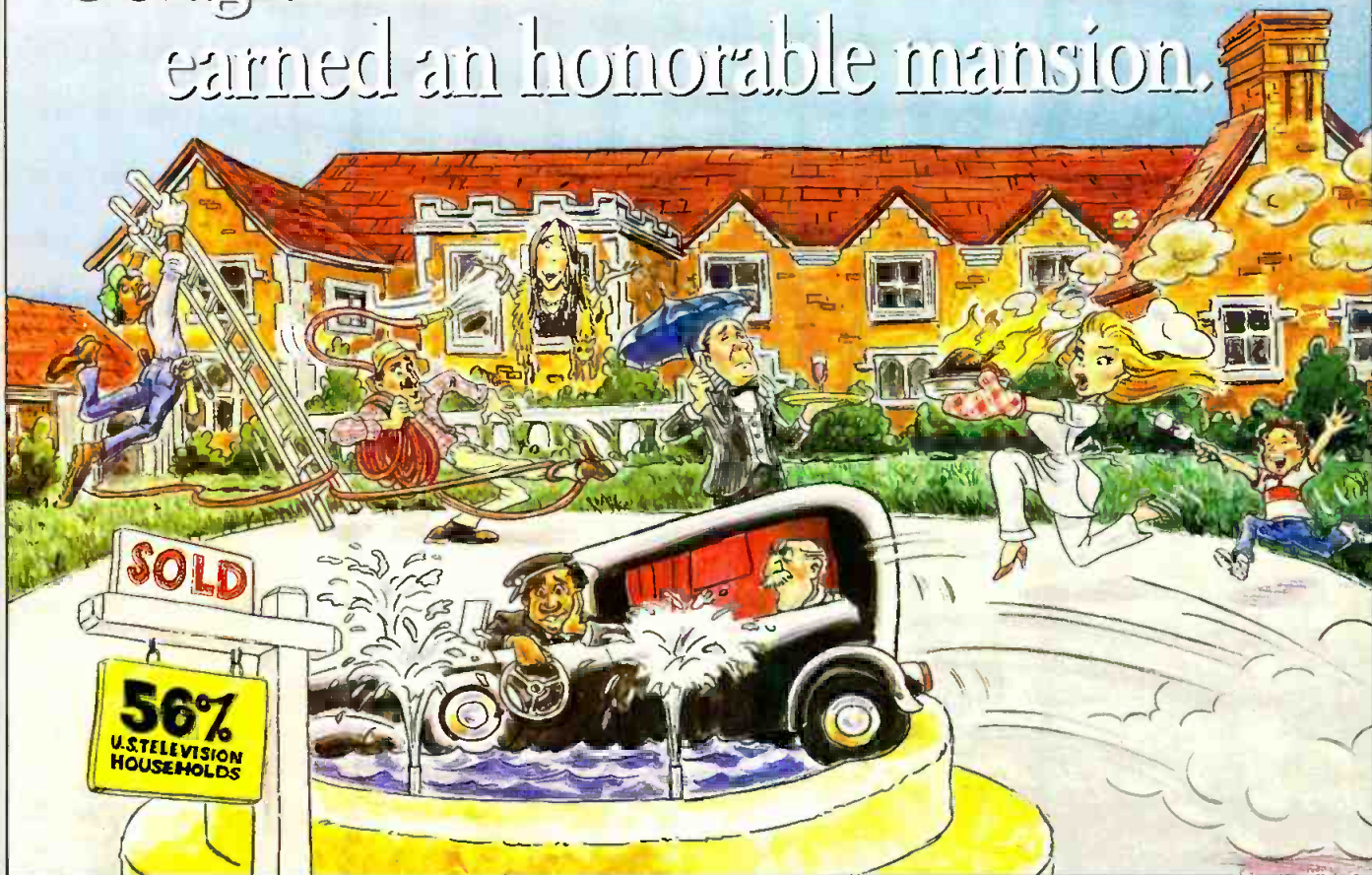
WNBC-TV NEW YORK, NY  
KNBC-TV LOS ANGELES, CA  
WMAQ-TV CHICAGO, IL  
WCAU-TV PHILADELPHIA, PA  
WCVB-TV BOSTON, MA  
WXON-TV DETROIT, MI  
KXAS-TV DALLAS, TX  
WRC-TV WASHINGTON, D.C.  
WKYC-TV CLEVELAND, OH  
KPRC-TV HOUSTON, TX  
WTAE-TV PITTSBURGH, PA  
WFTS-TV TAMPA, FL

WPLG-TV MIAMI, FL  
KTMA-TV MINNEAPOLIS, MN  
KMOV-TV ST. LOUIS, MO  
KCRATV SACRAMENTO, CA  
KTVK-TV PHOENIX, AZ  
WXIN-TV INDIANAPOLIS, IN  
WFSB-TV HARTFORD, CT  
XETV-TV SAN DIEGO, CA  
WESH-TV ORLANDO, FL  
WXIX-TV CINCINNATI, OH  
KSHB-TV KANSAS CITY, MO

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WKRN-TV NASHVILLE, TN  
KWTU-TV OKLAHOMA CITY, OK  
KUTV-TV SALT LAKE CITY, UT  
WTKR-TV NORFOLK, VA  
KTUL-TV TULSA, OK  
WELX-TV WEST PALM BEACH, FL  
WAWS-TV JACKSONVILLE, FL  
KNMZ-TV ALBUQUERQUE, NM  
WUHF-TV ROCHESTER, NY  
WDSI-TV CHATANOOGA, TN

KRDO-TV COLORADO SPRINGS, CO  
WYFF-TV GREENVILLE, SC  
WTGS-TV SAVANNAH, GA  
WCOV-TV MONTGOMERY, AL  
KSBW-TV MONTEREY, CA  
KLFY-TV LAFAYETTE, LA  
KDLH-TV DULUTH, MN  
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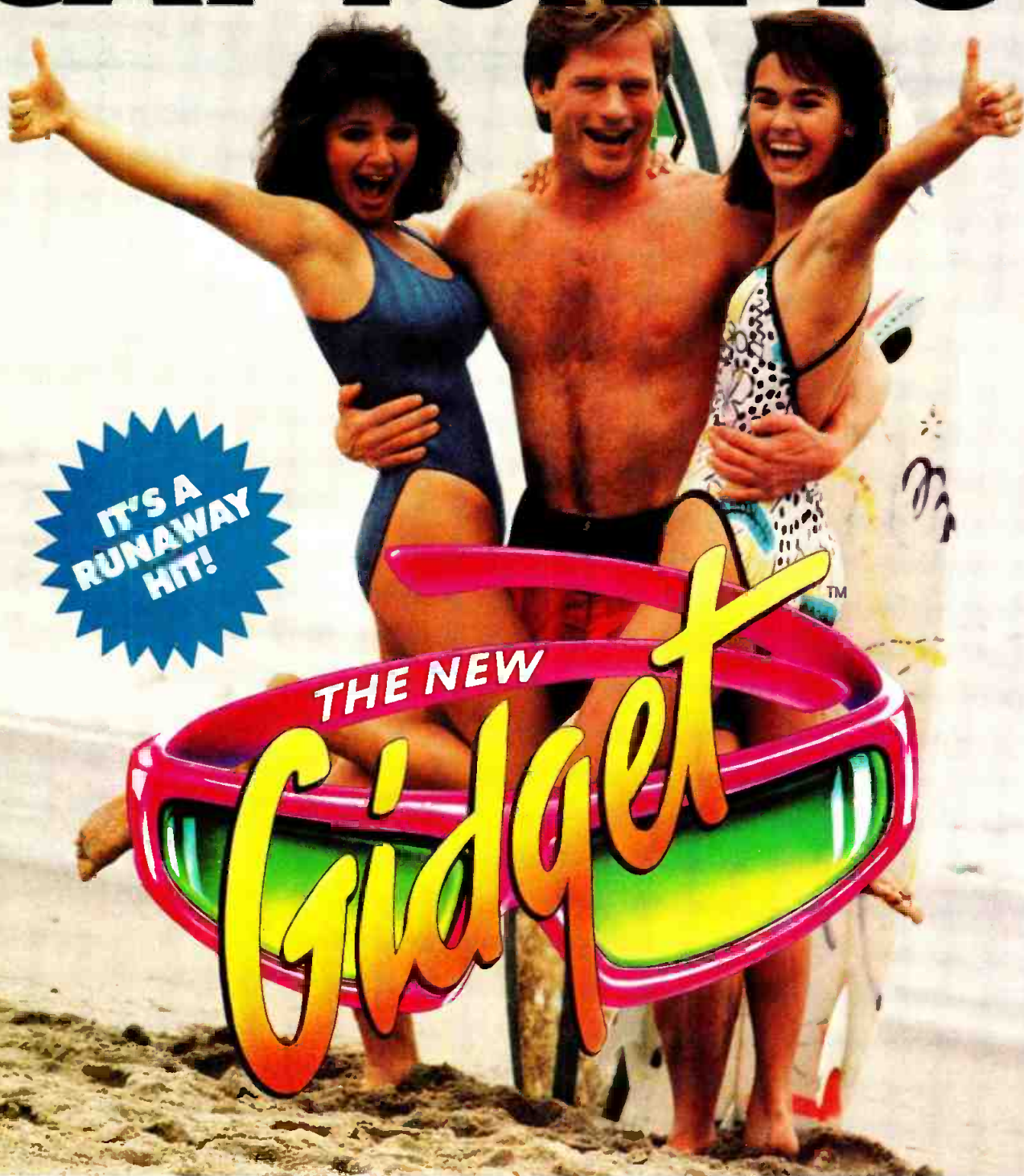


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JOURNALISM

Electronic journalism used to mean radio, then network TV, then local TV, then cable networks; now it means all of those and more. Americans have never been closer to the news than in 1986. Whenever events of importance unfold, one of the components of the Fifth Estate is within close reach. ¶A driving force behind this burgeoning news budget is technology. The impact of satellites, at first revolutionary, is now evolutionary—reshaping the relationship between networks and affiliates (page 60). ¶Two of network televisions' news chiefs, NBC's Larry Grossman and CBS's Howard Stringer, say network news is flourishing—not merely surviving—and will remain America's principal information source (page 68). ¶Satellites are also expanding the news horizons of radio, as networks and news services look to more narrowly target their product (page 90). ¶News directors across the nation discuss what's on their minds (page 92). ¶Cable has found niches for itself with 24-hour news and gavel-to-gavel politics (page 95).

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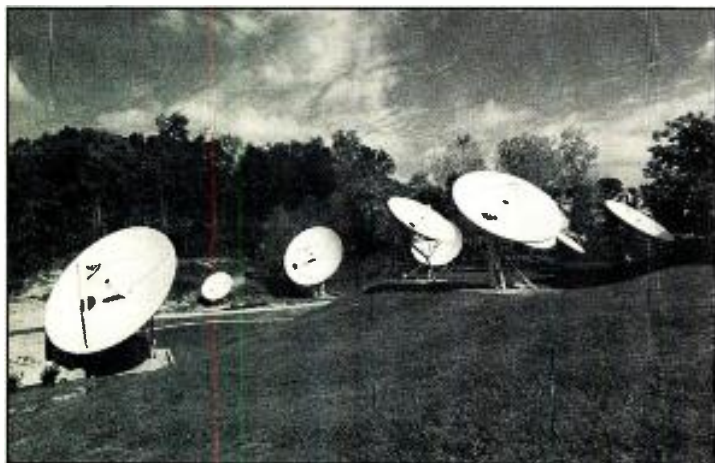
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# Satellites and the shifting balance of TV news power

**T**elevision stations today have more access than ever before to news gathered from around their states and regions, with a wide range of network, independent and other informal news exchanges at hand. The value that stations place on these state-regional resources, however, varies widely.

For some, the greater availability of regional material has sparked an increase in state-regional news coverage, even in several cases leading to the formation of exclusive news cooperatives.

But for many other stations, such regional or statewide news efforts fall low on the list of priorities and so these news-sharing cooperatives remain few and far between.

Regardless, activity appears to be continuing, though unevenly, on the regional-state newsgathering front, with a number of factors fostering its spread. Among the more important are the new technologies of mobile, Ku-band satellite newsgathering and the start-up of satellite-delivered regional news services by commercial broadcast networks.

News-sharing also goes beyond the stations that have access to satellite news trucks. Spurred on by a variety of geographic, demographic and political elements, stations work by microwave with colleagues many miles away to obtain news of interest to their local audience.

News coverage that extends outside the local market to encompass the broadcaster's state or wider region has long been seen as important to audiences in many areas of the country.

One example is in Texas, where the WFAA-TV Dallas vice president and executive news director, Marty Haag believes, "Doing our own coverage is the most important hallmark of the station. . . . Most of really aggressive news stations consider that a preeminent goal."

Until recently, and especially in certain regions of the country, getting material on deadline from across the state or another state in the region was no simple task. That has changed with the introduction of satellite newsgathering, particularly Ku-band satellite uplink trucks.

Although satellite news vehicles (SNV's) are in use at no more than five or six dozen stations around the country, the possibilities they offer for live coverage from a wide radius around a station's market have been seen repeatedly and have created industry-wide interest since they first were used in 1984.

News directors commanding satellite trucks attest to their value. Joseph Rovitto, news director at Hearst-owned ABC affiliate WTAE-TV Pittsburgh, called his station's SNV "a major newsgathering tool," allowing the station to overcome hilly terrain around its market which renders standard microwave transmissions ineffective. "It's saved us in a couple of situations," he added. "It opens horizons, allows you to think more creatively."

Stations in Baton Rouge, Boston, Tampa, Fla., and dozens of other markets have also found the technology offers a way (although a relatively expensive one) to extend coverage beyond what microwave or helicopters could provide, at the same time easing deadline considerations with their ability to report live from remote locations hundreds of miles away.

Users of the technology also see another important advantage. Because video uplinked by one satellite truck to feed its station is also instantly accessible to other properly equipped broadcasters around the country, satellite-capable stations can easily cooperate with others to share news.

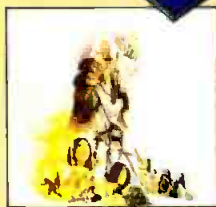
A number of stations have formally begun such state or regional news cooperatives. In Florida, broadcasters have witnessed probably the most active concentration of satellite-based news sharing, due in part to the large state's configuration of widely separated major markets, along with a common seasonal concern—hurricanes.

No fewer than three distinct satellite cooperatives have emerged in Florida, including the nation's first state satellite group, the Florida News Network.

The chance to improve hurricane coverage also prompted stations in other states, including like Louisiana and Texas, to use the satellite technology to cover storm damage and bring weather warnings to viewers, without having to wait hours for video footage, or using still images with phone-in reports.

According to John Spain, news director at WBRZ(TV) Baton Rouge, five stations in the region using SNV's first formed an ad-hoc network during the 1985 hurricane season to provide dramatic live

# GREAT AMERICAN ADVENTURE



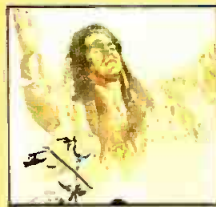
# 14



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coverage directly from storm centers as they passed overhead. The group later became more formally organized, exchanging talent and other resources.

Other types of coverage also appear to lend themselves well to such satellite-news sharing arrangements. During last month's election night coverage, stations involved in regional or statewide networks bolstered their own coverage by working closely with partner stations, stretching their capabilities by sharing reporters and other resources.

Florida News Network member, Mel Martin, vice president and news director of Post-Newsweek's WJXT(TV) Jacksonville, said the Florida state network has "transformed our [election] coverage." Through the cooperative, the six member stations not only had live video and shared news reports from trucks covering races around the state, but were also able to leave more reporters on their own local beats to keep market coverage at its strongest.

The stations also grouped together to share the costs of exit polls to project results of major races, Martin said.

Station cooperatives are by no means limited to those using satellite newsgathering technology. One of the more effective regional groupings, the Carolina News Network, uses microwave to link four North Carolina stations in Charlotte, Raleigh-Durham, Greensboro and Wilmington.

The Carolina network, in operation for several years, has a regular daily story conference, with at least a half-dozen stories microwaved to participating stations each day and live reports available. News staffs and other resources are also shared at times by the stations.

The Carolina microwave arrangement has been so successful it forced rival stations to begin thinking in regional terms themselves. One competitor, Jefferson-Pilot's WBTV(TV) Charlotte, fought back in late 1984 by becoming one of the first members of Conus Communications, Hubbard Communications' national partnership of stations with satellite newsgathering capabilities.

Since then, according to WBTV news director Bill Foy, four other Carolina stations have joined Conus, and now work together on special events such as the November elections, when the stations had live satellite reports from four locations in both North and South Carolina.

Another regional network, this one using only microwave technology, is the New England News Exchange. According to Jeff Rosser, vice president of news at WNEV-TV Boston, the three-year-old exchange joins eight TV stations in six New England states, a dozen radio stations, and three bureaus outside Boston operating from regional newspapers and serving as the site of microwave relays that link the network.

The exclusive arrangement among the stations makes stories available to each member daily, including live reports each night from the three bureau locations. Member stations probably air between eight and 10 stories from the exchange each week, Rosser said.

Although Rosser believes satellite trucks are not necessarily more efficient than microwave, which can work at a "fraction of the cost," he acknowledged that WNEV-TV will join Boston competitors WCVB-TV and WBZ-TV in buying a satellite news van. The truck will be used to fill "holes" in the station's microwave coverage area and allow it, Rosser added, to tie in with other satellite news stations around the region and the country.

That microwave networking may not provide enough of a competitive edge is also clear to others, including WFAA-TV's Marty Haag. The Dallas news director recalled there have been microwave capabilities in the eastern part of his state since the late 1970's, helping to feed stories out of major population centers such as Houston, San Antonio, Corpus Christi and Dallas.

In the western part of the state, however, the great distances could not be overcome by microwave, and it took new mobile satellite technology during the recent elections, for example, to enable the station to follow political candidates across the state and provide live feeds.

For far-flung group-owned stations, as well, satellite newsgathering may far outdo microwave in fostering news-sharing arrangements. Among Hearst TV stations, five of which have SNV's, the trucks have fostered a "significant increase" in sharing where little had been evident before, said WTAE-TV's Rovitto.

But for some others, particularly in large markets with already

well-established regional coverage, the introduction of satellite newsgathering has done little to change the state or regional emphasis of station news coverage.

According to Michael Ferring, news director at KRON-TV San Francisco, while the technology has allowed the station to do more live stories, it "really hasn't affected things" on a regional level, with more use being made of the truck to cover national stories. "The basic audience interest doesn't change just because the capability has," he added. "We must be driven by news most important to audience."

Even advocates of regional news-sharing admit the phenomenon will likely be slow to spread. According to Florida News Network's Martin: "The reality is it's not sweeping the country. There are only a few regional networks and only a few states with enough large markets to put the capital together."

But one marketer of satellites news services, Charles Dutcher of the Conus Communications consortium, is more optimistic that smaller stations will become involved in the technology, forming the basis for greater regional networking. "In two to five years we will see smaller stations involved because the cost of hardware will be reduced, or they will [participate] with uplink dishes, in combination with ENG trucks," Dutcher explained. "It's a matter of time and the cost of hardware. If you look at ENG, in less than a decade it filtered down to everybody in the industry."

WTAE-TV's Rovitto also agreed that market smallness will probably not limit the spread of the technology. "It's not so much size, but the competitiveness of a market," he said. "Some are more serious news markets than others. It's a question of benefits versus cost. If it makes you a better news organization, it can be cost-effective."

While many things may account for broadcasters' slow move into satellite newsgathering and regional networking, one important factor could be the establishment of daily regional news feeds to affiliates of two networks, ABC and CBS. "The networks have filled a void which would have been filled by stations" if networks hadn't

## **The new logistics of sharing**

One unresolved complexity of station-to-station regional news exchanges is the delicate subject of crossing network affiliation lines to work with preferred news partners in other markets. The practice, a fairly infrequent occurrence in the past, is becoming far more common as stations with Ku-band satellite trucks realize their ability to send and receive to and from practically any point in the country.

One broadcaster, CBS affiliate WBTV(TV) Charlotte, N.C., is a member of the satellite news exchange Conus and so sends its feeds to other Conus stations, including WRAL-TV Raleigh, N.C., also a CBS affiliate. The only problem: WRAL-TV is also a member of the Carolina News Network, a rival microwave news exchange with a partner in Charlotte, ABC affiliate WSOC-TV.

"Cross-affiliations get very complex in certain situations," said Bill Foy, WBTV news director. "It creates a whole new set of problems, makes for strange partners and [changes] established relationships."

He added: "But it's worth it because we never want to close an avenue for news. I don't care where it comes from as long as I get it. Just so we don't get shut out."

Another broadcaster who has stepped over affiliate lines in using his satellite news truck is John Spain, news director at WBRZ(TV) Baton Rouge. "The problem is complex and sensitive. We feared it would come with the emergence of the [satellite newsgathering] technology. We need a mature understanding that we will look out for ourselves to a degree, help friends to a degree, but that concrete 'will only trade with you' relationships are gone. There will be swapping with two stations in the same market or on major breaking stories, you may even see the same pictures on all three stations. These problems will be more and more, not less and less."

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filled it, said John Spain.

According to Don Dunphy, ABC News vice president of affiliate services, the network began its C-band NewsOne regional feed system in the Southwest in 1985, later rolling out daily 4-7 p.m. feeds in the Pacific, mountain, Northeast, Midwest and Southeast regions, with all operational by last July. Some 150 to 170 stories are carried on all the regional feeds each day, Dunphy added.

The CBS regional experiment, according to Bob Horner, CBS vice president of affiliate services, also began in the Southwest two-and-a-half-years ago, followed by C-band regional feeds in the Southeast, West, Midwest and Mideast and Northeast, with all feeds operational by last June. Between 100 and 120 stories per day go out on regional feeds at 4:30-5:30 p.m. and 10-10:30 p.m. local time.

For some affiliates, these services have become essential elements of daily news programming. At CBS affiliate WCTV(TV) in the 130th market, Tallahassee, Fla., news managing editor Terri VanHouse called the network regional feed "vital." She added that "we are a state capital, so it's easy to be overcome with political news. [The feed] keeps us in touch with the rest of the state."

Even larger-market stations, such as ABC affiliate WTAE-TV Pittsburgh, use network regional feeds as much as Conus feeds. Another NewsOne user, Haag of WFAA-TV, has been using Southwest regional feed material since 1985 and said ABC stations in the Southwest are "quite pleased" with the service.

Limitations to the network regionals are seen by other news directors, however, with complaints over the large number of nonbreak-

ing news pieces that appear on the feed, as well as the large volume of material stations must screen. Perhaps the most common gripe is that the regions simply encompass too large an area, so that the majority of stories fall well outside most stations' regional interests.

"We've had a little bit [of comment] on having smaller regionals," ABC's Dunphy said. "The Southeast is a good example. It's so huge a region, trying to satisfy a region from Virginia to Florida and Mississippi is difficult, so we compromise. But the cost of creating 50 of these things is prohibitive."

NBC has taken a different approach to its news feed structure, concentrating on its "A" national news feed and using the flexibility of its Ku-band satellite interconnect system (it's the only one of the three commercial networks so far to have a fully operational satellite interconnect) to make time on two transponders available 24 hours a day to stations for their own activities.

According to Jo Moring, NBC's vice president of affiliate news services, the network "dabbled" in regional feeds in Texas for two years but ended the experiment last April "on the theory that news is not based on geography. . . . Using a regional is more of a limiting factor than an enabling one."

The network, she added, was not overwhelmed by pressure for the regional feeds by affiliates, who were more interested in being assured they could themselves feed from anywhere in the country using the network's Skycom Ku-band satellite newsgathering program.

Moring acknowledged, however, that there are a number of NBC

## The satellite newsgatherers

The 78 stations listed below are those U.S. broadcasters that have, or are about to obtain, mobile Ku-band satellite newsgathering vehicles. The majority are top 100 market network affiliates, split between NBC affiliates, with 26, ABC, 22 and CBS, 22, and one independent. Another five NBC owned stations have the trucks, as do two ABC-owned stations. More than half, 40, are also members of Conus, the Hubbard Broadcasting-owned satellite news cooperative. Others are members of Cable News

Network's satellite cooperative, and a regional satellite cooperative, Florida News Network.

The stations are listed alphabetically by state and include network affiliation and membership in any satellite news cooperative. Those marked with an asterisk are awaiting delivery of their vehicles.

Several stations, listed separately below, share the Ku-band mobile uplinks.

### Arizona

KPNX-TV Mesa NBC  
KTVK(TV) Phoenix ABC (Conus)  
KTSP-TV Phoenix CBS

### California

KNBC(TV) Los Angeles NBC O&O  
KCRA-TV Sacramento NBC (CNN)  
KTXL(TV) Sacramento Ind. (Conus)  
KRON-TV San Francisco NBC (Conus)

### Colorado

KCNC-TV Denver NBC (Conus)  
KUSA-TV Denver ABC

### Connecticut

WFSB(TV) Hartford CBS

### Washington

WJLA-TV Washington ABC (Conus)  
WRC-TV Washington NBC O&O  
WUSA(TV) Washington CBS

### Florida

WESH-TV Daytona Beach NBC (Conus)  
WTVX(TV) Fort Pierce CBS (Conus)  
WJKS-TV Jacksonville NBC (Conus)  
WJXT(TV) Jacksonville CBS (CNN, Fla. N.N.)  
WPLG(TV) Miami ABC (Fla. N.N.)  
WSVN(TV) Miami NBC  
WTVJ(TV) Miami CBS (CNN, Conus)  
WFTV(TV) Orlando ABC (Fla. N.N.)  
WTSP-TV Tampa ABC (Fla. N.N.)  
WTVT(TV) Tampa CBS (Conus)  
WXFL(TV) Tampa NBC

### Georgia

WXIA-TV Atlanta NBC  
WSAV-TV Savannah NBC (Conus)

### Illinois

WLS-TV Chicago ABC O&O  
WMAQ-TV Chicago NBC O&O

### Indiana

WRTV(TV) Indianapolis ABC (Conus)  
WTHR(TV) Indianapolis NBC (CNN)

### Kansas

KAKE-TV Wichita ABC

### Louisiana

WBRZ(TV) Baton Rouge ABC (Conus)  
WDSU-TV New Orleans NBC (CNN)  
WWUE(TV) New Orleans ABC (Conus)  
WWL-TV New Orleans CBS

### Maryland

WBAL-TV Baltimore CBS (Conus)  
WMAR-TV Baltimore NBC

### Massachusetts

WBZ-TV Boston NBC  
WCVB-TV Boston ABC (Conus)

### Michigan

WDIV(TV) Detroit NBC (CNN)  
WXYZ-TV Detroit ABC (Conus)

### Minnesota

KSTP-TV Minneapolis-St. Paul ABC (Conus)  
WCCO-TV Minneapolis-St. Paul CBS (CNN)

### Mississippi

WJTV(TV) Jackson CBS (Conus)

### Missouri

KCTV(TV) Kansas City CBS  
KMBC-TV Kansas City ABC (Conus)  
WDAF-TV Kansas City NBC

### Nebraska

WOWT(TV) Omaha NBC (Conus)

### New Mexico

KOB-TV Albuquerque NBC (Conus)

### New York

WNBC-TV New York NBC\* O&O

### North Carolina

WBTV(TV) Charlotte CBS (Conus)  
WRAL-TV Raleigh CBS (Conus)

### Ohio

WKRC-TV Cincinnati ABC  
WKYC-TV Cleveland NBC O&O  
WBNS-TV Columbus CBS (CNN)  
WDTN(TV) Dayton ABC (Conus)

### Oklahoma

KWTW(TV) Oklahoma City CBS (Conus)

### Pennsylvania

WTAE-TV Pittsburgh ABC (Conus)

### South Carolina

WCSC-TV Charleston CBS (Conus)

### South Dakota

KELO-TV Sioux Falls CBS\* (Conus)

### Tennessee

WTVF(TV) Nashville CBS (Conus)

### Texas

WFAA-TV Dallas ABC  
KPRC-TV Houston NBC (Conus)  
KTRK-TV Houston ABC O&O  
KENS-TV San Antonio CBS  
KSAT-TV San Antonio ABC (Conus)

### Utah

KSL-TV Salt Lake City CBS (CNN)  
KUTV(TV) Salt Lake City NBC (Conus)

### Washington

KOMO-TV Seattle\* ABC (Conus)

### Wisconsin

WISN-TV Milwaukee ABC (Conus)

### Stations sharing vehicles

■ KYW-TV Philadelphia NBC; KDKA-TV Pittsburgh CBS, and WJZ-TV Baltimore ABC  
■ KSNT(TV) Topeka, Kan. NBC (Conus); KSNW(TV) Wichita, Kan. NBC (Conus); and KSNF(TV) Joplin, Mo. NBC (Conus)  
■ WXII(TV) Winston-Salem, N.C. NBC (Conus); WYFF-TV Greenville, S.C. NBC (Conus)

# Think SOUP.



affiliates who would like the network to do regional feeds—"primarily small markets looking for more material," rather than larger-market stations which she said prefer the network's ad-hoc time arrangements.

"Those who use the material the least—large markets—wind up carrying the burden for the rest," Moring said of regional feeds. "We're not writing off those [smaller] markets, but we had to come up with a system that would accommodate everyone."

But in those states where there is real interest in an exchange, NBC's Skycom can be used to provide ad-hoc regional exchanges, Moring said. One example is NBC's network of 41 portable uplink packages (which quickly convert station downlinks into transmit facilities) now operating from a large number of state capital affiliates. The network would also be willing to provide blocks of satellite time to stations in state or regional cooperatives that want to organize and run daily exchanges, Moring said.

The ability to provide such special request satellite interchanges, or unilaterals, among stations has already shown itself to be an important element of the network regional satellite exchanges.

According to ABC's Dunphy, "Twenty-five percent of the stories are special requests for information pertinent for affiliates. I don't

think we thought we'd be doing as much as we are. Essentially, large markets are relying on us to help collect elements of different stories." "It's the most popular thing we do," said CBS's Horner. "It's possible in 1987 we'll use more [satellite] time to do those."

WBRZ's Spain also believes the network regional feeds may gain by not having "so much news coming to me," but by being more flexible with satellite time. "Give me 25 fewer stories and instead give me time to get stories sent from another station," he said. "Allow affiliates to do more themselves."

But, Spain added, "this is a transition phase" for regional television newsgathering. "We've set up the feeds, but they may be different three or four years from now. We have to refine and grow."

Horner agreed: "I don't think anybody's said the regionals are the only thing we want to do. In 1985-86 there's been an explosion of material, regional, national feeds, Ku-band satellite services. In 1987 I expect to see a shakedown.

"Stations are in the stage of asking: 'How do I really want to use this,'" Horner added. "Local stations are still very individualistic they're not to be told what's important. But they're glad to see the networks more aggressive and offering a broader menu so they can take their pick." □

## A treatise on the network news

Network television is changing, prodded by the development of the new technology, increased news from local stations and a growing concern among management with escalating costs.

Network television news clearly was on the hot seat two weeks ago as a cadre of news specialists discussed the vulnerability of network TV news during a symposium at the annual fall meeting in New York of the Columbia University journalism alumni.

Network news was criticized for injecting entertainment into the formula. It was blasted for coverage stressing the ordinary and sensational but shying away from controversial and intellectual topics. And it was scolded for the tendency in recent months to cut staffs and resources and pay sharp attention to the bottom line.

One panelist, Neil Postman, professor of communications at New York University, set the critical tone of the meeting when he said: "In television, what we know as news exists only when there is film available. Otherwise it's not news. Television is redefining the meaning of news."

Van Gordon Sauter, former president of CBS News, took on the question of adding information to news and concluded that network TV news is not infused with entertainment values. "A problem is that many people don't understand the stories," Sauter maintained. "I approve of any technique that enables us to communicate better with our viewers."

Sauter cited the existence of a six-tier information system consisting of radio, TV, newspapers, newsmagazines, monthly magazines and books. He acknowledged that in this information grouping, TV is not equipped to be a main source of news.

Joan Konner, president of Public Affairs Television Inc. and senior executive producer at WNET(TV) New York, agreed with Sauter's assessment that network news should be made easier to understand, including the use of charts and graphics. But she criticized networks for "ignoring a good deal of news that could be covered and isn't."

Several panelists lamented the financial squeeze on networks that has resulted in cuts in staffs and, in the view of some news specialists, a subsequent reduction in quality. Steve Friedman, executive producer of NBC-TV's *Today* show, took up the cudgels for the networks.

"News has become an expensive proposition," he said, "and I would estimate that it costs the three networks and the Cable News Network about \$900 million a year. The costs have been driven up by the cost of the technological equipment we need. The coverage has made television the medium most people want, although I do not say TV is the main provider of news."

Several panelists questioned the credentials of local newsmen who serve as anchors. In this connection, journalist Tony Schwartz, who served as moderator, brought up a survey conducted among local anchormen who were asked to identify five figures active in foreign affairs. Schwartz said virtually all scored poorly.

In reply to a question, Sauter said that responsible local ownership is concerned about the expertise of local anchors in national and international issues. Sauter ventured that many viewers were not similarly concerned but did want anchors to be credible.

Konner questioned Sauter's statement dealing with local management's interest in local news quality. She felt that in many instances television news management is subservient to the bottom line.

Fred W. Friendly, Edward R. Murrow Professor at Columbia University, made a plea for a one-hour network news program. He said the present 30-minute news programs that are really only 22 minutes long are inadequate. Friendly, on several occasions, said network journalism was motivated by integrity to a greater extent in its earlier days. He invoked the name of his close associate, Murrow, a legendary CBS News correspondent.

Friedman of NBC was rankled by these remarks, and at one point interjected: "I have great respect for Ed Murrow, but I remember he also starred in an entertainment show called *Person to Person*." Friedman also directed another unfriendly comment to Friendly: "Talk about corporate influence. It has always existed. I remember well that Walter Cronkite was dropped by CBS as one of the anchormen for the 1964 convention because of corporate pressure."

Friendly accepted the criticism and explained: "I have to take the blame for that. That was a suggestion from Bill Paley (CBS board chairman). I should have resisted. Blame me."

Burton Benjamin, a former CBS news producer and now a senior fellow at the Gannett Center for Media Studies, decried the subject matter of network TV documentaries and special reports. He claimed networks are more likely to produce programming dealing with crack rather than more complex topics like arms control. Sauter, however, disagreed with that contention.

Panelists were asked to name a project they would undertake if they were the executive in charge of one of the TV networks. The replies included closer cooperation between network and local affiliates in news, a one-hour news program and a "vital" magazine show in prime time.



# Think chocolate.



# The coming-on-strong of network TV news



*Given all the talk about—and activity concerning—alternatives to the conventional network news services, the editors might have expected a more defensive stance than they encountered in this interview with two of the three major network news presidents. (On hand: Larry Grossman of NBC News and Howard Stringer of CBS News. Absent: Roone Arledge of ABC News, sidelined at the last minute by a cold.) What they heard, instead, was an unequivocal assertion, not only of network news's viability, but of its enlarging influence and reach in all parts of the broadcast day. From where these two stand, the past has only been prologue.*

**What do you think television network news will look like 10 years from now?**

*Grossman:* Bottom line, I think it will not look very different from what it is now. You will see, I believe, a rather significant expansion in network news, as is already going on—not into an hour evening news but into other time periods. Sundays. Saturdays. As we are expanding with the *Today Show*, and as ABC has done with *Nightline*. I think others of us will come even later, late night—perhaps after *Letterman* on NBC. Midday is another opportunity, as you're seeing more and more stations doing news, a logical place to follow for a half hour. And early in the morning with differing kinds of

broadcasts. We're starting a financial series.

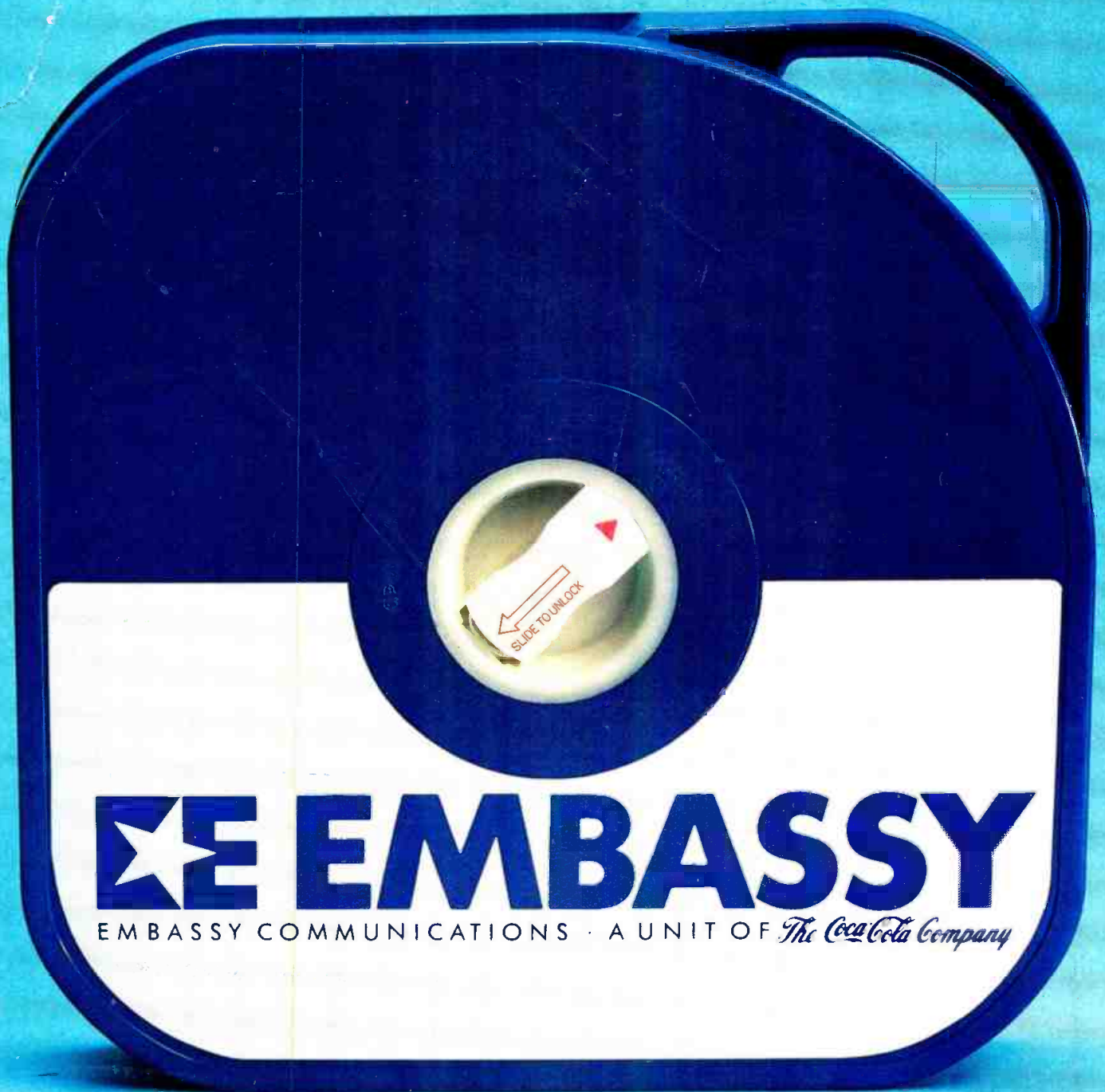
And prime time as well; all of us have a series going in prime time. So I think you will see more time devoted to so-called news and information programming on the network, and I think you will see the programs not looking awfully different from what they look like now, except perhaps to continue the evolutionary trend that you're seeing in terms of each of our nightly news doing more in-depth, perspective, conceptual reporting in addition to headline reporting. And we're relying increasingly on the local news preceding nightly news to provide the top-rung headline service.

I think there will be an increasing sharing between affiliates and

**Think  
comedy.**

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networks, so that you get stronger and more sophisticated and better journalistic local news married with a kind of national and international news that we provide, so I think it will be a healthier diversity and healthier dose of news than television has provided before.

**Do you concur in that prediction?**

*Stringer:* Yes. I think expansion on the fringes of broadcasting that we've talked about—we have *Nightwatch* overnight, and the opposite ends of the day, whether it's a business show early in the morning or Saturdays and Sundays—is inevitable. But the difficulty with those time slots is that none is as effective or as exciting as prime time, and the challenge of the next decade may well be how much we can make inroads into prime time as the general ratings of the network come down somewhat, and they have been eroding at a few percent a year. The costs of documentaries or the costs of public affairs series or the costs of travel or the costs of almost any kind of prime time news-information programming are clearly much cheaper and the ratings not that bad.

There have been, for instance, a fair number of documentaries this year that have gotten 20 shares. That stops people dead in their tracks who normally say: "Well, we won't have any documentaries on the air because they are traditionally low rated." I mean, the crack



special with its 29 share [the two-hour *24 Hours on Crack Street*] again raises questions about what belongs in prime time, and the old truisms are under attack. They're under attack creatively because we're more sophisticated in our use of the medium, and they're under attack financially because they don't cost very much. The crack special was \$200,000 an hour for a total of \$400,000, which is truly cost-effective. We're doing it with *1986* and *West 57th* and so forth.

If we can find inroads into prime time to do something that is dynamic and interesting and occasionally controversial and different, then the normal criteria for that broadcast or program's survival is going out the window. I mean, *Our World* on ABC is an interesting concept with a microscopic share at 8 o'clock against *Cosby* which would normally have doomed it right off the bat five years ago. Well, I don't think any of our programming from the news divisions in the evening are necessarily going to be shot down over the next decade. Either for cost reasons or for ratings reasons, as those ratings come down. It's up to us to take advantage of the moments when they're offered to us.

The only downside, as is true for *1986* or *West 57th* or any current affairs show, is that it takes time to build an audience. You've got to leave it in there. There was a temptation, five or six years ago, that if it has low ratings, it's gone. In six or eight weeks, and so forth. I think we can reshape the look of prime time news as long as everybody has patience.

*Grossman:* I would agree with that analysis except for one amendment. I think we've seen at NBC that the ratings are not really declining and, in fact, have gone up considerably. And I'm not sure that the network shares will continue to decline at all; in fact, I think they'll go the other way, provided the programming is sufficiently exciting and compelling. But I think that what is driving the potential

expansion of news is also the nature of our society. It's a white collar, communications dominated society and economy and therefore I think the kind of material that we tend to present would be of greater interest to the public as a general trend than it used to be at a time of a blue collar, differently educated kind of society.

*Stringer:* Whatever we can say about how well our competition is doing, whether it's independent stations or cable stations, they seem to be not at all interested in the kind of programming that we do and we have the resources to do. There's no evidence that HBO has the remotest interest in public affairs programs, or the Fox network or Showtime. It's all very marginal. It's mostly semi-infotainment kinds of documentaries. And that's true on the independent stations. So that we have with our skills and backgrounds in the news divisions all the ability and scope of talent to do almost anything in prime time provided that there is some significant opportunity for it to succeed and grow.

**What is the reason for this new success of news product in prime time? Why does it look so much better than it did?**

*Stringer:* I'm not sure. I think it's a question of the skills that *60 Minutes* started being translated into most of the magazine shows and knowing better how to pace broadcasts, and edit broadcasts, and use all the graphic machinery and so forth.

**So it's because of an enhanced product, not because the entertainment shows are down and you look better by comparison?**

*Stringer:* It's a little of both. Over the last six years there has been a decline in total network audience. Hopefully, it's stopping and it's hard to believe that there's going to be any further erosion, given the type of competition. It's reached a level at which we can compete again, and you'd have to say that the driving force behind that is the cost of our programming versus the cost of Hollywood programming.

**If I had to put a word to Larry Grossman's vision for the future, it would be "volume." It had to do with the volume of news, not necessarily the character of the news itself. Is that also how you feel, or do you have another vision of the future?**

*Stringer:* Well, if you look to the total hours that CBS News does, it's much greater than NBC's—but that's because of *Nightwatch*. I don't think I want to turn to Larry and say, "We're doing much better than you because of *Nightwatch*," because *Nightwatch* is essentially a talk show that's on three hours a night, five nights a week, so it drives up the volume of our hours.

The fringe programming is fine, but it isn't what gets your talent excited; it isn't what gets the producers and the reporters excited. I mean, they want to get into that part of the day where there's a real audience. Everything else is fine. I'm all for business shows and health shows and specialist shows, but they are in the wrong end of the day a lot of the time. I'd like to have a sort of two-pronged attack on air time, and not get out of prime time.

**If I could follow up on something you mentioned earlier, Howard, and that is infotainment. Have the networks come to learn that in order for news programming to be successful in prime time it has to be as entertaining as it is informative, and if so, is that essentially why we've seen the emergence of prime time magazines and a corresponding decline of documentaries?**

*Stringer:* That's a tricky question. I think you need a blend of almost everything you do. I think if you automatically assume that information of a serious nature isn't going to succeed in prime time, then the wish becomes father to the thought.

We can usually tell with a documentary what its ratings are going to be. It was obviously not a surprise that *Crack Street* was going to have a large audience. It's on drugs, it's topical, it's timely. If you look at the history of documentaries all the way back, the high rated ones are not necessarily the best. Quality and quantity aren't necessarily one and the same.

But my point is that if you blend them somewhat, you blur the problem of ratings and you can occasionally get ratings behind you. We have to do both. You can't take the deficit and turn it into an

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# Editorials

## What's the hurry?

A three-dollar gadget has become a billion-dollar issue in the cable and broadcast television businesses. It is the A/B switch that the FCC has ordered cable systems to offer all subscribers as part of the new must-carry rules.

The A/B switch enables cable subscribers to choose between cable and off-the-air signal delivery (assuming they also have antennas that take signals off the air). Sounds simple enough: an inexpensive way to assure consumer choice, the ideal of the marketplace. That's what advocates of the A/B switch at the FCC had in mind when they hit upon the switch as the way to get around a court decision throwing out earlier must-carry rules as unconstitutional restrictions on cable operations. As explained last week by Jim McKinney, the FCC's Mass Media Bureau chief (see page 49), "We will no longer justify imposing must-carry obligations on the basis of 'protecting' local broadcasters... On the contrary the stated federal interest in adopting these rules is to facilitate competition by maximizing viewer programing choices." The switch is there to maximize choice, and how can the courts say that offends the Constitution?

Whatever the courts may say, the cable industry sees the switch as an abomination. The device is undependable, causes trouble, would probably be unused and would be a \$1.4 billion expense of doubtful if any value, according to the National Cable Television Association, which will do what it can to get the rules modified, withdrawn or killed by the courts. Broadcasters see the switch as a bargaining chip. They will side with cable against the switch if cable sides with them on modifications of some other features of the new rules, and here we go again in another round of cable-broadcast negotiations, with divisions in both camps.

Individual cable interests have already asked the FCC to stay its new rules. Others are preparing to appeal to the courts. Broadcasters, for their own reasons, may join.

It is altogether possible that the financial and technical complexities of A/B switch installation were understudied by an FCC that was desperate to find a way to write must-carry rules without losing again to the Constitution and the courts. Why not a stay of reasonable length to appraise the real-world consequences of this action?

## Do it now

Jim McKinney, the FCC's Mass Media Bureau chief, has recommended that the FCC act without delay on the proposed settlement of the challenge to RKO's KHJ-TV Los Angeles (BROADCASTING, Dec. 1). He says the suspension of action on the imaginatively crafted transfer of KHJ-TV through Fidelity Television, which has been competing with RKO for the station's license for 20 years, and into the portfolio of Westinghouse Broadcasting is a deterrent to settlements of challenges to RKO's 13 other licenses, as invited by the FCC last September.

McKinney is in a somewhat awkward position here. As Mass Media Bureau chief, he advised the FCC last April that the KHJ-TV transfer, as presented, would violate the law and FCC rules. Now, presiding over all RKO settlement negotiations as "mediator/facilitator"—yes, Virginia, they talk that way in Washington—he is urging the FCC to take action, although carefully refraining from suggesting what kind of action to take.

This page will be less reticent. The FCC should approve the KHJ-TV sale on its own merits, no matter what bearing its action may have on the other RKO negotiations.

Some FCC lawyers and the FCC administrative law judge who

has been hearing the KHJ-TV-Fidelity case may disagree, but lawyers for the transfer applicants went to intricate lengths to comply with the law and rules that were written to discourage competing applicants from going after licensees in pursuit of big-money settlements and to prevent challenged licensees from selling out of their predicaments at large capital gains. The same law and rules, as has been noted here before, state that settlements must also serve the public interest.

Off the top, it is silly to surmise that Fidelity has been paying lawyers for 20 years to rig a deal with RKO. It wanted the station and must have thought it had at least a gambler's chance to get it by FCC action. The \$95 million it is to get from Westinghouse would no doubt exceed its out-of-pocket costs of litigation, but the agreement will hardly induce others to undertake challenges on the slim chance of settlement 20 years later in life.

The \$212 million RKO is to get from Westinghouse would have popped an eye or two before the bull market in VHF stations took over. It is a sum far less than half that paid for the last independent VHF to trade in Los Angeles. The FCC rule of thumb on distress-sale ceilings is three-fourths of market price.

As for the public interest, it is, as this page has said, obvious. What is proposed is a transfer of a major-market television station from a licensee that has been under fire for 20 years, through a challenger with no broadcast record whatever, to a true broadcasting pioneer with a 66-year record of unblemished service.

Next case.

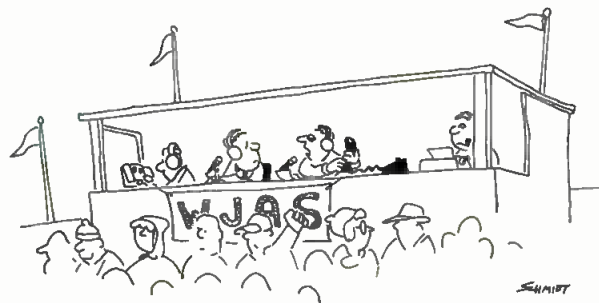
## Matter of balance

There is good advice for both television network and affiliate newsgatherers in the collective wisdom imparted from both elements in this issue's report on the state of broadcast journalism. The current ship of that state is the satellite, whose presence—no news here—has forever changed the way the world gathers and disseminates its information.

The advice to the networks: Maintain their commitment to a strong news presence. While affiliates still look to the networks for most national and international news, there are now numerous competitors in that supply chain—regional news services, ad hoc cooperatives—and networks must be sensitive to the concerns of affiliate partners with increasing news sophistication or risk defections to an a la carte news menu.

The advice to stations: Guard against allowing the satellite's ubiquitousness to supplant news judgment. Because a venue is now reachable does not presuppose that there is something news-worthy there.

The trick is to keep on truckin', but sensibly.



Drawn for BROADCASTING by Jack Schmidt  
*"It's the boss. He says the next time you say the ball is on the 60-yard line, you're fired."*

□

Federal district court judge Eugene Lynch ruled last week that **process by which three California communities sought to award only one cable franchise is unconstitutional.** In suit brought by **Century Federal Inc.**, would-be cable operator who refused to participate in process, Lynch ruled that disruption to "public domain" caused by installing more than one cable system does not "justify the suppression of all cable speakers except the one to which the municipalities grant permission to speak." He also said "because cable television is more closely analogous to newspapers than the broadcast media, the fact that the cable television market in a proposed service area is a natural monopoly does not justify greater governmental regulation of cable operators than would otherwise be allowed under the First Amendment."

□

**Dismissal of several claims in CBS suit against Ziff Corp. was upheld** by New York state appellate court last week. Charges dismissed included those of fraud and misrepresentation which had been filed by CBS in May of 1985 regarding company's \$362.5 million purchase of Ziff-Davis Publishing. CBS said it would pursue other charges, including breach of contract and breach of warranty claims, which had been left standing by lower court.

□

**CBS renewed its commitment to radio rep business** during CBS/Broadcast Group staff meeting last week, "putting to rest" recently surfaced reports that unit, **CBS Radio Representatives**, may soon be sold, said CBS spokesman. "We have absolutely no intention of leaving the rep business. It's in our 1987 plans," spokesman said.

□

**NBC News confirmed last week it would not renew its exclusive production agreement** with former news president **Reuven Frank.** Frank's company, Formerly Inc., produced several documentaries for NBC News under exclusive two-year pact, set to expire in March. However, network spokeswoman said news division would continue to do business with Frank on project-by-project basis. He set up Formerly Inc. two years ago after retiring as president of news division.

□

**Larry Speakes**, who took over as White House spokesman in aftermath of attempt on life of President Reagan in March 1981, **announced his resignation last week**, in midst of uproar over revelations of arms sales to Iran and diversion of profits from those sales to anti-Sandinista rebels in Nicaragua. Speakes, 47, who will become senior VP for communications for Merrill Lynch & Co., said he will remain in his White House post until Feb. 1.

□

**Museum of Broadcasting will move** (in about three years) to new building to be designed by architect Philip Johnson on piece of property donated to museum by William Paley, founding chairman of CBS Inc., and chairman of MB board of trustees. Property, located near CBS's "Black Rock" headquarters on New York's W. 52d St., is valued at approximately \$12 million. Total cost of new building, including land, is about \$40 million. Each of three networks has agreed to kick in \$2.5 million, leaving little more than \$20 million to be raised. Among those leading effort to raise balance will be former RCA Chairman Thornton Bradshaw, MCA President Sidney Sheinberg and former NBC Chairman Grant Tinker. Said Paley last week: "Because of the importance of this mission, the museum trustees are very hopeful that the remaining necessary funding will be achieved without undue delay." New MB building will have almost four times space of current facility on W. 53d St., some of which will be leased to other commercial users.

□

**Westwood One Inc.**, Culver City, Calif.-based network radio company which owns **Mutual Broadcasting System**, has entered into agreement to **acquire industry trade Radio & Records from Harte-Hanks Communications.** Purchase price is reported to be around

\$18 million. "This acquisition," said Westwood One Chairman Norm Pattiz, "provides us with more of the essential resources that will be necessary for our continued growth in network radio and, at the same time, gives us the opportunity to be even more involved with two of our key constituencies: radio and the music industry." Deal is expected to close in early January. Separately, Pattiz has named **Bill Battison**, Westwood's executive vice president and chief financial officer, company president. Battison, who will also continue as chief financial officer, fills position which has been vacant since Arthur Levine left post on May 31.

□

**Barden Cablevision** has signed six-year, **\$22 million deal for converter-decoders from Oak Communications.** Barden will use 200,000 second generation Sigma converters for cable TV system under construction in Detroit.

□

**Irwin Segelstein**, vice chairman of NBC since 1981, last week announced **plans to retire.** At request of network president, Robert Wright, Segelstein, who is 61, will remain in his post until next spring, when he will launch new career in program production. He will remain consultant to network perhaps into 1988. He joined NBC in 1976 as executive VP of programming and subsequently served as head of television network and owned stations division.

□

**Cable News Network** has assigned **European marketing effort to Terry McGuirk**, Turner Broadcast System vice president, TBS head Ted Turner announced last Thursday. McGuirk will run new London-based CNN International Sales subsidiary, which is separate from MGM library European sales effort, out of his Atlanta office and retain current responsibilities as president of Turner Cable Network Sales. Previous European marketing head for CNN, Charles Bonan, left company earlier this fall ("Closed Circuit," Nov. 17).

□

**Robert Preston Tisch**, postmaster general, agreed to **give up voting seat on Loews Corp. board of directors**, with expectation he would become nonvoting member. Decision was made to avoid conflict of interest. Loews owns 24.9% of CBS.

**General Instrument declares war.** Calling it "outright fraud," *General Instrument Corp. executives last week warned consumers about "pirated" VideoCipher II satellite descramblers. "Consumers are being victimized right now by unscrupulous people and organizations selling purported fixes to VideoCipher II descramblers which are claimed to break the security of our VideoCipher II system," said J. Lawrence Dunham, executive vice president and general manager of the division.*

*Dunham said at a press conference during last week's Western Cable Show: "Our investigation of these products shows many are outright frauds. In all other cases, attacks we have seen have been anticipated and can be controlled through multiple levels of security measures available to render these so-called pirate descramblers useless."*

*The company puts its authorized scrambler chips on different scrambler bands, he said, rendering the pirated descramblers useless.*

*Dunham admitted the problem is widespread, saying "everyone and their brother seems to be trying to defeat the system." He said company officials were distressed by recent reports that bootleg chips were selling for \$4,000.*

*"Today, due to the uproar, we are putting the makers of these descramblers on alert," he said. The company is undertaking new security measures, which Dunham would not disclose.*

*GI, he said, will also take legal action against the makers of the illegal devices, which are believed to be coming from foreign sources. The company's descrambler is the industry standard used by cable television operators and satellite dish owners to descramble authorized programming.*

First reading on **revamped Thursday lineups for NBC and CBS** is in. Last week, new half-hour version of **Twilight Zone** at 8 p.m. averaged 8.8/13, no competition for **Cosby**, which averaged 38.6/57. **Simon & Simon** in its new time period, 8:30-9:30 p.m., averaged 12.4/18, no competition for **Family Ties** which had best rating/share ever with 36.4/54, and **Cheers**, which had 28.4/42. At 9:30, CBS's **Designing Women**, in new Thursday slot, averaged 11.7/18, competitive with ABC's **Colbys** which averaged 12.1/18 at 9-10 p.m. **Designing** had been averaging 28 share on Mondays. At 10 p.m., **L.A. Law**, making first Thursday appearance, won rating battle with 17.1/28, beating **Knots Landing**, which did 16.7/28, and **20/20**, which averaged 13.7/23. NBC did not fare so well with its move of **Hill Street Blues** to Tuesday to face ABC's **Moonlighting**. **Hill Street** fell 10 share points from what it had been averaging on Tuesdays, to 13.3/19. **Moonlighting** averaged 20/29. **CBS Tuesday Movie** at 9-10 p.m. averaged 9.6/14.

House Copyright Subcommittee Chairman **Robert Kastenmeier** (D-Wis.) announced during Western Cable Show last week that he is reintroducing **legislation next year to enable satellite carriers to market scrambled broadcast signals** to nation's two million owners of backyard earth stations. However, he added, in effort to mitigate opposition to legislation, he said, new legislation may "be written differently." In last Congress, Kastenmeier offered so-called superstation scrambling bill (H.R. 5572), which would have created compulsory copyright license to cover sale of broadcast signals to dish owners. But because of stiff opposition from broadcasters, proponents of bill couldn't maneuver bill to House floor before Congress adjourned. Broadcaster opposition was aroused by announcement in September of Satellite Broadcast Networks Inc.'s plan to put three network affiliates on satellite and sell them as package to dish owners for \$50 per month. SBN is going ahead with its plans (see "Top of the Week"), believing H.R. 5572 or anything like it is unnecessary. Kastenmeier expressed some skepticism about SBN's interpretation of existing law. Aside from home satellite legislation, Kastenmeier indicated it was unlikely any cable copyright legislation would move through his subcommittee unless it reflected consensus of all affected parties.

**CBS/Broadcast Group announced management reorganization last week at its operations and engineering division (COE).** In July, COE lost about 200 positions, including post of president, then filled by

**Midseason modification.** *ABC said last week it was cancelling the new season one-hour police drama, Heart of the City, with its last broadcast scheduled for Jan. 10. Replacing it on Saturday nights (9-10 p.m.), starting Jan. 17, will be a new lighter-hearted police drama, Ohara, starring Pat Morita ("Karate Kid"). The new show is from Warner Bros. Television. ABC also said it had ordered additional episodes of two other new season programs—Jack & Mike and Starman. According to sources on the producer side, Starman received a full-season renewal, or nine episodes. The network ordered five episodes of Jack & Mike. Meanwhile, CBS said last week it was calling up midseason replacement, Outlaws, a one-hour time-travel western from Universal, to replace the canceled Downtown (BROADCASTING, Dec. 1). Outlaws will debut in a two-hour special Sunday, Dec. 28, and then move to its regular slot on Saturday, 8-9 p.m., beginning Jan. 3.*

*On a separate midseason note, ABC said it has ordered episodes of two additional programs for midseason use, including Max Headroom from Lorimar, about the world's first computer-generated TV personality, based on the British television series. Cinemax has just completed a 10-episode run of its own Max Headroom series and says it has the exclusive right to Max as a "TV talk show host." ABC has not indicated exactly what role the Max Headroom character will play in its version of the program. ABC also said it ordered episodes of Mariah State Prison from Vista Entertainment in association with New World Television, also for midseason use.*

George Shannon, who moved over to become VP, facilities planning, CBG, reporting to group executive VP, Thomas Leahy (BROADCASTING, July 7). At time, COE was reorganized by regions of country, with each region head reporting to group executive VP, Neal Pilson. But last week, Pilson named one of those region heads, Jim McKenna, senior VP, COE. McKenna had been VP/general manager, operations, East Coast. Prior to that he was VP/general manager, CBS Sports. All operating units within division will report to McKenna, who will continue to report to Pilson. McKenna's old COE position, and similar position on West Coast, are being eliminated. Bob Norvet, presently VP, general manager, West Coast operations, will retire at end of this month. Source said that had been Norvet's intention for some time and that his is not forced retirement. No other other position reductions at COE are expected, source said.

**National Amusements Inc. indicated possibility it would increase stake in Viacom International beyond 25% it is currently allowed.** Filing, made last week, reportedly said Dedham, Mass.-based theater owner had recently purchased additional shares at prices between \$39.50 and \$41.75, raising ownership of Viacom stock from 18.3% to 19.8%. Viacom management's proposed leveraged buyout has been valued on per-share basis at roughly \$45. Reason that National Amusements has yet to approach 25% ceiling it is currently permitted by antitrust ruling from Federal Trade Commission, according to filing, is that Viacom's "poison pill" provision—making it more expensive for outsider to acquire New York-based media company—would be triggered at 20% ownership.

**Rainbow Program Enterprises**, major cable program and regional sports distributor, last week announced planned launch of industry's first **regional 24-hour cable news service** on Dec. 15 ("Closed Circuit," Dec. 1). **Long Island-based News 12** service will be headed by Al Ittelson, former vice president of news for ABC's owned stations, with first-year budget of \$6 million and staff of 100, according to Marc Lustgarten, Rainbow president and chief executive officer. News channel will have potential audience of 500,000 cable subscribers on eight cable systems. Hubbard Broadcasting's Conus Communications satellite news cooperative has also been selected to provide its national news and occasional local reports. Service will also have Ku-band satellite newsgathering vehicle. In related news, **Cablevision Systems**, Woodbury, N.Y.-based MSO, has offered to buy all equity interests of **Rainbow Program Enterprises** as well as other interests of Rainbow partners for approximately \$57 million.

Almost lost in attention paid to firing of two top Intelsat officials (see page 52) is item on board of governors' agenda this week involving **PanAmerican Satellite Corp.'s proposed separate satellite system.** After months of hard bargaining between representatives of U.S. and Intelsat staff, item seems sure to win board approval. However, uncertainty surrounds some related matters. One involves staff's recommendation that cumulative economic effect of individual systems, like PanAmSat, must be considered to determine extent of impact. That approach, with 5%-10% diversion of traffic that staff cites as threshold of danger, U.S. says, would virtually rule out any separate systems after PanAmSat. Another question is date to be set for Extraordinary Assembly of Parties to consider PanAmSat matter, once board acts. U.S., arguing that final clearance must be given as soon as possible to enable PanAmSat to meet June launch date, is urging that EAP be set in January; Colino had been calling for assembly in March or April.

**Viacom will open sales for The Cosby Show in Cincinnati** this week. Viacom will close one or two more markets before NATPE convention.

**CBS's new comedy, The Cavanaughs, averaged 19.9 rating and 29 share** for its debut last Monday (Dec. 1) at 9:30 p.m., following **Newhart**, which averaged 21.2/31. CBS took night with a 18.8/28, compared to ABC's 16.7/25 and NBC's 14.0/21.

## Jim and friends

Jim Henson's first love was not puppetry. It was television. The Muppets were born because they provided the opportunity for a high school student with a flair for the creative and a fascination with television to realize his dream of working in that medium. Today the dream has been made flesh—or more accurately, cloth and foam—and a world of fun made extremely profitable.

The Muppet kingdom has grown from a handful of simple figures to a cast of international stars such as Kermit, Miss Piggy and Big Bird. Henson is now president of Henson Associates and its London counterpart, Henson International, and his extended family is busy indeed.

There is a pilot for NBC, a Christmas special that was to air last Saturday (Dec. 6) on ABC and the animated *Muppet Babies*, produced with Marvel Productions, in its third season on CBS. *Fraggle Rock*, in its fourth season on HBO, is also syndicated overseas and will be available for U.S. syndication in September 1988. *The Muppet Show*, a powerhouse syndication product, is still going strong. It is currently on 148 U.S. stations and it has just been offered for barter syndication to Superchannel, a new European satellite channel. Then there is the Muppet's featured role in public television's *Sesame Street*. Space considerations preclude listing Henson's movie credits or awards.

Jim Henson speaks gently and without embellishment about his success and the growth of his Muppet menagerie; not surprising from an art major whose forte is the visual and whose element is the unseen nine-tenths of the creative iceberg just below the electronic puppet stage.

"TV is a natural for us and the way we first began," says Henson. "The old Punch and Judy booth was a little box that they used to carry around mounted on their shoulder. If you think about it, it could be very much like a television set. We used the set itself like a puppet stage, with the characters moving in free space, framed by the television set. Everything we did was designed for television."

Born in Greenville, Miss., Henson moved to Washington as a teen-ager, and at the same time became enthralled by television. "The enthusiasms that you have when you're an adolescent stay with you," says Henson. His adolescence coincided with television's infancy, which gave him the opportunity to work, and experiment, in local television. "In those days they didn't pay a lot of attention to what we did, so we had a pretty free hand," says Henson, with no pun intended.

When the Washington CBS affiliate, WTOP-TV, put out a call for a young puppeteer, Henson "made some puppets and auditioned. I had really never known anything about puppetry until I started working in it." The show was a local Saturday morning children's version of CBS's *Morning Show*.



JAMES MAURY HENSON—president, Henson Associates; b. Sept. 24, 1936, Greenville, Miss.; BA, art, University of Maryland; created Muppets and puppeteer, WTOP-TV Washington, 1954; producer, *Sam & Friends*, WRC-TV, 1955-1961, puppeteer, *Jimmy Dean Show*, ABC; guest appearances, specials commercials, 1966-1969; puppeteer, *Sesame Street*; 1969—; producer, *The Muppet Show*, 1976-1981; present position since 1974; m. Jane Anne Nebel, May 28, 1959; children: Lisa, 26; Cheryl, 25; Brian, 23; John 22; Heather, 16

"The adult version had Bil Baird as puppeteer. So they were looking for a kid who was a puppeteer." Henson was a kid who wanted to be on TV, so he became a puppeteer.

His success on WTOP-TV led to other local appearances and then to his own show on competitor WRC-TV. "They were doing the local news strip from 11 to 11:30 p.m., which was divided into a bunch of short shows and they gave me the last five minutes." The result was *Sam & Friends*. Those first Muppets—the term a combination of marionette and puppet—were not the developed personalities now associated with that troupe. "I started out with a few characters and we lip-synced to novelty records," says Henson. "That's basically what Bil Baird was doing in those days so that's what I decided I would do too."

But Henson's attitude toward his craft was changing. He was attending the University of Maryland, majoring in art and studying puppetry. At first, he says, "I felt it was just something to do to work my way through college. After I had been doing it a few years, I took a trip through Europe and met other puppeteers. That was the first time I realized it could be a serious occupation."

While at college, Henson met Jane Nebel in a puppetry course and they began working together. One project was a series of commercials for Wilkins coffee that would gain the Muppets national exposure. "The commercials became very successful so we started syndicating them around the country to about a dozen regional sponsors." Their partnership was successful in another way; the two were married in 1959.

The popularity of the regional commercials led to appearances on the *Today* show,

on variety shows such as *Ed Sullivan* and *Steve Allen* and a stint as puppeteers of Rowlf, the dog, on the *Jimmy Dean Show*.

The Muppet business burgeoned. The company, then called Muppets Inc., moved to New York in 1961 and became Henson Associates. As the Muppet tribe increased, so did the staff. Joining the Hensons were puppet creator Dan Sahlin, and writer Jerry Juhl. In 1963, Frank Oz joined the group. Henson has said of Oz that he was "probably the person most responsible for the Muppets being funny." Henson Associates currently number about 100.

In 1969, John Stone of the Children's Television Workshop, who had worked with Henson on a Muppet special, asked Henson to do the puppet segments of a new children's show, *Sesame Street*. Such characters as Big Bird, Bert and Ernie and Kermit became the country's best known preschool teachers.

In 1975, the Muppets tried to capture a completely different audience. Henson recalls: "We did the first seven shows of *Saturday Night Live*. It wasn't terribly successful. It was a matter of trying to develop a writing style for the show that wouldn't gel." After those seven shows, Henson and crew left for London, where Sir Lew Grade [afterward elevated to a lordship], head of London's Associated Television Corp., offered them the opportunity to produce the half-hour *Muppet Show*, in which the U.S. networks had shown little interest.

It was that show that demonstrated conclusively that Henson's troupe appealed to an adult audience. Under the ITC wing, Henson set up production in London, where Henson International continues to produce new puppets and programs.

The timing for the half-hour show was "really good," says Henson "The FCC had just opened up 7:30 to prime time access, limiting network affiliates in the top 50 markets to three hours of network or off-network programming between 7 and 11 p.m." The show was sold first to the five CBS O&O's while at the same time it was running in England. "Then Lew sold the show around the world to approximately 100 countries." Henson's Muppets have been entertaining the world ever since.

What's presently in the works at Henson Associates? The pilot for NBC, *The Storyteller*, was produced last summer in England and combines puppetry, prosthetic makeup and real people. "It's a project that I'm very interested in," says Henson. And, he says, "we're talking with NBC about doing *Fraggle Rock* as an animated show."

Another area of interest is computer graphics. "We've developed some pretty sophisticated radio control ways of manipulating images and we'd like to apply those to computer-generated figures," says Henson. The tools may have changed, but Henson is still experimenting. ■

**Allen Dunkin**, director/graphics designer for newscasts. WAKA(TV) Selma, Ala., named to same position at WBMG(TV) Birmingham, Ala.

**Bobby A. Rader**, operations supervisor. WETO (TV) Greenville, Tenn., named promotion director.

**Barbara Kersey**, public relations director. KING-TV Seattle, named director of marketing and advertising.

**Robert Wilcott**, creative director. WAND(TV) Decatur, Ill., named promotion director.

**Larry Rosenthal**, assistant creative director, named creative director.

**Carol Heaton**, director, marketing and public relations. Davenport (Iowa) Medical Center, joins WOC(AM)-KIKI(FM) there as promotion director.

**Richard King**, marketing director. WLBT(TV) Jackson, Miss., joins WCPX-TV Orlando, Fla., as promotion manager.

## Allied Fields

Appointments. FCC. Washington: **Bradley Holmes**, legal adviser to Commissioner Dennis Patrick, to chief, policy and rules division, Mass Media Bureau; **Ralph Haller**, deputy chief, policy and rules division, Mass Media Bureau, to deputy chief, Private Radio Bureau; **John Richards**, legal assistant to Commissioner Mimi Weyforth Dawson, to law firm of Keller & Heckman.

**Jack Valenti**, reelected president and chief executive officer. Motion Picture Association of America. Newly elected to board of directors of MPAA: **David Puttnam**, chairman, Columbia Pictures; **Frank Biondi**, executive VP, business sector, Coca-Cola; **Michael Eisner**, chairman and CEO, Walt Disney Co.; **Lee Rich**, chairman and CEO, MGM/UA Communications; **Arthur Krim**, chairman, Orion Pictures; **Tom Pollock**, chairman, MCA Motion Picture Group; **Tom Wertheimer**, VP, MCA. **Kathy Zebrowski**, assistant general counsel, United International Pictures, joins Motion Picture Association of America, Washington, as VP, congressional affairs and special counsel.

**Jill Abeshouse Stern**, partner, disbanded McKenna, Wilkinson & Kittner, Washington, joins Miller & Young, Washington communications law firm, as partner.

**Kevin Chandler**, attorney, House Telecommunications Subcommittee, Washington, joins Opperman & Paquin, Minneapolis law firm, as associate.

**Paul W. Zagaeski**, consultant, Butterfield Communications Group, Cambridge, Mass., broadcast management consultant, named director, marketing and research.

**Paul S. Heller**, computer applications coordinator, Nielsen Media Research, New York, named computer applications executive. **Robert E. Morgan**, client service trainee, Nielsen, Menlo Park, Calif., named client service associate.

**Douglas Greenlaw**, VP, sales, CBN Cable Network, has been named to board of directors of New York Vietnam Veterans Leadership Program, nonprofit group "to market the capabilities of Vietnam veterans in the work-

**Abe Voron, 68**, veteran radio station owner-manager and association executive who most recently was a principal in HVS Partners, owner of WMNX(FM) Tallahassee, Fla., and WLW(FM) Salisbury, Md., died of cancer Dec. 2 at Miami Heart Institute, Miami, Fla. Voron was the former executive director and executive vice president, government relations, for the National Radio Broadcasters Association, and was a leading figure in that organization's drive for radio deregulation. Before that, he was treasurer, chairman, unpaid president and a driving force behind NRBA's predecessor, the National Association of FM Broadcasters, at a time when that band was fighting for parity with the then-dominant AM band. As president of NAFMB, Voron once said that he was working for the demise of his own association. "When FM is accepted only as radio, then there will be no need for NAFMB." Signaling the first step in that process was the 1975 name change to NRBA and the inclusion of AM in a unified radio organization. The final step, although it came long after FM had proved its power, was taken earlier this year, with the merging of NRBA into the National Association of Broadcasters. "Without Abe," said one broadcaster in a letter to BROADCASTING following the merger, "there probably would not have been a 'radio association' [and] FM radio in particular might still be relegated to a commercial-free medium, programmed for the elite few...If ever one man made a difference, it is Abe Voron." Voron was co-owner and general manager of WQAL(FM) Philadelphia with his brother, George, from 1959 until the station's sale in 1970. They were also co-owners of George Voron Co., Philadelphia, an electronic equipment manufacturer. Voron is survived by his wife, Lois, a son and daughter.



Voron

place." Greenlaw is Vietnam veteran.

## Deaths



Arnaz in 1960's

**Desi Arnaz, 69**, Cuban-born band leader, singer and actor who with his former wife, Lucille Ball, created and starred in landmark CBS situation comedy, *I Love Lucy*, and formed Desilu Productions, leading television production studio, died of lung cancer Dec. 2 at his home in Del Mar, Calif. During its seven-year run (1951-57), *Lucy* series never fell below third in Nielsen ratings and was first four times. *I Love Lucy* began as TV version of Ball's popular radio series, *My Favorite Husband*, featuring actor Richard Denning in role of husband. When series came to TV, sponsors wanted same cast, but Ball argued for Arnaz in role. Arnaz had some radio exposure as bandleader, but CBS, skeptical of audience acceptance of his thick Cuban accent, was initially unreceptive, but relented at Ball's insistence and after couple toured with staged version of show that was well received. Behind scenes of series, in which he played often-harried foil to Ball's broad comedy, Arnaz was shrewd businessman and producer who pioneered television production techniques and rights arrangements. While most series were done live from New York, Arnaz insisted on filming before live audience at Hollywood movie studio, using multiple cameras so that final product could be edited. Filming proved more costly in short term, but while most shows of era were preserved, if at all, on grainy kinescopes, Arnaz had created library of programs that could, and would, become first syndication staple. (Eventually, most programers followed Desilu lead to film, to California and to syndication goldmine). Arnaz, in negotiations with CBS, demanded and received production control and ownership of program. *Lucy's*

success allowed Desilu to expand, including purchasing RKO-Pathe properties in 1958 for \$6 million, and attracted other producers, who started taking their shows to studio. Programs produced by Desilu included *Our Miss Brooks*, *December Bride* and *The Untouchables*. After their divorce in 1962, Ball bought out Arnaz, then sold Desilu to Gulf + Western in 1967. Arnaz retired to his Del Mar ranch, making infrequent TV appearances. He was also executive producer and occasional actor in *Mothers-In-Law* on NBC (1967-69). Arnaz is survived by his wife, Edith, son, Desi Jr., and daughter, Lucie.

**Janet (Jonne) Murphy, 72**, veteran ad agency executive, and manager since 1974 of her own ad agency, Jomco, White Plains, N.Y., died of heart attack Nov. 29 at White Plains Hospital Medical Center. Her almost fifty-year career in advertising, which began with position of secretary at Dancer Fitzgerald Sample, included posts with Storer, Mutual, BBDO, RAB and Vitt Media International. She was author of "Handbook of Radio Advertising," and member of Broadcast Pioneers, IRTS and number of other professional associations. she is survived by two sons.

**Horace Heidt, 85**, bandleader on radio and television whose hits included "Deep in the Heart of Texas," "The Pennsylvania Polka," "Hut Sut Song" and "I Don't Want to Set the World on Fire," died of pneumonia Dec. 1 in Los Angeles. With his bands, Brigadiers and later Musical Knights, Heidt was popular musical figure on CBS and later NBC Red and Blue networks in 1930's and 1940's. His talent programs are credited with giving starts to such performers as Art Carney, Gordon MacRae and Al Hirt. He is survived by four children.

**Ronald Placzek, 36**, art director for CBS daytime series, *Guiding Light*, died of pneumonia Nov. 27 at Cabrini Medical Center, Manhattan.

**Tom Hanley, 44**, graphic artist, WRC-TV Washington, died Dec. 2 of injuries sustained in auto accident near his home in Solomons Island, Md. He had been with station since 1966. He is survived by his wife, Winona, and son.

KAKE-TV Wichita, Kan., resigns.

**Ray Pohlman**, executive producer, WREG-TV Memphis, named news director, succeeding **Charles (Chris) Schmidt**, named to same position at WFTV(TV) Orlando, Fla.

**Bill Foy**, assistant news director, WBT(TV) Charlotte, N.C., named acting news director.

**Mary Hopkins**, news staffer, WINZ(AM) Miami, named news/public affairs director, WJQY(FM) Fort Lauderdale, Fla.

Appointments at WLWT(TV) Cincinnati: **Deborah Hill**, news intern, to night assignment editor; **Thomas Brennaman**, recent graduate, Ohio University, Zanesville, to associate producer, sports; **Alexandra King**, anchor and reporter, KWGN-TV Denver, to reporter; **Robert Reichley**, from WCPO-TV Cincinnati, to sports photography.

**Steven Reiner**, senior producer of pilots for public affairs show, *Headlines on Trial*, WRC-TV Washington, joins CBS, New York, as producer, *West 57th*.

**Kim Smith**, news director, noncommercial WLTR(FM) Columbia, S.C., named weekend assignment editor, WIS-TV there. **Pam Leonte**, video editor, WIS-TV, named news production coordinator.

**Kay Kusuda**, general assignment reporter, KSBY-TV San Luis Obispo, Calif., named producer/host, *Perspective*, WPVI-TV Philadelphia.

**Vicki Babu**, news director, WKSJ(FM) Greensboro, N.C., joins WXII(TV) Winston-Salem, N.C., as Greensboro bureau chief.

**Jacint Garza**, news producer, KGBT-TV Harlingen, Tex., named weekend producer, KTTV(TV) Los Angeles. **Libby Shaw**, news producer, KNTV(TV) San Jose, Calif., named producer/writer, KTTV.

**Jodi Vuckovich**, part-time producer, WDTN(TV) Dayton, Ohio, named late news producer. **Kari Manns**, producer, WDTN named weekend producer. **Tod Rifner**, talk show producer, WCOL(AM) Columbus, Ohio, named desk assistant and weekend assignment editor, WDTN. **Cheryl Kilpatrick**, masters degree graduate, University of Florida, named newsroom trainee, WDTN.

**Karen Laws**, news producer, NBC News, New York, joins WLUK-TV Green Bay, Wis., as special projects producer.

Viscount **Charles Althorp**, brother of Britain's Princess Diana, joins NBC News's *Today* as contributing correspondent, based in London bureau.

**Stephanie Stahl**, reporter and weekend anchor, WSVN(TV) Miami, joins WCAU-TV Philadelphia as correspondent and weekend anchor.

**Paul Schaefer**, anchor, KSEE(TV) Fresno, Calif., joins WCPO-TV Cincinnati as general assignment reporter and weekend anchor. **Bill Price**, noon anchor and medical reporter, WTOG-TV Savannah, Ga., joins WCPO-TV as medical reporter.

**Chuck Shaleen** and **Ann Ervin**, midday anchors, KGAN(TV) Cedar Rapids, Iowa, named 10 p.m. anchors.

**Steve Swienkowski**, weather anchor and feature reporter, WDAU-TV Scranton, Pa.,

joins KCRA-TV Sacramento, Calif., as reporter and anchor, new feature news program, tentatively titled *TV Lite*.

**Craig Maurer**, anchor and reporter, WHBQ-TV Memphis, joins KDFW-TV Dallas as anchor.

**Mike Parker**, general assignment reporter, WABC-TV New York, joins WBBM-TV Chicago as weekend anchor and weekday general assignment reporter.

**Susan Blake**, formerly 5 and 11 p.m. anchor, KOVR(TV) Sacramento, Calif., named to same position at KXTV(TV) there, effective Jan. 5, replacing **Jennifer Smith** who will anchor noon newscasts. Smith replaces **Kathryn Kiefer**, who will be released in April when her contract expires.

**Sara James**, reporter and weekend anchor, Jefferson Pilot's WWBT(TV) Richmond, Va., joins co-owned WBT(TV) Charlotte, N.C., as 6 and 11 p.m. co-anchor.

**Mike Corbett**, noon and 5 p.m. anchor, KWQC-TV Davenport, Iowa, named 10 p.m. producer and 5 p.m. anchor.

**Charles B. Molineaux**, anchor and reporter, WHP-TV Harrisburg, Pa., joins KMGH-TV Denver as general assignment reporter.

**Dan Swaney**, from WMBD-TV Peoria, Ill., joins WICD(TV) Champaign, Ill., as sports anchor and reporter. **Sandra Chapman**, from WISH-TV Indianapolis, joins WICD as night beat reporter.

**Joe Avellar**, general assignment reporter, WYFF-TV Greenville, S.C., named reporter, WTVJ(TV) Miami.

## Technology

**Douglas A. Heydon**, executive VP, general manager, Ariospace Inc., Washington, named president. **Diane Josephson**, director of marketing, Ariospace, named VP, marketing. Ariospace produces Ariane satellite launch vehicles.

**Akiya Imura**, director, Matsushita Electric Trading Co., named president and CEO of Matsushita Electric Corp. of America, Secaucus, N.J., succeeding **Kiyoshi Seki**, who becomes president of Matsushita Electric Trading Co.

**J. Lawrence Dunham**, VP, corporate strategic planning and business development, M/A-Com, joins General Instrument, San Diego, as executive VP and general manager, VideoCipher division. VideoCipher is supplier of satellite TV encryption systems.

**Andrea Weisgerber**, broadcast editor, Associated Press, Columbus, Ohio, named assistant director, technology, AP Broadcast Services, Washington.

Appointments, Pace Video Center, Portland, Ore.: **Martin Soloway**, national manager of customer services, Montage Computer Operations, Los Angeles, to general manager; **Martha Cansler**, creative director, VCA/Teletronics, New York, to paintbox artist, and **Danny Rosenberg**, from VCA/Teletronics, New York, to projects engineer.

**John Unverzagt**, field service manager, Pioneer Communications of America, Columbus, Ohio, manufacturer of CATV standard

**Kudos for Koppel.** ABC News's Ted Koppel, anchor and editorial manager of *Nightline*, received the highest honor bestowed for public service by the Society of Professional Journalists, Sigma Delta Chi. Koppel, elected a Fellow of the Society last month, has been with ABC News for 23 years and with *Nightline* as anchor since its inception in March 1980. He also anchors occasional ABC News documentaries and the network's *Viewpoint*, a quarterly analysis of broadcast journalism.

Also named fellows were Eugene Roberts, executive editor of the *Philadelphia Inquirer*, and Paul Conrad, editorial cartoonist for the *Los Angeles Times*.

and addressable converters, named director, engineering, cable television division. **Glenn Sigler**, field service supervisor, named field service manager, sales support department.

**Rob Senn**, Southeast regional director, Showtime/The Movie Channel, Atlanta, joins Crawford Post Production Inc. there as director, sales and marketing. **Prudence Eddy**, production director, Turner Program Services, Atlanta, joins Crawford as account executive.

**Leslie Spitzer**, sales manager and consultant, MycroTek, Wichita, Kan., manufacturer of video display information systems for broadcasters, named national sales manager.

**Elaine Estes**, office manager, Manpower Temporary Services, Tulsa, Okla., joins United Video, Tulsa, Okla., satellite carrier, as sales representative.

**Charles Waltman**, chief engineer, KIMN(AM)-KYGO(FM) Denver, joins KNEW(AM)-KSAN-FM San Francisco in same capacity.

**Chuck Condron**, from KOOL-AM-FM Phoenix, joins KMGR-AM-FM Orem, Utah, as chief engineer.

## Promotion and PR

**Tim Miller**, VP, HBO on-air promotion and broadcast advertising, Home Box Office, New York, joins NBC there as VP, advertising and promotion, East Coast.

**Robert Dilenschneider**, president and chief executive officer, Hill & Knowlton, New York, and **Ronald Kavas**, executive vice president, Hill & Knowlton, elected to board of directors of parent, JWT Group.

**Jane Blumenfeld**, account executive, Pamela Giddon & Co., New York public relations firm, named account supervisor.

**Cindy Rakowitz**, director, media relations, RKO General Inc., New York, joins Playboy Enterprises Inc. there as manager, public relations, East Coast.

**Lissa Eichenberger**, manager of press and publicity, NBC-owned WMAQ-TV Chicago, joins co-owned WNBC-TV New York as manager of press and publicity.

**Valerie LaVigna**, special events coordinator, city of Philadelphia, joins WSNJ(FM) Philadelphia as promotion director.

ager. **Nancy Zaloom**, account executive. replaces Klionsky as national sales manager. **Bucky Nickau**, from WLTW(TV) New York, joins WABC as sales development manager.

**Susan Perry Hoffman**, account executive. and **Jeffrey Specter**, national sales manager. KPWR(FM) Los Angeles, named co-managers. local sales.

**Robert Eidem**, continuity and production director. WKPE-FM Orleans, Mass., joins WCIB(FM) Falmouth, Mass., as continuity director and copywriter.

**Judy Vopelak**, retail sales manager. WGY(AM)-WGFN(FM) Schenectady, N.Y., named local sales manager. **Stephen A. Fitz Jr.** succeeds Vopelak.

**Robert Manning**, account executive. KKAI(FM) Ogden, Utah, joins KMGR-AM-FM Salt Lake City as local sales manager. **Jeanine Gregoire**, from KDAB(FM) Ogden, joins KMGR-AM-FM as account executive.

**Jerry A. Britton**, account executive. WETO(TV) Greenville, Tenn., named local sales manager.

**Annette Alvarez**, community relations director. KTAR(AM)-KKL(TV) Phoenix, named cop advertising manager.

**Charles D. Dunn**, account executive. Capital Cities/ABC National Television Sales. New York, named national sales manager for Capcities' WPVI-TV Philadelphia.

**Mike Snyder**, local sales manager. KTXL-TV Sacramento, Calif., joins KXTV(TV) there as national sales manager.

**Dennis McCauley**, senior account executive. KABC-TV Los Angeles, named national sales manager.

**Mark Driscoll**, national sales manager. KSTW(TV) Tacoma, Wash., joins WLWT(TV) Cincinnati as national sales manager. **Mary Dobbins**, from WKRC(AM) Cincinnati, and **Denise Miller**, from WIII(TV) Cincinnati, join WLWT as account executives.

**Mary McCoy**, traffic director. WINZ(AM) Miami, named to same position at WJQY(FM) Fort Lauderdale, Fla. **Regina Colage**, account executive. WJNO(AM) West Palm Beach, Fla., named to same position at WJQY.

**Rod Hall**, vendor specialist. KXLY-TV Spokane, Wash., joins WSOC-TV Charlotte, N.C., as sales development manager.

**Wilma Harris**, traffic coordinator. KPRC-TV Houston, named traffic manager. KLMG-TV Longview, Tex.

**Judy Hays Kenney**, local and regional sales manager. WXMI(TV) Grand Rapids, Mich., named national sales manager.

**Cathy Beard**, staff artist. KPHO-TV Phoenix, joins KPNX-TV Mesa, Ariz., as art director. **Greg Voigt**, commercial photographer. Genesis Group. Phoenix, joins KPNX-TV as commercial production photographer.

**Christina Alvarez-Perry**, director, retail development. KQXT(FM) San Antonio, Tex., joins KTSA(AM)-KTFM(FM) there as director, retail sales. **Jill Baumgartner**, from KQXT, joins KTFM as account executive.

**Brendan D. Kennedy**, senior account executive. NBC Radio. Chicago, joins WFLD-TV there as account executive.

## Programing

**Shelly Schwab**, executive VP, MCA TV, Los Angeles, named president of MCA TV Enterprises, Los Angeles, company's newly expanded division responsible for first-run pro-



Schwab



Davis

duction and marketing. **Colin Davis**, executive VP, MCA TV International, Los Angeles, named president. MCA TV International, succeeding **Robert Bramson**, president since 1980, who retires.

**Robert Lloyd**, executive VP, Fries Entertainment, Los Angeles, joins Harmony Gold there as president, domestic syndication.

**Jennie Trias**, director, children's programs. West Coast, ABC Entertainment, Los Angeles, named VP, children's program series.

**Cathy Wyler**, director of children's and cultural programing. Public Broadcasting Service, Washington, named senior VP of production. Columbia Pictures, Los Angeles.

**Adrienne Benton**, responsible for Caribbean, Far East and European sales. Children's Television Workshop, New York, named director of marketing for CTW's International Television Group.

**Bob Jones**, on-air personality, Heart and Soul format. Satellite Music Network, Dallas, named program director.

**Laura Pierce**, director of program acquisition. Bravo cable service. New York, joins Arts & Entertainment Network there as manager, performing arts acquisition.

**Jay Rosenstein**, VP, new business. Columbia Broadcast International, division of CBS, New York, joins Ohlmeyer Communications, New York production company, as VP. The Management Co., administrative arm of company.

**Robynne Limoges**, former program coordinator. American Public Radio, St. Paul, Minn., who has most recently been traveling in Europe, including studying production techniques of BBC, returns to APR as director of programing.

**Anne Newman**, director of development. Sunbow Productions, New York, named VP, development.

**Tim Brando**, sports director, WAFB-TV Baton Rouge, and **John Saunders**, sports anchor, WMAR-TV Baltimore, join ESPN, Bristol, Conn., as on-air commentators.

**Seth R. Davis**, regional manager, Viacom Telecommunications, Nashville, named general manager, Country Music Television, basic cable service. Hendersonville, Tenn.

**Susan Mascio**, executive producer for special

projects. KYW-TV Philadelphia, named executive producer. noncommercial WHYY-TV there.

Appointments at WLWT(TV) Cincinnati: **Durry Jones**, station manager. KWTW(TV) Oklahoma City, to program manager: **Dick Mort**, producer and director. WLWT, to manager, production services; **Julie Smith**, writer and producer, to executive producer, special projects; **Hague Atkinson**, assistant, production department, to associate producer, special projects.

**Gina Sunseri**, from KGW-TV Portland, Ore., joins KHOU-TV Houston as executive producer.

**David Schneider**, from WCSC-TV Charleston, S.C., joins WPVI-TV Philadelphia as producer-director.

**Kevin Fennessy**, program director. WWKB(AM) Buffalo, N.Y., joins WFIL(AM) Philadelphia as program director. **Robert McPeat**, from WAPE(FM) Jacksonville, Fla., joins WUSL(FM) Philadelphia, co-owned with WFIL, as announcer.

**Nancy J. McCormick**, assistant program director. WTXN(TV) Waterbury, Conn., named program director.

**Philip J. Hutchings**, producer and director. WDIV(TV) Detroit, joins WPLG(TV) Miami as production manager.

**Charles R. Minsker**, commercial producer. WOWK-TV Huntington, W. Va., named program producer.

**Curt Westphal**, acting production supervisor. KOOG-TV Salt Lake City, named production supervisor.

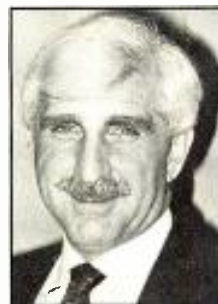
**Patrick Peters**, studio director, WAND(TV) Decatur, Ill., named production manager.

**Cathy Perron**, director, programing and creative services. WPRI-TV Providence, R.I., joins WNEV-TV Boston as assistant program director.

**Ray Brewer**, weekend anchor. WLIS(AM) Old Saybrook, Conn., named evening announcer.

## News and Public Affairs

**Mike Freedman**, senior news producer. UPI Radio Network, Washington, since February 1986, named director of network. Freedman is former news director at WCXI-AM-FM Detroit, and has held news positions at number of Detroit radio stations. **Judith Dugan**, deputy editor, feature desk. United Press International, Washington, named assistant managing editor, features and enterprise. UPI. She succeeds **Andrea Herman**, named assistant managing editor, news development.



Allison

**James Allison**, general manager. WLAP-AM-FM Lexington, Ky., joins WLEX-TV there as news director.

**Mark Pimentel**, executive news producer. WTVD(TV) Durham, N.C., joins WBZ-TV Boston as news producer.

**Robert Cohen**, executive news director,

## Media

Appointments. Times Mirror. Los Angeles-based owner of newspapers, magazines, cable systems and broadcast properties: **David A. Laventhol**, senior VP of Times Mirror and former publisher and CEO of *Newsday*, which was acquired by Times Mirror in 1970, was elected director of company Dec. 3, and effective Jan. 1, becomes president of Times Mirror. He succeeds **Robert F. Erburu** in that post. Erburu, who has been chairman, president and CEO of Times Mirror, continues as chairman and CEO. Company has also named two executives to newly created post of vice chairman, also effective Jan. 1. **W. Thomas Johnson Jr.**, publisher and chief executive officer of Times Mirror's *Los Angeles Times*, who was elected director of company Dec. 3, and **Phillip L. Williams**, executive VP of Times Mirror.

**Edward Quinn**, VP and general manager, WVUE-TV New Orleans, joins KGTU(TV) San Diego as general manager and VP of parent, McGraw-Hill Broadcasting.

Appointments effective upon closing of sale of KMTV(TV) Omaha and KGUN-TV Tucson, Ariz., by May Broadcasting to Lee Enterprises: **Howard Kennedy**, general manager, Lee's WSAZ-TV Huntington, W.Va., to general manager. KMTV; **Carl Jaquint**, director of broadcast administration and planning, Lee



Kennedy



Jaquint



Schmedding

Enterprises, to general manager, KGUN-TV. Succeeding Kennedy at WSAZ-TV is **Gary Schmedding**, general manager of KHQA-TV Quincy, Ill.

**Arthur Schreiber**, general manager, Kkob-AM-FM Albuquerque, N.M., named VP of license, Southwest Radio Corp.

**Beau Phillips**, assistant general manager, KISW(FM) Seattle, named general manager, succeeding **Steve West**, resigned.

**Scott Randall**, manager. Paris, Tex., cable system, McCaw Communications, named system manager, Victoria, Tex., system. **Lex Walters**, district manager, Northern region

mountain district, McCaw Communications, assumes additional duties as system manager, Paris, Tex., succeeding **Randall**.

**Rod Dagenais**, operations manager, Altamonte Springs, Fla., system, Storer Cable Communications', Florida region, named operations manager, Venice, Fla., system; **Tony Pupo**, from Storer's cable signal security department, replaces Dagenais at Altamonte Springs.

**Steven D. Hillman**, creative services director, WILX-TV Lansing, Mich., named operations manager.

**Arthur Simpkins**, controller, CBN Continental and WXNE-TV Boston, which has been sold by CBN to Rupert Murdoch, named VP, business affairs, CBN. **Tom Atkinson**, business manager, CBN Cable Network, Virginia Beach, Va., named controller.

**Michael J. McCarthy**, VP, secretary and general counsel, A.H. Belo Corp., Dallas, named senior VP.

**W.T. (Ty) Bevington**, director of technical quality and project management, Southeastern region, Warner Cable Communications, Seminole, Fla., named VP, project management and purchasing.

**Alisa Diamond**, administrative assistant, Price Communications, New York, named administrator-corporate services.

## Marketing

**Michael Ewing**, newly appointed VP, marketing, CBS Radio Networks, and formerly VP and general manager for the CBS Radio Network, resigned last week. Position is not expected to be filled.

Appointments, D'Arcy Masius Benton & Bowles, New York: **Edward Lebar**, from Young & Rubicam, New York, to senior VP, group director and member of New York management team; **Norman Sherman**, senior VP, to group director; **Robert Nadler**, group head, to senior VP; **Jerilyn Dack**, associate media director, to senior VP; **Kathleen McSherry**, group head, to senior VP; **Nancy Bennett**, senior producer, to VP, and **Barnet Silver**, art director, to VP.

**Joseph O'Donnell**, chairman-elect and chief executive officer, J. Walter Thompson Co., division of JWT Group, New York, and **Stephen Salorio**, executive VP, general counsel, JWT Group, elected to board of directors, JWT Group.

**Richard Stillman**, VP, management supervisor, Grey Advertising, New York, joins HCM/NY there in same capacity.

**Nancy Bernstein**, account supervisor, DDB Needham Chicago, named VP, DDB Needham Worldwide.

**Pam Kirkpatrick** and **Daniel Martin Green**, associate media directors, Tracy-Locke, Dal-

las, named VP's.

**Karen Strohman** and **Traute Winters**, assistant media planners, BBDO, Chicago, named media planners.

**Jay L. Kirschner**, sales market analyst, Nabisco, New York, joins UA-Columbia Cablevision of New Jersey, Oakland, as director, marketing and sales.

**Stuart Cooperrider**, associate creative director, Robinson Associates, Boston, joins Ingalls, Quinn & Johnson there in same capacity.

**Terry Lucas**, account executive, D'Arcy Masius Benton & Bowles, St. Louis, named account supervisor.

**Robert Saltzman**, from Financial News Network, Chicago, joins Christal Radio there as manager of satellite networks and syndicated sales.

**Steve Jenkins**, national station sales manager, Westwood One, Los Angeles, named director of station sales, Westwood One Radio Networks.

**Nan Olson**, administrative assistant to president, Country Music Television, basic cable service, Hendersonville, Tenn., named director of per-inquiry advertising.

**Mary Ann Kohan**, senior media planner, W.B. Doner, Baltimore, named media supervisor.

**Sheri Wolfe**, account executive, Durpetti & Associates, national radio representative, Chicago, named sales manager. **Peggy Kafka**, office manager, Durpetti & Associates, named account executive, company's New York office.

**Jim Dreves**, Gold sales team manager, Harrington, Richter & Parsons, New York, named Blue team sales manager. **Bruce Mello**, special projects manager, HRP, succeeds Dreves.

**Tom Burkhart**, from WDBJ(TV) Roanoke, Va., joins WSOC-TV Charlotte, N.C., as director, sales and marketing.

**John Dudley**, national sales manager, WMTV(TV) Madison, Wis., named general sales manager.

**Michael Knight**, senior account executive, WPOR-AM-FM Portland, Me., joins WKXA(AM)-WCLZ(FM) Brunswick, Me., as general sales manager.

**Don Travis**, general manager, WPMT(TV) York, Pa., joins WCIX-TV Miami as general sales manager.

**Bill Sauer**, national sales manager, KIMN(AM)-KYGO(FM) Denver, named general sales manager. He is succeeded by salesperson **Karyn Green**.

**Tony Thompson**, sales team manager, MMT Sales, New York, joins KMPH(TV) Visalia, Calif., as marketing director.

**Marilyn Klionsky**, national sales manager, WABC(AM) New York, named local sales man-



## For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	FM	\$4000K	Terms	Jim Mergen	(818) 366-2554
SW	Sm	AM/FM	\$1400K	Cash	Bill Whitley	(214) 680-2807
MW	Sm	AM/FM	\$1100K	Terms	Sharon Fisher	(313) 542-6747
SW	Met	FM	\$750K	\$250K	Bill Whitley	(214) 680-2807
SE	Sm	AM/FM	\$975K	\$300K	Mitt Younts	(202) 822-8913
Rky Mtn.	Sm	AM/FM	\$450K	\$75K	GregMerrill	(801) 753-8090
East	Sm	AM	\$375K	Terms	Mitt Younts	(202) 822-8913
NE	Sm	AM	\$375K	Terms	Ron Hickman	(201) 579-5232
MW	Sm	AM/FM	\$350K	\$50K	Sharon Fisher	(313) 542-6747
Rky Mtn.	Sm	AM/FM	\$350K	\$80K	GregMerrill	(801) 753-8090
Rky Mtn.	Sm	AM/FM	\$295K	\$50K	David LaFrance	(303) 534-3040

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.



## PLAN NOW...

Due to upcoming holidays, the following early deadlines will apply to classified advertising:

Advertisements for the December 29, 1986 issue (Pre-INTV) are due by noon, EST, Wednesday, December 17, 1986.

Advertisements for the January 5, 1987 issue (INTV) are due by noon, EST, Tuesday, December 23, 1986.

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816-259-2544

### Class "A" FM

Upper Great Plains area. On air 3 1/2 years. Beautiful studios and equipment. Only station in country. Located in county seat. Now grossing \$130,000 and growing. Terms.

Box M-42

### 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.

### WISCONSIN FULL TIME AM

Clear channel AM in one of Wisconsin's fastest growing cities. Great facility, sound. \$450,000. \$125K down, '85 gross sales over \$220K.

Box M-36.

### OREGON AM/FM

Excellent value, great potential in fantastic small market. Steady increase in grosses. Motivated seller has reduced price for quick sale. \$350,000 is less than 2 1/2 times gross. Substantially less for cash. Low down, terms to suit. Principals only. Box M-37

My wife and I and three children lived off this small market AM/FM station in Michigan's beautiful Upper Peninsula for five years. It's a clean and profitable operation. Cash sales in '85 \$138,000, and stronger in '86. We're ready for a bigger market and are willing to sacrifice. \$180,000 with \$40,000 down and balance over 10 years at 8%. Or, \$155,000 cash. This is our first station and it can be yours too! Write Box M-45.

- AM/FM central MN resort area. \$340,000. Terms.
- FM 50,000 watts ERP plus good fulltimer. FM number 1 in market. Western Maryland. \$1.75 million.
- AM/FM in south central OH. \$440,000. Terms.

**Business Broker Associates**  
615-756-7635, 24 hours

### LOOKING FOR A STATION?

512/327-9570

**JAMAR RICE CO.**

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78748

### 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

**BILL - DAVID ASSOCIATES**  
**BROKERS-CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### FOR SALE UHF SUNBELT INDEPENDENT



**Communication Resources**  
**Unlimited, Inc.**

6539 E. 31st St. • Tulsa, OK 74145

TOM BELCHER

918-665-8484

## 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.

## 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.



## Consultants

### COST-CONSCIOUS?

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

## 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

"25 YEARS EXPERIENCE  
GOES INTO EVERY SALE"

*A. B. La Rue,*  
*Media Brokers*

TV • RADIO • CABLE • APPRAISALS

<b>EAST</b>	<b>WEST</b>
500 East 77th Street Suite 1909 New York NY 10021 (212) 288-0737	9701 Wilshire Boulevard Suite 700 Beverly Hills CA 90212 (213) 275-9266

**SOUTH**  
11285 Elkins Road  
Suite J-8  
Roswell GA 30076  
(404) 442-5711  
HAL GORE, Vice-pres.

### 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

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## Wanted to Buy Equipment

### AMPEX 1200B

Need cash for your used quad VTR machine? Station wants to buy your Ampex 1200B in good condition. Send replies to Box M-33.

## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
Sanders & Co.  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

## For Sale Stations Continued

## The Holt Corporation

### FM WITH AM

Resort New York ADI market, with excellent real estate and excellent cash flow. \$5.2 million cash. Call Bernie Fuhrmann at 215-865-3775.

Suite 205  
The Westgate Mall  
Bethlehem, PA 18017

Washington Office:  
7809 Freehollow Drive  
Falls Church, VA 22042

One Tower Park  
Route 9 - Box 34  
Winchester, VA 22601

California FM  
Class B  
\$600,000 and Terms

Margret Haney  
2363 Van Ness Avenue  
Suite 204  
San Francisco, CA 94109  
415-474-6664

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff

8 Driscoll St. Albans, VT 05478  
(802) 524-5963

### FULLTIME 5KW AM

In market of little FM influence. Well respected and profitable in Virginia. Less than \$300,000 down. Box L-101.

### DISTRESS SALE

1kw AM Western PA. Great potential. Great equipment. Includes real estate. \$66K. Phone 412-898-3166.

## Situations Wanted Management

### GM

Young GM in top 10 market seeks opportunity with growth-oriented broadcast company that believes in research and promotion. Write Box M-18.

### ATTENTION BLIND BOX RESPONDENTS

Advertisers utilizing the blind box service cannot request that tapes or transcripts be forwarded to Broadcasting blind box numbers. Such materials are not forwarded and are returned to the sender.

## TELEVISION

### Help Wanted Management



## VICE PRESIDENT PROGRAM OPERATIONS

The Weather Channel, a 24-hour national cable programming network now reaching over 23,000,000 subscribers, will have available in January the position of Vice President of Program Operations.

This newly created top level management position will report directly to the President of the network and supervise all departments which contribute to on-air programming content. This includes full management of Meteorology, On-Camera Meteorologists, Production, Studio Operations, Master Control, Art, Traffic, and Engineering.

The VP/Program Operations will be responsible for budgetary, personnel, technical and process aspects of the network's programming. These responsibilities include planning, development and implementation of all strategies related to the on-air product.

The most appropriate experiential profile will include, but not necessarily be limited to:

- Major market, network and/or national cable television management experience.
- Executive producer or national level program producer for information programming.
- Well established television directing and production skills.
- Documented experience in development and critique of on-air talent.

Secondary attributes which could be positive additions to the primary items above, and possibly as a substitution would include:

- Expansion of television producing to a wider scope with a strong track record in other major media management.
- News and information television experience may default to successful experience in other program areas.
- Experience with meteorology, especially in dissemination through media, would be an asset although not required.

The successful candidate will have documented experience as a facilitator and a leader, and be able to fully comprehend the dynamics of a 24-hour rapidly-paced television product. Relocation to Atlanta will be required.

Resumes including salary history should be sent to:

**Michael J. Eckert, President**  
The Weather Channel  
2840 Mt. Wilkinson Parkway  
Atlanta, GA 30339

All applications will be kept strictly confidential. No phone calls please. The Weather Channel is a division of Landmark Communications, Inc., and an Equal Opportunity Employer.

## Help Wanted Management Continued

### 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

### ASSOCIATE PRODUCER



We want an idea person who has the touch for producing segments for our upbeat, studio-based, live audience, woman-oriented show. If you're on top of what's happening and know how to make talk, studio demonstrations and live remotes sparkle with that something extra, you're it. Ideal candidate has experience with similar show, tape and talk. Please send letter and resume (no tapes yet) to:

**Good Company**  
Attn: Steve Edelman  
3415 University Avenue  
Minneapolis, Minnesota 55414  
Equal Opportunity Employer, M/F

### ALLIED FIELDS Radio & TV Programing

### AWARD-WINNING RADIO FEATURE LOU ADLER'S MEDICAL JOURNAL

Now available for your station

Metro-exclusive. No cash. Call or write for information: Lou Adler, Eagle Media, 176 Pondfield Rd. W., Bronxville, NY 10708. 914-779-3111.



### 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

**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.

**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.

**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.

**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 14 ft** conical horn satellite antenna with motor drives and MAP controller. Call KRIV-TV, 713-626-2610, Wendell Wyborny, VP/CE.

**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.

**FM transmitter,** 25kw, McMartin. Currently on air. Avail. Jan. '87. Includes Harris MS-15 exciter. Exc. condition. Offer. 205-956-2227.

**Sony BVU-200/500 3/4"** editing systems, 2 avail. Checked and ready. \$3,000 each. Maze Broadcast. 205-956-2227.

**Grass Valley 1400-7** 20 input, 3 ME switcher, plus one model 400, 32 X 32 routing switcher. Best offer. Maze Broadcast. 205-956-2227.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying etc. Field mini KCS-20 minute cassettes. \$6.99 Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**FM RCA BTF-10D** transmitter currently operating in Illinois. Available in January. \$6,000. Contact Jim Brooker, Saga Communications, 313-567-4040.

**Camera & VTR:** Sony 330A camera with 14X9 Fujinon lenses and BVH 500 Portable VTR with AC power and color stabilizer \$30,000. 615-248-1978.

**Betacam:** Sony BVW-3 w/Fuji 14X9, including CA-3 + VA-1V adaptors. Excellent condition! Price \$24,000. Phone 312-442-5719.

**6 meter commercial quality** satellite receiving antenna with dual feed. 315-683-5669.

**Used or new equipment...** from cart machines to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**

## RADIO

### Help Wanted Management

#### GENERAL MANAGER

Expanding, respected media group seeks strong, aggressive, hands-on selling general manager. If you have people skills, a proven track record of sales growth and sales management experience plus the ability to organize, budget, train and manage this growing AM/FM combo in gem of a small northeast market, we want to hear from you right now. You'll receive salary, override, and a significant slice of the increase you bring to the bottom line. Once you're set up and rolling, we leave the managing to you. We have AM/FM combos in beautiful communities in New York, Vermont, Virginia and Maryland; with more coming soon! If you enjoy the rewards of success and look forward to the opportunity of career growth, this is the job for you. EOE. Box M-21.

#### GENERAL MANAGER

WBGO-FM, the jazz & information public radio station serving NY/NJ metro area, seeks general manager. Opportunity to lead growing, independent, \$2.5M community licensee. Experienced management, marketing & fundraising skills required. Send resume & salary requirements to:

Richard W. Roper  
President  
WBGO-FM  
54 Park Place  
Newark, NJ 07102

#### 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., 37215 Attn: Mr. Davis. EOE/M/F

#### Help Wanted Programing, Production, Others

MAJOR NYC FULL SERVICE AM IS LOOKING FOR A BRIGHT, TALENTED PROGRAMER TO JOIN ONE OF AMERICA'S PREMIER OUTLETS IN THE NEWLY CREATED POSITION OF ASSISTANT PROGRAM DIRECTOR.

IF YOU ARE...

- AN ORGANIZED SELF STARTER
- ABLE TO WORK AS A TEAM MEMBER
- A CREATIVE CONTRIBUTOR WITH SHOW-BIZ INSTINCTS
- AN IDEA PERSON WITH FOLLOW-THROUGH SKILLS
- STRONG IN THE AREA OF ON-AIR PRODUCTION
- ANXIOUS TO BE "HANDS-ON" INVOLVED WITH KEY PROMOTIONAL ACTIVITIES
- A "PRO" ABLE TO RELATE TO AND MOTIVATE SEASONED AIR PERSONALITIES

LET'S HEAR FROM YOU. PLEASE SEND RESUME AND ANY OTHER MATERIALS THAT HELP TO TELL YOUR STORY TO:

BOX M-20

### Help Wanted Sales

#### GENERAL SALES MANAGER RADIO

- Can you multiply sales through people development?
- Can you manage independent ego-driven salespeople in a positive style?
- Are you aware of the power in close relationships with your salespeople?
- Does your personal style indicate an excellence in sales ability?
- Would you like to work for a leading company dedicated to your success and growth?

If so, your talent can help us grow! We are NewCity Communications (formerly Katz Broadcasting), one of America's outstanding broadcast groups. As we continue to grow, we are seeking potential managers -- high performers with outstanding track records. If you are one of the best in the industry, CALL NOW to arrange a confidential interview!

- Unlimited income potential.
- An innovative environment focused on excellence.
- A chance to join a company with a record of success and a sense of purpose.

**If you feel you have the talent -- ACT NOW!**

CALL: Laura L. Burkland  
Monday - Friday 8 a.m. - 5 p.m. CST  
(leave message after 5 p.m.)  
PHONE: 800-228-2271

**NewCity Communications**

**Meteorologist wanted!** Supplement your income by preparing and delivering forecasts to radio stations nationwide while working in your current television position. Send resume and audio cassette sample to: Weathertrack Inc., P.O. Box 43, Baldwinsville, NY 13027.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Producer:** Midwest production house located in network affiliate needs producer with broad experience in all phases of location production. Must be available in early 1987. Please send resume and, if requested, be prepared to supply demo tape and short notice. Box M-32.

**Programing/production manager:** Central Missouri State University seeks programing/production manager for KMOS-TV Ch 6. Position is responsible for all programing aspects including supervision of locally produced programs to serve west central Missouri and traffic, promotion, operations and production. Production management experience required. Salary: mid-twenties. Send application letter, resume and references to: Donald W. Peterson, Director of Broadcasting Services, Central Missouri State University, Warrensburg, MO 64093.

**We're looking for a director** with a strong sense of imagination, technical expertise with state-of-the-art control room production tools, and the ability to maintain control in the midst of a live, daily, hour-long show. Program will include studio audience, performers, and a strong emphasis on creative use of computer graphics. Applicants must have a minimum of three years experience directing in professional commercial broadcasting. Send resume/tape/salary requirement to: Mary Kay Johnson, Production Manager, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. EOE, M/F. No calls, please.

**Production manager.** Strong experience in creative writing and producing. Must be able to handle department of 20 people. Salary commensurate with experience. Sunbelt. EEO employer. Sunbelt. Box M-44.

**Commercial producer/writer.** Immediate opening for experienced professional to write, shoot, edit & post with minimum supervision. We have 3/4", 1" & DVE; you have to make it sell. Send creative writing samples, 3/4" cassette, television resume & salary requirements to Frank Hoogstraten, WIBW-TV, Box 119, Topeka, KS 66601. EOE.

**Promotion producer** WCPX-TV in Orlando is a state-of-the-art station in a state-of-the-art market (27th). The only thing missing is a state-of-the-art promotion producer. Is it you? If you have a knack with breakthrough concepts and copy and love pioneering cutting-edge campaigns, let us know! Resume and demo (no calls) to Richard King, Promotion Manager, WCPX-TV, 4466 John Young Pkwy., Orlando, FL 32804. EOE.

#### 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.

**GSM/LSM:** Strong, ambitious, broad experience in both affiliate and independent - flawless record; incredible numbers. Box M-2.

**GM, GSM, NSM.** Energetic, dedicated, hardworking, respected, professional. Proven success in management, sales, programming. Ownership change makes me eagerly available for opportunities in your market. Box M-47.

#### SITUATIONS WANTED TECHNICAL

**Old, experienced video/RF engineer** will live/work anywhere in world, except Lebanon. Call George at 601-992-1853 and let's talk.

**Maintenance engineer:** 8 years experience. Sony-Ampex-Ike-GVG. Tim Arndt 216-461-5610.

#### SITUATIONS WANTED NEWS

**Meteorologist** seeking position in small-medium market. Experience in forecasting, radio, computer graphics, and college lecturing. AMS seal eligible. Dynamic presentation. Jim 703-883-5665 daytime.

**Experienced black woman reporter,** Northwestern University graduate. seeks TV talk show host position, or reporter and weekend anchor. Has charisma, warmth, and strong writing skills. Currently reporter for Chicago newspaper with broadcast experience on news talk show. Box M-39.

**Start-up news writer/reporter** position, any size market. Experienced, telegenic communicator. AFTRA, fluent Spanish, currently temp' with top ten station. Demc available. 415-954-7777. POB 590883, SF, CA 94159-0883. Marc Carrel.

**If you're looking for personality and credibility** in your weather, I'm the meteorologist for you! Box M-38.

**Sports director:** Long Island market. Experienced PBP, NY Express MISL, basketball, baseball, tennis. Solid interviewer looking to move up. Doug Miles 516-437-9250.

**Meteorologist seeking weekday position** in medium or large Sunbelt market. Ten years experience small, large markets. AMS seal, Master's degree. Box M-46.

**Meteorologist:** Experienced radio meteorologist looking for morning/afternoon position in radio or television. Good forecasting skills; excellent voice; capable of managing a team of professionals for round-the-clock weather service. Call 316-686-5684.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**One man production team** writes, produces, directs, shoots, edits. I've done commercials, corporate videos, promotions, instructional, news, and taught college. 5 years experience, MA Radio-TV-Film, University of Texas. Ben Rossett, 830 North Main St., Danville, VA 24540.

#### MISCELLANEOUS

**Primo People** now seeking producers, executive producers, news directors from all market sizes. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Sweeps have ended.** Changes are plentiful. Climb aboard The Hot Sheet for fresh job leads nationwide. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**The Newhouse School at Syracuse University** seeks a faculty member in its department of broadcast journalism. The successful candidate must have significant practical experience in broadcast journalism and must have a graduate degree. This is a tenure-track position, and the person hired will be expected to meet research and service as well as teaching obligations. The successful candidate must be able to teach writing, and should have some additional area of interest and expertise related to broadcast journalism. Rank and salary commensurate with qualifications and experience. The appointment will be effective September 1, 1987. Send curriculum vita and names of three references to: Broadcast Journalism Search Committee; Dwight Jensen, Chair; Newhouse School of Public Communications; Syracuse university; Syracuse, NY 13244-2100. Applications will be accepted until appointment is made. Syracuse University is an affirmative action/equal opportunity employer.

**Southern Illinois University:** assistant/associate professor, tenure-track, effective August 1987 (one, possibly two, positions). Competitive salary. To teach undergraduate/graduate courses in broadcast news, audience research, performance or management. Ph.D. or strong professional experience required. Send resume, and three references to Dr. Ken Garry, Radio-Television Department, Southern Illinois University, Carbondale, IL 62901. Closing date: January 15, 1987 or until filled.

**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. of 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. AAE/EOE scholarship of the highest order of excellence is required.

#### 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.

**Ray Hard's "Hardfacts",** tantalizing trivia now available in 60 second format, 315 Main Street, Bethlehem, NH 03574. 603-869-3380.

#### 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

**3000 government jobs list,** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

**Mobile production center:** long or short term rent or lease. Fully equipped with many extras. Nationwide service. Call 701-241-9073.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

#### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

**25KW FM-Harris FM25K(1986),** Harris FM25K(1983), Sparta 625(1975) McMartin BF 25K\*\*10KW FM-Harris 10H3\*\*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 air\*\*5KW-RCA BTA 5T1-on air\*\*250W-Collins 250G, Transcom Corp. 215-884-0888.

**Harris SX-1,** 1KW AM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

**Quality Media has moved!** We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen. Quality Media 303-665-3767

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology, 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

**Director of advertising and promotion.** Are you a creative manager or assistant manager overflowing with ideas, looking to move up to a situation where good ideas become tomorrow's campaigns? Join the Southeast's fastest-growing station. Experience is necessary in on-air, copywriting, public relations and layout. Send tape and resume to Personnel Director, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Director of marketing:** The Agency for Instructional Technology, Bloomington, Indiana, seeks qualified candidates for the position of director of marketing. Position is fulltime, generous benefits, salary open. Duties include: marketing of video, computer and related print materials, both domestically and internationally, to telecommunications and education agencies; establishing and executing policies and procedures for the distribution of these materials; supervising the AIT marketing staff. Qualifications should include: five or more years of successful experience in direct marketing of instructional materials; teaching experience; demonstrated ability to work cooperatively with and manage the work of others. Reply by Jan. 9, 1987 to: Executive Director, AIT, Box A, Bloomington, IN 47402. AIT is an equal opportunity employer.

**Media General Broadcast Group's WJKS** is looking for a television production manager for its Jacksonville, Florida broadcast center. Applicant should work well with people and have a minimum of 5 years hands-on television production experience with state-of-the-art equipment. Individual should also be capable of directing our Emmy Award winning newscasts and producing commercials as well as administering a departmental budget. If you are a "people person" with lots of enthusiasm, send your resume and tape to: Personnel Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. An equal opportunity/affirmative action employer, M/W.

#### HELP WANTED SALES

**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.

**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.

**Account executive,** 2 years independent sales experience preferred. Proven track record in broadcast and strong organizational skills a must, looking for highly motivated individual. Send resume to Local Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE, M/F.

**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.

**TV account executive:** KENS-TV, San Antonio's leading television station, has an excellent opportunity for an account executive. Qualifications must include at least two years television sales experience and an extremely strong aptitude for new business development. Minimum income \$50,000 plus. Send a complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. Applications must be received by Dec. 29, 1986. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**Can you sell?** Join the rapidly growing network of HSN O&O stations. Applications now accepted for Los Angeles area TV station. Rush resume to Director of Personnel, HSN, 390 West Market St., Newark, NJ 07107. EOE.

**Local sales manager.** NBC affiliate in Kansas seeks an energetic, highly-motivated individual to lead a young but professional sales team. Send resume to Herb Brown, KSNT-TV, P.O. Box 2700, Topeka, KS 66601. EOE.

**Account executive:** 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

#### HELP WANTED ANNOUNCERS

**High-rated,** easy listening station in Southeast is looking for a good announcer who is capable of handling drive shift. Good salary, benefits and pension plan. Will consider small-market talent if you are capable. Send resume to: Box M-29.

#### HELP WANTED TECHNICAL

**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.

**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 Haeefele, Station Manager, 208-523-1171. EOE station.

**TV chief transmission engineer** supervises operation and maintenance of five (5) TV transmitters interconnected by a ten-unit microwave system, plans equipment upgrades and replacements, and coordinates implementation of projected technical improvements. The successful candidate should have at least two years of maintenance related technical experience in TV broadcasting. BS/EE degree. Salary range from \$21,502 - \$33,930; exact placement depends on experience. Send letter of application, resume, three references and salary history to: Personnel Office - AETN, P.O. Box 1250, Conway, AR 72032. AETN is an AA/EEO.

**Chief engineer.** California independent UHF Transmitter and studio equipment maintenance experience necessary. Proven supervisory skills. Resume to Search Committee, KCBA-TV, 646 E. Alisal, Salinas, CA 93905. EOE.

**Assistant chief engineer** wanted for an aggressive PBS station in the Sunbelt. Must be a "hands-on" person with excellent maintenance and interpersonal skills. An understanding of broadcast systems a must. Will be responsible for overall station broadcasting and production in accordance with FCC rules and regulations, and good engineering practice. A great challenge for a move into management. Requirements: 5 to 8 years in broadcast engineering, minimum 2 years in a supervisory position. FCC license or SBE certification required. Apply: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184.

**Chief engineer,** knowledgeable, hands-on technical person with good people skills for well equipped N.W. CBS affiliate. Contact Jim Bowen at KVAL-TV, Eugene, OR. Call 503-342-9461. Equal opportunity employer.

**Engineer** for university telecommunications center. Responsibilities include maintenance and support for WCBU-FM, WTVP-TV, and university TV center. Minimum two years maintenance experience required. Bachelor's degree in related field or additional experience preferred. Competitive salary plus university fringe benefits. Applications should be received by Nov. 21, 1986. Apply to: Keith Turcot, Chief Engineer, Bradley University, WTVP-TV, Peoria, IL 61625. 309-677-2767. An affirmative action/equal opportunity employer.

**Maintenance engineer needed.** Relocation to southern California. Must have experience in Ampex. VPR machines. Contact Susan Rockefeller at 213-475-7211, 10474 Santa Monica Blvd., Suite 302, Los Angeles, CA 90025.

**Maintenance engineer:** 2-3 years of solid television maintenance experience. Will work with all of F&F Production's remote units and in the shop in St. Petersburg, FL. Some travel is required. M/F EOE. Send resume to Bill McKechney, c/o F&F Productions, 10393 Gandy Blvd., St. Petersburg, FL 33702.

**Chief engineer:** Small market UHF in South. Excellent opportunity for person with TV station experience to move into management. You'll enjoy life in this beautiful historic city. Resume and salary requirements to: Box M-41.

#### HELP WANTED NEWS

**Co-anchor to male anchor** wanted for market affiliate in competitive market. Two year contract offered. Send tape and salary requirements to Steve Keeley, WMDF-TV, Salisbury, MD 21801. EOE, M/F.

**Photographer.** 2 years experience in daily news and/or series work. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

**Sports anchor, reporter.** Must be strong anchor with shooting and editing skills. This is an opportunity to join a small resort market number one news operation. NBC affiliate on Florida Gulf Coast. Send resume, tape, salary requirements to: Joe Moore, WJHG-TV, POB 2349, Panama City, FL 32402.

**Weekend weatherperson** is needed at award winning Gulf Coast station. Must have experience working with Colorgraphic Live Line IV weather computer and should have experience reporting general assignments. Qualified applicants for this position should send tape, resume and salary requirements to James Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

**Assignment editor.** Immediate opening. Need an aggressive manager who is also a people person. At least three years experience. Resume and cover letter to Barry Jens. KMTV, 10714 Mockingbird Dr., Omaha, NE 68127.

**Number one mid-South network affiliate** seeking 10 PM newscast producer with good news value judgment and top people skills. Also seeking a general assignment reporter. Both positions require at least one year commercial TV experience. Tapes and resumes to Josh Moyer, News Director, KFSM-TV, 318 North 13th St., Fort Smith, AR 72901. No phone calls. EOE.

**News producer:** NBC affiliate in ADI 76. Strong news judgement, writing, people skills a must. No air work. Resume, tape to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**Weekend weather/general assignment** reporting combo: Unique person for a crucial spot on winning newscast at CBS affiliate. Tape, resume to Arles Hendershott, WIFR-TV, 2523 N. Meridian Rd., Rockford, IL 61103. EOE.

**News producer,** 1-2 years experience. Good writing and organizational skills a must. Network affiliate. Northeast. EOE, M/F. Resumes to: Box M-31.

**Reporter:** Bilingual Spanish-English. Reporting will be done in Spanish. Searching for solid television journalist. Anchor experience a plus. Immediate opening. EOE. Send resume and tape to Sylvia Pascual, WNJU-TV, 47 Industrial Ave., Teterboro, NJ 07608.

**News director/anchor** or news director, Delaware Valley public broadcasting station seeks individual to oversee and anchor nightly half-hour newscasts and to produce special programming. Requires considerable news background, strong air presence, and excellent writing and organizational skills. Supervisory experience preferred. Send resume, tape (1/2" VHS pref.), writing samples, and salary requirements to News Director Slot, c/o WHYI Personnel Office, 150 N. 6th St., Philadelphia, PA 19106. Position based in Wilmington, DE. No calls.

**Washington news bureau expanding.** Searching for creative, motivated, self-starters with experience in local TV news. Able to do live-shots and familiar with satellite broadcasting. Positions: Cameraperson/editor, on-air reporter, assignment editor/producer. Also available: news assistant/clerk (no exp. req.) and special projects producer for news and non-news events (marketing and satellite experience necessary). Send resume, tape and letter on special qualifications to Newscom, 555 New Jersey Ave. NW, Suite #860, Washington, DC 20001.

**Producer:** Major market station looking for experienced newscast producer. We have all the state of the art electronic goodies. You provide sharp writing, superior news judgement and effective leadership skills. Resumes to Box M-43. EOE.

**Weekend anchor-general assignment reporter.** One to two years anchor and reporting experience. Aggressive self-starter with excellent writing skills for top rated weekend newscast. Fast growing Sunbelt market. Tape and resume to: Doug Ballin, News Director, KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV 89101. EOE, M/F.

**Maintenance engineer.** Experienced in operation and maintenance of all type studio and production room equipment. Ability to troubleshoot and repair analog and digital circuitry. Knowledge of proper use of "State of the Art" audio and test equipment. Salary \$27K to \$35K depending on qualifications and salary history. Send resume, including details of technical knowledge and experience and references, to Mr. Fred Rathert, Radio Marti Program, VOA/MT, 400 6th St. SW, Washington, D.C. 20547.

**Chief engineer.** Looking for top competitive chief for WMMS/WHK Cleveland. Minimum 3-5 years experience. Expertise in high quality audio a must. Send resume to: General Manager, WMMS/WHK, 1127 Euclid Ave, Cleveland, OH 44115.

#### HELP WANTED NEWS

**Experienced news director** for beautiful vacation area. Full time AM-FM in northern Wisconsin. \$12,000 starting salary. Letters and resumes only to: GM WOBTRWHN Box 738 Rhinelander, WI 54501.

**Long Island 10kw AM.** Experienced anchor/reporter with professional sound and good reporting skills. Tape and resume to George Drake, WLIM, Woodside Avenue, Patchogue, NY 11772. EOE.

**Award winning Southeast Ohio AM/FM** needs journalist with untiring dedication, strong voice, and leadership abilities to oversee local/regional news operation. If you're the kind cursed with story ideas that accumulate so fast that Clark Kent couldn't do them all... the kind who craves the enthusiasm, discernment and encouragement of a great staff... the kind who even go to west Texas for the right job, but would rather live in beautiful southeast Ohio - then send your resume and tape to WATH/WXTO, Box C, Athen, OH 45701.

**Entry-level correspondent** for Washington bureau serving stations, networks. Radio news background, top writing skills required. Tape resume: Berns Bureau, 148 G. St. SW, Washington DC 20024.

**News director, northeast Texas FM.** Gather, write and deliver local news. T & R to KEMM, Box 1292, Greenville, TX 75401.

**WOBM-FM.** NJ's largest radio news department in looking for a top-notch morning drive anchor. Females and minorities encouraged. To apply, rush tape and resume to: Carolyn Jones, WOBM News, PO Box 927, Toms River, NJ 08754. No calls please.

**Alaska job:** News and public affairs director, KCAW-FM, Sitka. High profile local news operation in beautiful, isolated fishing community of 8,000; unlimited outdoor recreation. Requirements: three years broadcast news; supervisory, training experience; full knowledge legal/ethical aspects of job; knowledge of SE/Alaskan issues desirable. Salary: competitive DOE, liberal benefits. Affirmative action/equal opportunity employer. Send: resume; statement of news philosophy; cassette demonstrating news delivery, writing, production, newscast organization to Hiring committee, KCAW-FM, Box 520, Sitka, AK 99835. Must receive by January 16, 1987. More information, contact Rich or Jake at 907-747-5877.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director.** KWMU, 100,000 watt NPR radio station is St. Louis, is looking for an experienced program director. Must have 3-4 years experience in analyzing audience data and making programing decisions, and in supervising a large programing staff, including announcers. Must also be committed to the goal of increasing audience for public radio in St. Louis. Bachelor's degree in communications, broadcasting, or related area, or an equivalent combination of education and experience, as well as an FCC restricted radiotelephone operator permit are essential. Salary: \$22,500 - \$30,000. Application deadline: January 9, 1987. Send resume to Personnel Services, University of Missouri-St. Louis, 8001 Natural Bridge, St. Louis, MO 63121.

**Board operator.** Experienced in operation of studio and production room equipment. Ability to do quality production work and operating specialized audio processing equipment, editing, pre-recorded programs, field recording, operating single, multi-track and high speed duplicating equipment. Starting salary \$22K or \$27K depending on qualifications. Send resume and references to Mr. Fred Rathert, Radio Marti Program, VOA/MT, 400 6th St. SW, Washington, DC 20547.

**Production whiz** to conceive and execute commercials and promos for Washington DC's Newsradio AM format 41 FM. You'll spend mornings with 12 hustle salespeople, learning our clients' needs and writing copy that makes cash registers ring. Afternoons, you're hands-on producer, voicing most spots yourself and casting others from our staff of top pros. Your background: DJ (several formats), some college. You read a lot. You're an organized person, self starter, good listener, and work well with deadlines and human beings. Apply! But don't call... sell us with your presentation. Send cassette of your commercial voiceover (institutional and characters), writing samples, resume and references to: Holland Cooke, Operations Manager, WTOP/WTKS, 4646 40th Street, NW, Washington, DC 20016. Outlet Communications is an equal opportunity employer.

#### 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.

**GM in top 100 market** looking for new GM involvement. Present employer increased billing from 700K to 1.2 million in 1 1/2 years of my management. Unique circumstances necessitate change. Seeking owners looking to skyrocket FM facility into top contention. Will carry list, personally supervise sales staff. Assertive, energetic decision maker. 100% relocatable. Highly sales oriented. Box M-15

**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.

**Ambitious innovative,** 33 year old Xerox P.S.S. certified GM/GSM with Group W management experience at #1 biller to 5 market. Looking for East Coast opportunity. Box M-23

**General manager,** strong organization, sales and promotion. Excellent track record established in five years as GM, 15 in broadcasting. Dedicated professional. GM, GSM, operations. 816-347-5591.

#### SITUATIONS WANTED SALES

**TV or radio sales.** #1 market pro (top 50) seeks new challenge with an aggressive, growth oriented company. This street fighter is a family man who is without peer in vendor programs, pro sport sales, agency and direct business. Box M-30.

#### SITUATIONS WANTED ANNOUNCERS

**Help!** Broadcasting school graduate, currently stuck in restaurant management, seeking on-air employment. Prefer upper midwest. Dave 414-462-1928.

**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.

**4 1/2 years mornings and P.D.** looking to move up. Will relocate anywhere. Wayne 815-786-9755.

**Morning shift or any shift,** professionally trained top 40 DJ contact Timothy Osborn 414-452-0292. Resume and tape available upon request.

**Talk show host** wants to talk. Currently in top fifteen market. Call Doug 412-321-2895.

#### SITUATIONS WANTED TECHNICAL

**Engineer.** Experienced AM/FM, FCC general, certified. Tim Low, 65 Cod St. Eureka, CA 95501. 707-444-3675.

**Chief engineer** looking for similar position in eastern market. 15 years experience includes FM, AM, studio, transmitter, and satellite installation, repair, and maintenance. Phone 919-762-3105.

**Chief engineer,** 8 years experience with FM stereo, AM, directionals, construction, automation and proofs. First and General class licenses. SBE certified, Box M-35.

#### SITUATIONS WANTED NEWS

**Looking to break into radio news.** Some non-commercial experience. Tape, including "street interviews", resume, writing samples. Robert Brown, work number 212-867-7020.

**Ownership change** eliminated my position. Experienced enthusiastic, news and sports director looking for news, sports, or news/sports combination position. College, high school PBP experience in five sports. Call Bill, 205-794-1320 or 205-792-7867.

**Young, energetic news** unit manager in top 15 Northeast wanting top 25 management position in operations. Looking for potential growth into middle management position. Degree in broadcast management. Box M-26.

**Major market TV/radio weathercaster** pursuing other radio stations. AMS seal. Computerized. Box M-34.

**Eager J-school grad** will do an excellent job as your news or sports reporter. I have valuable experience in top 35 market. Steve 614-864-4354 eve., 836-2058 days.

**Diamond in the rough.** Sophisticated, exciting PBP and solid anchoring skills too big for small markets. This winner wants challenge. Bob, 201-546-5546.

**Talented, dedicated** 9 year California news pro seeks major career move, challenge, commitment with solid company, possibility for advancement. Conversational delivery, good writer, reporter, producer. 2 years top 50 experience. Prefer West Coast but will consider good offer elsewhere. 213-204-0761.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

#### MISCELLANEOUS

**Radiobook.** Affordable, accurate audience ratings for small and medium market. Full demographics and day-parts. A&A Research. 406-752-7857

## TELEVISION

#### HELP WANTED MANAGEMENT

**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.

**South central NBC affiliate** in 100+ market looking for sales manager. Must have aggressive positive attitude and proven track record. National sales experience helpful but must have extensive sales knowledge on local level. Send resume and salary history to Box M-16.

**Sales development manager.** Top 20 Eastern affiliate seeking experienced sales/marketing person to create strategies, develop projects and deliver presentations that will result in new business. Background should include broadcast sales and retail experience. Production skills, comfort with research, vendor and co-op knowledge and good organizational sense a must. A first class broadcast group, excellent salary and benefits. Resume, references and salary requirements to Box M-11. EOE, M/F.

**General sales manager.** Outstanding opportunity for right person. Assertive, aggressive, proven salesperson required. Strong background in business development and promotions a must. Write why you should be considered, with resume and salary requirements to: Gene Bohi, WGGT-TV, P.O. Box 1618, Greensboro, NC 27401. EOE.

**General sales manager** position being created at KAAL-TV, a well equipped facility in the 149th ADI. Associated with growth oriented group. National sales experience desirable. Expect to manage strong regional sales effort in multicity ADI. Send resume, salary history, and sales philosophy to General Manager, KAAL-TV, Box 577, Austin, MN 55912. EOE.

**Operations manager.** Skilled manager needed to oversee commercial production as well as large department of people dedicated to the best product in news, programing and promotion. Must have knowledge of all aspects of studio and field production, and abilities to move up to department head status. Send resume to Personnel Director, WPCQ-TV, Post Office Box 18665, Charlotte, NC 28218. EOE.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager**, upstate New York, fulltime AM, single station small market. Aggressive street salesman on the way up. Market underdeveloped, room to grow. Send resume to Box M-12.

**General manager** for #1 rated metro FM in Midwest college town. Must have 3 year GM experience, CRMC, college degree or equivalent experience. Must have ability to hire, train, and motivate entire staff with emphasis on increasing sales. Group ownership offers excellent compensation package and advancement. Rush resume, past earnings, and compensation requirements to Box M-10.

**General sales manager** with strong sales background needed to show sales staff how to sell. Number one "Country" in Midwest state capitol. Sell yourself with letter and resume to Box M-24.

**Sales manager** for successful Florida small market station, with promotion to general manager in one year. WZEP-AM. Owner must tend to other business interests. Call Scott McAda at 904-892-5231.

**Vice president/general manager, WETA FM.** WETA FM, presently the third largest audience market in public radio, seeks an innovative, experienced vice president/general manager to be responsible for overseeing the daily operations of the station. Serving the greater Washington, D.C. area, this is a concert/classical music station offering a limited folk cultural and public affairs format. Candidate must possess proven track record in public radio in the areas of management, fundraising, programming, promotions and operations. BA degree in communication field preferred. Salary commensurate with experience. EOE. Send letter and resume to: WETA FM, Personnel, P.O. Box 2626, Washington, D.C. 20013.

**WDEV**, Vermont Station of the Year seeks general manager with on-air and sales background. If dynamic, fast paced community oriented radio is for you, consider this position in the middle of beautiful Vermont. Send resume, sales history, tape and salary requirements to Ken Squier, WDEV, Box 550, Waterbury, VT 05676. EOE.

**General sales manager.** Major market FM station is looking for a highly motivated, energetic GSM with proven management track record. Supervisory skills and accurate forecasting abilities are a must. 5 years sales with minimum of 2 years broadcast experience required. Excellent compensation and benefit package available for the right individual. Send resume in strictest confidence to Box M-28.

**Development director:** for KUNM, Albuquerque, New Mexico. Responsible for radio development activities, including the planning, implementation and maintenance of all radio fundraising efforts. Specific emphasis will be placed on on-air fundraising, program underwriting and program guide advertising. Bachelor's degree in appropriate discipline with at least two years experience in fundraising required. Equivalent combination of education and experience will be accepted in lieu of degree on one year basis. Send letter of application, resume and three references to: Personnel, University of New Mexico, 1717 Roma NE, Albuquerque, NM 87131. Mention requisition #1029A. EOE/AA.

**Palm Springs station** is currently seeking a GSM. Must be aggressive and have experience selling direct and through agencies. Send resume and salary requirements to: Radio P.O. Box 67561 Century City, CA 90067.

**Station manager** for WKPE AM/FM, Cape Cod, MA. Sales oriented, self starter is needed for one of the Cape's dominant properties. Market revenue growth of 18% and great numbers offer an excellent opportunity for a proven manager with the ability to maximize revenue share. Competitive salary plus bonus based on cash flow. Send resume in strictest confidence to Roth Communications, 830 Main St., Melrose, MA 02176. EOE.

**Needed immediately, sales manager** for Class C FM in growing market in NC. Must be experienced in leading and training staff. Bottom line oriented. Send resume to Box M-40.

**Sales manager:** great opportunity for experienced manager in standout city, New Orleans. Ready to lead local sales staff for aggressive operation and enjoy top income potential and benefits? Send resume and references to WWIW Radio, 1515 St. Charles Avenue, New Orleans, LA 70130.

### HELP WANTED SALES

**Combo small market sales specialist/station sales builder** needed. Self-starter, management. Stock purchase possible six-months. Resume Box L-98

**We're looking for the best!** HOTTEST combo in one of the fastest growing markets in the country! Are you a consistent top 10% achiever? Do high commission checks motivate you? Can you compete successfully against the B-E-S-T? Senior A/E position with unlimited earnings potential. Innovative environment focused on excellence. BEST sales team in town; BUT we need one more player. EOE. Resume: Patrick Foy, WROQ/WAES, 400 Radio Road, Charlotte, NC 28216.

**Key West's hottest AM/FM** combo is looking for a few good people. Perfect weather year round. Easy living, easy list, easy sell. Stations blanket entire Keys \$250 per week. 15% after \$4000 plus benefits. Must be professional and proven aggressive. Send resume to Bob Hank, WAIL, 7 MacDonald Ave. Key West, FL 33040.

**Be in management in 6 months.** Proven sales ability and success in competitive small market. Give 110% get "good" list with room for more. No beginners please. EOE. 906-863-5551.

**Sales manager** for rapidly growing Arizona desert community AM/FM now doing 300K plus. Send resume to Box M-25.

**Country lovin' street fighter** needed immediately. Must be dedicated and committed to format. Established list with great earnings potential. Send resume to Julie Gade, 96KX, 111 North 56th, Suite 205, Lincoln, NE 68504.

**Can you sell?** Join the rapidly growing network of HSN O&O stations. Applications now accepted for Los Angeles area TV station. Rush resume to Director of Personnel, HSN, 390 West Market Street, Newark, NJ 07107 EOE.

**Co-op/vendor specialist** sought by KQRS AM/FM. We are a market leader in primary adult demos and require a veteran with several years experience to fill this post. Immediate opening, call John Rohm at 612-545-5601 or send resume and letter to: KQRS Radio, 917 No. Lilac Drive, Mpls, MN 55422. M/F. EOE.

**Calif. group owned CHR** assembling the best sales team in California. If you're aggressive and motivated with the desire to be one of the best paid salespersons living in one of California's finest cities, please submit resume, document salary history and your availability for and interview to: Managing General Partner, Commonwealth Broadcasting, 2550 Fifth Ave., 11th Floor, San Diego, CA 92103. EOE. M/F.

**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 request. Qualifications: Five-years experience in underwriting, marketing and/or advertising activities; or any equivalent combination of experience, training, and/or education. Prior radio experience, public or commercial, is desirable but not required. Deadline: 5p.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. N/AU is an equal opportunity/affirmative action institution.

**Aspen, CO AM/FM** combo seeking highly motivated account executive. Proven record in broadcast sales excellent verbal/written skills, team oriented individual. Resumes to: Cindy Chardonnay, KSNO-AM/FM, 620 East Hopkins, Aspen, CO 81611.

**Madison, WI.** Opportunity in Mid-West Family Radio's (18 station group) flagship market. You are a problem solver on the way up. Have minimum two years successful street sales, sm/med markets. Strong on creativity, ability to write, sell imaginative campaigns. Let's trade. We'll teach you a new, exciting more profitable way to sell radio. Learn and earn more. Possible career path to management, ownership. Write Joe Mackin, WMGN WTDY Radio, Box 2058, Madison, WI 53701. EOE.

**Radio sales.** NY metro FM seeks salary/commission sales person with 2-5 years commercial sales & broadcast traffic experience. College preferred. Must have own car. Resume/salary requirements to: Michael Jones P.O. Box 8, Newark, NJ 07101.

### HELP WANTED ANNOUNCERS

**Morning talk host.** Programming experience helpful. Major market talk radio station. Send resume. Southeast. Box M-13.

**Versatile announcer needed** for top-rated Metro-Macon AM/FM. Talent necessary. Experience helpful. Great radio station in sunny south. Send T&R to: Jim Ball, WCEH, Box 489, Hawkinsville GA, 31036.

**Morning personality:** medium market, 50,000 watt inspirational 24-hour music station with unique, highly successful format and very strong ratings is looking for experienced professional with strong one-on-one communication skills. Must have experience with successful competitive formats. Operated on biblical principles with excellent work environment. Call Ed Moore, 219-875-5166, P.O. Box 307, Elkhart, IN 46515

**Classical music announcer** to host evening program. Must have degree in radio or music-related field, at least two years experience in public or classical format radio, good classical music pronunciation and vocal delivery skills. Send resume with five references, salary requirements and audition tape to Frank Thomas, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. AA/EOE.

**Classical music announcer.** KWMU, 100,000 watt NPR station in St. Louis is seeking a classical music announcer. Requirements include high school diploma or equivalent and one or two years classical music announcing experience. Familiarity with classical music, pronunciation of foreign works, and production skills are a necessity. Application deadline: December 24, 1986. Send letter of application, resume, and non-returnable audition tape to Personnel Services, University of Missouri-St. Louis, 8001 Natural Bridge, St. Louis, MO 63121.

**Southern Connecticut FM** seeks air personality to host drive and concert series. Two years professional broadcast experience, proficiency in foreign language pronunciation and smooth delivery. Submit tape and examples of writing to: Operation Manager, WSHU, 5229 Park Avenue, Fairfield, CT 06430.

### HELP WANTED TECHNICAL

**2 Chief engineers:** AM 1kw, FM upgrading to 50KW. West Virginia area. AM 5kw, FM 3kw, Portsmouth, NH. Experience in transmitter, studio installations & FCC compliance. Send resume to Joe Jarjoura, P.O. Box C, Falmouth, MA 02540.

**Combo C.E./announcer** for progressive, medium Midwest market, FM only. 3 years eng. experience required. SBE certification helpful. Box M-27.

**Two broadcast engineer openings.** Midwest. FCC certificate. 5 years minimum experience, studio maintenance, directional experience required. WMEE, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

**Chief engineer** wanted for 3 station group in the Midwest. Must be experienced with FM, AM directional and satellite. Call Chris Bernier, 414-324-4441.



change TL and make changes in ant. sys. Filed Dec. 1.

■ WJBI (1290 khz) Batesville, Miss.—Seeks to change ERP to 728 w and make changes ft. and make changes in ant. sys. Filed Dec. 1.

■ KTCO (1120 khz) Manor, Tex.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ KBAL (1410 khz) San Saba, Tex.—Seeks CP to change ERP to 800 w. Filed Dec. 1.

■ WBS (1090 khz) Charlotte Amalie, V.I.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ WSWV (1570 khz) Pennington Gap, Va.—Seeks CP to change power to 2.3 kw. Filed Nov. 28.

**FM's**

■ WEIZ-FM (100.1 mhz) Phenix City, Ala.—Seeks mod. of license to move studio outside of community of license. Filed Nov. 28.

■ WKRL (97.9 mhz) Clearwater, Fla.—Seeks mod. of CP to change HAAT to 598.6 ft. make changes in ant. sys. Filed Dec. 1.

■ WUSA-FM Tampa, Fla.—Seeks CP to change HAAT to 598.6 ft. make changes in ant. sys. Filed Dec. 1.

■ KLVY (103.5 mhz) Dubuque, Iowa—Seeks mod. of license to move studio outside of community of license. Filed Nov. 26.

■ \*KUNY (91.5 mhz) Mason City, Iowa—Seeks mod. of CP to change TL and change HAAT to 370.9 ft. Filed Nov. 26.

■ WCOZ (96.7 mhz) Paris, Ky.—Seeks mod. of CP to change ERP to 1.45 kw and change HAAT to 469 ft. Filed Nov. 26.

■ WLYT (92.5 mhz) Haverhill, Mass.—Seeks mod. of CP to change ERP to 25.12 kw. Filed Nov. 26.

■ WKJA (101.1 mhz) Belhaven-Bath, N.C.—Seeks CP to change freq. to 101.1; change TL and change ERP to 28 kw. Filed Dec. 1.

■ WHTG-FM (106.3 mhz) Eatontown, N.J.—Seeks CP to change HAAT to 711.8 ft. Filed Dec. 1.

■ WJJB (97.7 mhz) Hyde Park, N.Y.—Seeks CP to change TL; change HAAT to 1,029.9 ft. and change ERP to 28 kw. Filed Dec. 1.

■ WCKX (106.3 mhz) London, Ohio—Seeks CP to change HAAT to 328 ft. Filed Dec. 1.

■ WGGN (97.7 mhz) Castalia, Ohio—Seeks mod. of CP to change ERP to 640 w and change HAAT to 724.9 ft. Filed Nov. 26.

■ WXKC (99.9 mhz) Erie, Pa.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft.; and make changes in ant. sys. Filed Nov. 28.

■ WIGL (106.7 mhz) Orangeburg, S.C.—Seeks CP to change ERP to 100 kw. Filed Nov. 26.

■ WRVR-FM (104.5 mhz) Memphis, Tenn.—Seeks CP to change HAAT to 984 ft. Filed Dec. 1.

■ WXRC (95.7 mhz) Hickory, N.C.—Seeks CP to change TL; change HAAT to 1,098.8 ft.; and make changes in ant. sys. Filed Nov. 26.

■ \*KRSM-FM (88.5 mhz) Dallas—Seeks CP to change freq. to 93.3 mhz. Filed Nov. 26.

**TV's**

■ KBTB (ch. 69) Des Moines, Iowa—Seeks MP to change ERP vis. to 220 kw; aur. 22 kw; change HAAT to 191.2 ft.; change to channel 63 and make changes in ant. sys. Filed Nov. 28.

■ KVRB (ch. 15) Fargo, N.D.—Seeks MP to change ERP vis. to 27.99 kw and aur. 2.8 kw. Filed Dec. 1.

■ WSMF (ch. 21) Cheyenne, Wyo.—Seeks MP to change ERP vis. to 5,000 kw; aur. 500 kw; change HAAT to 1,989 ft.; and make changes in ant. sys. Filed Dec. 1.

**Actions**

**AM's**

■ WMFC (1360 khz) Farmington, Ark.—Granted app. to change day power to .8 kw; change TL and make changes in ant. sys. Action Nov. 21.

■ KHOG (1030 khz) Farmington, Ark.—Granted app. to change SL. Action Nov. 21.

■ WFTP (1330 khz) Fort Pierce, Fla.—Granted app. to change ERP to 5 kw-D; 1 kw-N. Action Nov. 20.

■ WVEL (1140 khz) Pekin, Ill.—Granted app. to change power to 3.2 kw. Action Nov. 21.

■ WZYQ (1370 khz) Frederick, Md.—Granted app. to make changes in ant. sys. Action Nov. 17.

■ KEYR (690 khz) Terrytown, Neb.—Granted app. to

change SL. Action Nov. 20.

■ KLWJ (1090 khz) Umatilla, Ore.—Granted app. to change freq. to 1100 khz; add night service with 1 kw; increase day power to 10 kw; change TL and make changes in ant. sys. Filed Nov. 20.

■ WVOZ (970 khz) San Juan, P.R.—Granted app. to change day and night power to 10 kw and make changes in ant. sys. Action Nov. 21.

■ KOOI-FM (106.5 mhz) Jacksonville, Tex.—Granted app. to change TL and change HAAT to 1,165.7 ft. Action Nov. 21.

■ KCOR (1350 khz) San Antonio, Tex.—Granted app. to operate transmitter by remote control. Action Nov. 12.

■ KLO (1430 khz) Ogden, Utah—Granted app. to change TL. Action Nov. 21.

**FM's**

■ WZYP (104.3 mhz) Athens, Ala.—Granted app. to change HAAT to 1,050 ft. Action Nov. 21.

■ KCLQ (107.5 mhz) Hanford, Calif.—Returned app. to change ERP to 20.3 kw and change HAAT to 738.9 ft. Action Aug. 18.

■ WHQT (105.1 mhz) Coral Gables, Fla.—Granted app. to change ERP to 100 kw; change HAAT to 1,007 ft.; change TL and make changes in ant. sys. Action Nov. 21.

■ WEAT-FM (104.3 mhz) West Palm Beach, Fla.—Granted app. to change HAAT to 1,250 ft. and change TL. Action Nov. 21.

■ WEAT-FM (104.3 mhz) West Palm Beach, Fla.—Dismissed app. to change HAAT to 1,250 ft. and change TL. Action Nov. 21.

■ \*WESM (91.3 mhz) Princess Anne, Md.—Granted app. to change TL and change ERP to 45 kw. Action Nov. 21.

■ KWWR (95.7 mhz) Mexico, Mo.—Dismissed app. to make changes in ant. sys. Action Nov. 21.

■ WJYY (105.7 mhz) Concord, N.H.—Dismissed app. to change ERP to 1.21 kw and change HAAT to 496.3 ft. Action Nov. 21.

■ WEMI (100.1 mhz) Neenah-Menasha, Wis.—Denied app. to change SL. Action Nov. 21.

**TV's**

■ WAYK (ch. 56) Melbourne, Fla.—Granted app. to change ERP vis. to 3,039 kw. aur. 304 kw. Action Nov. 19.

■ WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change HAAT to 1,371 ft., and make changes in ant. sys. Filed Nov. 18.

■ WWUP-TV (ch. 10) Sault Ste. Marie, Mich.—Granted app. to change ERP vis. to 316 kw. aur. 31.6 kw. Action Nov. 21.

■ \*WCFE-TV (ch. 57) Plattsburgh, N.Y.—Granted app. to change ERP vis. to 800 kw and make changes in ant. sys. Action Nov. 17.

■ KRIS-TV (ch. 6) Corpus Christi, Tex.—Granted app. to change HAAT to 953 ft., and change TL. Action Nov. 19.

Call Letters

**Applications**

Call	Sought by
	<b>Existing AM</b>
WCCD	WSUM American Sunrise Communications of Cleveland, Parma, Ohio
	<b>Existing FM</b>
KTSR	KTAW Hicks Broadcasting Corp., College Station, Tex.
	<b>Grants</b>
	<b>New AM's</b>
KCCB	Four Brothers Broadcasting, Stratmoor, Colo.
WLLJ	Larry Langford Jr., Cassopolis, Mich.
WGLP	Western Pennsylvania Broadcasters, Bethal Park, Pa
	<b>New FM's</b>
KCWR	New Thinking Inc., Luling, Tex
KRKN	Naches Valley Broadcasting Partnership, Naches, Wash.
	<b>Existing AM's</b>
KPEN	KGTL Peninsula Communications Inc., Homer, Alaska
WMHI	WHOF WHOF Inc., Coleman, Fla.
WTRU	WKSY U.S. Two Broadcasting Corp., Jupiter, Fla.
WCHT	WBDN MW Northcom Inc., Escanaba, Mich.
KMYZ	KGCR Shamrock Communications Inc., Pryor, Okla
KKEE	KLBP Kay Broadcasting Inc., Astoria, Ore
WWBR	WKJS Action Communications Enterprises Inc., Harriman, Tenn.
	<b>Existing FM's</b>
KPEN-FM	KPEN Peninsula Communications Inc., Soldotna, Alaska
WGSY	WEIZ-FM The Woodfin Group, Phenix City, Ala.
WKSJ	WKSJ-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WCKO	WQMV Ronken Inc., Vicksburg, Miss.
WZXL	WNBR Westerly Broadcasting Co., Wildwood, N.J
WAXZ	WURD Richard L. Plessinger Sr., Hamilton, Ohio
WEZG	WHBT Action Communications Enterprises Inc., Harriman, Tenn.
WSKX	WTID Downs Radio of Virginia, Suffolk, Va
WKFX	WKAU Wincom Wisconsin Ltd. Partnership, Kaukauna, Wis
	<b>Existing TV</b>
KETH	KHBU-TV Educational Television of Houston, Houston, Tex

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.

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cense from Sunshine Television Inc. to Crump Communications Inc. for \$9 million. Seller is headed by Dunbar Carpenter, president. It has no other broadcast interests. Buyer is owned by Harold C. Crump and David S. Allen. Crump is former president of H&C Communications Inc. Allen is president of Petry Television, New York-based station representative. Filed Nov. 21.

■ WCBG(AM) Chambersburg, Pa. (1590 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Four States Broadcasting Station Inc. to HJV Limited Partnership for \$525,000. Seller is headed by Molly Dean Messner and her husband, Norman. Buyer is owned by John D. VerStandig and family. It also owns WAYZ-AM-FM Waynesboro, Pa., and WCEM-FM Cambridge, Md. Filed Nov. 24.

## New Stations

■ Phoenix—Sun Health Corp. seeks 89.5 mhz; 3 kw;

HAAT: 336 ft. Address: 13180 N. 103rd Dr., Sun City, Ariz. 85372. Principal is nonprofit corporation headed by W.A. Turner. It has no other broadcast interests. Filed Nov. 21.

■ Trumann, Ark.—W-R-1 Enterprises seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 820 Highway 63 South, 72472. Principal is owned by K.W. Webb, James H. Roberts and Chiquita Inboden. It also owns colocated KXRQ(AM). Filed Nov.

■ Quincy, Fla.—Bitner-James Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 6, Box 586, 32351. Principals: Monte R. Bitner and Leah R. James. It has no other broadcast interests. Filed Nov. 19.

■ Grinnell, Iowa—Blair Broadcasting Corp. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 909 1/2 Main St., 50112. Principal is owned by Gary D. Blair. It also owns KGRN(AM) Grinnell. Filed Nov. 14.

■ South Sioux City, Iowa—Fornia Communications seeks 107.1 mhz; 3 kw; HAAT: 80 ft. Address: 1116 27th St., 51104. Principal is owned by Gary Fornia and Nino Cariaga. Fornia has interest in KKVU-AM-FM Tremont-Garland, Utah. Filed Nov. 13.

■ Berea, Ky.—Berea Broadcasting Co. Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: Box 307, 40403. Principal is owned by Robert J. Spradlin. It also owns colocated WKXO(AM). Filed Nov. 25.

■ Berea, Ky.—Richard L. Plessinger seeks 106.7 mhz; 631 w; HAAT: 582 ft. Address: 1591 Boyle Rd., Hamilton, Ohio 45013. Principal also owns WURD(FM) Georgetown, Ohio, and W03AS(LPTV) Apalachicola, Fla. Filed Nov. 21.

■ Cave City, Ky.—Steve P. Neville and Judy Crabtree seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2 Box 4 8-3, Cave City, Ky. 42127. Principal has no other broadcast interests. Filed Nov. 18.

■ Cave City, Ky.—Hometown Broadcasting of Cave City, Inc. seeks 106.7 mhz; 1.17 kw; HAAT: 514 ft. Address: Highway 31W, North, 42127. Principal is owned by Robert L. Scheibly, who has interest in WLGC-AM-FM Greenup, Ky. Filed Nov. 25.

■ Cave City, Ky.—Bernice E. Grene seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Box 254, 42127. Principal has no other broadcast interests. Filed Nov. 24.

■ North Fort Polk, La.—Roscoe Burwell seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 36 Sally Lou Lane, Leesville, La. 71446. Principal has no other broadcast interests. Filed Nov. 25.

■ Rayne, La.—Rayne Broadcasting Co. Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 205 E. Edwards St., 70578. Principal is owned by Melinda Lizotte and Wendell Byers. Lizotte has interest in KSIG(AM) Crowley, La. Filed Nov. 25.

■ North East, Md.—Joy Public Broadcasting Corp. seeks 91.9 mhz; 150 w; HAAT: 316 ft. Address: 5712 Massachusetts Ave., Bethesda, Md., 20816. Principal is nonprofit corporation headed by George R. Douglas. Filed Nov. 19.

■ Perryville, Mo.—Tri-County Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Boverie Dr., Saint Genevieve, Mo. 63670. Principal is owned by Elmo L. Donze. His father, Elmer, owns KSGM-AM-FM Chester, Ill. Filed Nov. 24.

■ Mt. Vernon, Mo.—Lawrence and Sylvia Bethke seek 106.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 1, Box 97M, 65712. Principal has no other broadcast interests. Filed Nov. 25.

■ Ithaca, N.Y.—WSKG Public Telecommunications Council seeks 90.9 mhz; 5 kw; HAAT: 325 ft. Address: 1168 Conklin Rd., Conklin, N.Y. 13748. Principal is owned by Regents of the University of the State of New York. It is headed by William W. Atkin. Filed Nov. 13.

■ Reading, Ohio—Miami University seeks 89.3 mhz; 250 w; HAAT: 143.3 ft. Address: 201 Roubush, Oxford, Ohio 45056. Principal is educational institution headed by Kent B. McGough. Filed Nov. 13.

■ Altus, Okla.—Robert M. Kerr seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: No. 1, Confederate Rd., 73521. Principal has no other broadcast interests. Filed Nov. 13.

■ Matewan, W.Va.—Hometown Broadcasting of Matewan Inc. seeks 106.7 mhz; 645 w; 682.2 ft. Address: Rte. 49 at Murphy Branch, 25678. Principal Robert L. Scheibly, who has interest in WLGC-AM-FM Greenup, Ky. Filed Nov. 25.

■ Tomah, Wis.—General Broadcasting Corp. seeks 94.5 mhz; 1.3 kw; HAAT: 495 ft. Address: 603 N. Water St., Sparta, Wis. 54656. Principal is owned by Babette L. Rice, who has no other broadcast interests. Filed Nov. 14.

## Facilities Changes

### Applications

#### AM's

■ KIEV (870 khz) Glendale, Calif.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ KQPL (1580 khz) Windsor, Calif.—Seeks mod. of CP to change power to 700 w and change TL. Filed Nov. 26.

■ KLTJ (800 khz) Brighton, Colo.—Seeks mod. of license to make changes in ant. sys. Filed Dec. 1.

■ WGNZ (650 khz) Titusville, Fla.—Seeks CP to change city of license to Winter Park, Fla.; change hours of operation to unlimited with 1 kw night service; change freq. to 660 khz and make changes in ant. sys. Filed Nov. 26.

■ KLEB (1600 khz) Golden Meadow, La.—Seeks CP to change TL and make changes in ant. sys. Filed Dec. 1.

■ WSJM (1400 khz) St. Joseph, Mich.—Seeks CP to

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**September, 1987**

**Sept. 9-12**—Radio '87 Management, Programing, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center. Anaheim, Calif.

**Sept. 16-18**—*National Religious Broadcasters* South-eastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

**Sept. 20-22**—*National Religious Broadcasters* West-ern chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

**Sept. 24-25**—*National Religious Broadcasters* South-central chapter meeting. Hyatt Regency. Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

**Sept. 28-Oct. 2**—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center. New York. Information: (914) 328-9157.

**Sept. 29-Oct. 1**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center. St. Louis.

**October 1987**

**Oct. 5-6**—*National Religious Broadcasters* South-

western chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

**Oct. 5-8**—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

**Oct. 5-8**—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

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



As compiled by BROADCASTING, Nov. 27 through Dec. 3, 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.

interests. Filed Nov. 24.

■ WACM(AM) West Springfield, Mass. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Portugese Broadcasting Inc. to Carmelina G. Silva for \$800,000. Seller is owned by Manuel Angelo and his wife, Maria. Buyer is restaurant owner in Ludlow, Mass. Filed Nov. 26.

■ KDMD(TV) Duluth, Minn. (ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 693 ft.)—Seeks assignment of license from Alfonso E. Arreola to Dove Broadcasting Corp. for \$25,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by James H. Thompson. It has interest in five TV's. Filed Nov. 21.

■ KLPW-AM-FM Union, Mo. (AM: 1220 khz; 1 kw-D; FM: 101.7 mhz; 2.1 kw; HAAT: 340 ft.)—Seeks assignment of license from Franklin County Broadcasting Co. to Franklin Radio Corp. for \$410,000. Seller is owned by Calvin N. Harris. It has no other broadcast interests. Buyer is owned by Richard E. Fister and his wife, Virginia, and Daniel Parker. It also owns WCMY(AM)-WRKX(FM) Ottawa, Ill., and

WEEO(AM) Waynesboro, Pa. Filed Nov. 26.

■ WHOM(FM) Mount Washington, N.H. (94.9 mhz; 48 kw; HAAT: 3,300 ft.)—Seeks assignment of license from Newengco Inc. to Northland Broadcasting Inc. for \$7 million. Seller is owned by Fred Godley and Mason Starring. It has no other broadcast interests. Buyer is subsidiary of Newbarnstable Corp., Boston-based group of three AM's and three FM's, owned by Alfred J. Kaneb. Filed Nov. 20.

■ KIVA(FM) Santa Fe, N.M. (105.1 mhz; 100 kw; HAAT: 1,938 ft.)—Seeks assignment of license from AMO Broadcasting Co. to Daytona Group of New Mexico Inc. for \$1.9 million. Seller is Portland, Ore.-based group of two AM's and four FM's principally owned by Frederic W. Constant. Buyer is Daytona Beach, Fla.-based group of one AM and two FM's owned by Carl Como Tuter. Norman Drubner and Ron Samuels. Drubner also owns WNFI(FM) Daytona Beach, Fla. Filed Nov. 24.

■ KDRV(TV) Medford, Ore. (ch. 12; ERP vis. 190.5 kw; aur. 38.1 kw; HAAT: 2,690 ft.)—Seeks assignment of li-

**Ownership Changes**

■ KCLS(AM) Flagstaff, Ariz. (600 khz; 5 kw-D; 500 w-N)—Seeks transfer of control of Saunders Broadcasting Co. from Charles J. Saunders and family to Charles T. Goyette and James A. Kurtz for \$900,000. Sellers have no other broadcast interests. Buyers are Phoenix-based real estate developers and investors. Goyette was formerly announcer at station and will become general manager. Filed Nov. 13.

■ KBBH(FM) Holbrook, Ariz. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from B and B Communications to J. Boyd Ingram for \$10,000. Seller is owned by Bill Gault. It has no other broadcast interests. Buyer owns WBLE(AM)-WJBI(FM) Batesville and WTKY(AM) Charleston, both Mississippi. Filed Nov. 19.

■ KSUN(AM) Phoenix (1400 khz; 1 kw-U)—Seeks assignment of license from CAZ Broadcasting Corp. to Fiesta Radio Inc. for \$600,000. Seller is owned by Paul S. Williams. It has no other broadcast interests. Buyer is owned by Pedro Marques. It has no other broadcast interests. Filed Nov. 25.

■ KSPN(FM) Aspen, Colo. (97.7 mhz; 3 kw; HAAT: 54 ft.)—Seeks assignment of license from Recreation Broadcasting Inc. to Aspen Broadcasting Co. for \$2 million, comprising \$1.5 million cash and remainder note. Seller is principally owned by Gary Verplank, his sister, Joyce V. Hatton, and Alan Huntin and his wife, Helen. It also owns K23AE(LPTV) Aspen, Colo., and KTV Inc., cable channel 10 in Denver. Buyer is owned by Albert Parker and David L. Wood. Parker is investor and Wood is attorney, both from Fort Collins, Colo. Filed Nov. 20.

■ WKRP(AM) Dallas, Ga. (1500 khz; 1 kw-D)—Seeks transfer of control of WKRP Inc. from James W. Rucker to West Georgia College Foundation Inc. for no consideration. Real estate will be purchased separately for \$20,000. If station is sold, 50% of proceeds will go for honor scholarships and 50% for college athletics. Seller also owns WYYZ(AM) Jasper, Ga. Buyer is educational institution headed by A.R. McGuken, chairman. It has no other broadcast interests. Filed Nov. 24.

■ KEZM(AM) Sulphur, La. (1310 khz; 500 w-D)—Seeks assignment of license from Media I Inc. to Ladass Broadcasting Corp. for \$50,000. Seller is owned by L. Russell Keene. It has no other broadcast interests. Buyer is owned by Henry Ladass and his wife, Dorothea. It has no other broadcast

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sored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

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

■ **March 25-27—Virginia Cable Television Association** 21st annual convention. Homestead, Hot Springs, Va.

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

**March 25-29—**"Television and the New Video 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 28-31—National Association of Broadcasters** 65th annual convention. Dallas Convention Center, Dallas.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**April 24-26—Federal Communications Bar Association** annual seminar. Wintergreen resort, Wintergreen, Va.

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

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

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

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

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

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

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

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## May 1987

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

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

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

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

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

■ **May 17-21—Nebraska Videodisk Workshop**, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

**May 21—Federal Communications Bar Association** luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 4297285.

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

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

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

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

**May 27-30—International Television Association** international conference. Washington. Information: (214) 869-1112.

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

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## June 1987

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

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

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

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

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

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

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

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

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

**June 17—International Radio and Television Society** "Broadcaster of the Year" luncheon. Waldorf-Astoria, New York.

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

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

**June 18—Federal Communications Bar Association** luncheon. Speaker: FCC Chairman Mark Fowler. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

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

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

**June 18-23—29th American Film & Video Festival**, sponsored by *Educational Film Library Association*. Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

**June 20-22—Georgia Association of Broadcasters** 53rd annual convention. Peachtree Sheraton conference center. Peachtree City, Ga. Information: (404) 993-2200.

**June 23-26—National Association of Broadcasters** board of directors meeting. NAB headquarters, Washington.

■ **June 23-26—National Broadcast Editorial Association** annual convention. Seattle Sheraton & Towers, Seattle.

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## July 1987

**July 16-18—Colorado Broadcasters Association** summer convention. Beaver Run, Breckenridge, Colo.

■ **July 22-24—Cable press tour**, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

■ **July 25-27—NBC** press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

■ **July 28—Television Critics Association Day**, with presentation of TCA awards. Century Plaza, Los Angeles.

■ **July 29-31—PBS** press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

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## August 1987

■ **Aug. 1-3—ABC** press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

■ **Aug. 4-6—CBS** press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

**Aug. 16-19—Cable Television Administration and Marketing Society** 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

**Aug. 20-22—West Virginia Broadcasters Association** 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 30-Sept. 1—Eastern Show**, sponsored by *Southern Cable Television Association*. Merchandise Mart,

awarded the 1977 David Sarnoff Gold Medal Award from the Society of Motion Picture and Television Engineers for his work in TV signal processing.

McMann currently serves as chairman of the high-definition television technology group for the standards group Advanced Television Systems Committee.

### Members only

Ku-band satellite newsgathering partnership Conus Communications has added its 47th member station, WTVX(TV) Fort Pierce, Fla.

The CBS affiliate will join a half-dozen other Conus members in the state, including CBS affiliates in Miami and Tampa-St. Petersburg, NBC affiliates in Orlando and Jacksonville, and a PBS station in Gainesville.

WTVX will have only fixed uplink-downlink capability for now, leaving any purchase of a satellite news vehicle until later, a station representative said.

The Southeast region remains the most concentrated center of satellite newsgathering in the country, with Ku-band technology in use by some two dozen broadcasters, including 14 Conus stations in coastal states between Texas and North Carolina.

### Sunshine bound

More than 1,000 cable engineers and others are expected to participate in the Society of Cable Television Engineers Cable-Tec Expo next April 2-5 in Orlando, Fla. The annual meeting combines a technical conference with a two-day technical exhibit drawing

**Fraser pleads guilty.** Dennis Fraser, former president of now-defunct Alcoa-NEC Communications Corp., has agreed to plead guilty to five counts of mail and/or wire fraud in U.S. District Court in Chicago. Fraser faced charges of defrauding investors of more than \$500,000. A grand jury had indicted Fraser on multiple counts of mail and wire fraud, alleging he had induced investors to give him money for the importation and sale of Japanese products in the U.S. and then used the money for his own purposes and to repay earlier investors (BROADCASTING, April 28). Assistant U.S. District Attorney Jeffrey E. Stone said Fraser faced a sentence of up to 25 years imprisonment. Fraser was scheduled to enter his plea today (Dec. 8).

some 100 equipment manufacturers.

The show's engineering conference program, scheduled for Thursday, April 2, will cover subjects including consumer interface issues, lighting and grounding concerns and technical evaluations of competing technologies such as direct broadcast satellites, videocassette recorders, multi-channel microwave distribution systems and satellite master antenna TV.

Space shuttle commander Paul Weitz has also been invited to the conference's opening day to discuss the technologies used by the shuttle.

Activities on the following two days of the show are concentrated on "hands-on" technology workshops, along with the equipment exhibit. The expo workshops will cover such topics as Ku-band technology, pay-TV security, cable system design, headend antenna theory and video measurement techniques.

A question-and-answer session with FCC engineers is also scheduled during the show, with the tentative participation of the Mass Media Bureau's Sydney Bradfield and John Wong.

The final day of the show, Sunday, April 5, will be devoted to a morning-long meeting on engineering certification, along with optional technical tours of nearby Disney World and Epcot Center.

### Take DAT

A new digital audio tape (DAT) technology that would give consumers a master-quality home copying medium and is raising industry-wide copyright concerns will be the subject of a special meeting between recording industry officials and Japanese electronics manufacturers Dec. 11 in Vancouver, B.C.

The Japanese DAT equipment has already been demonstrated at consumer electronics trade shows and could be introduced to world markets in 1987. Executives of the Recording Industry Association of America, international recording industry groups and some members of the U.S. Congress are suggesting government legislation mandate the use of a CBS-developed copy protection system to protect against home taping of copyrighted recordings.

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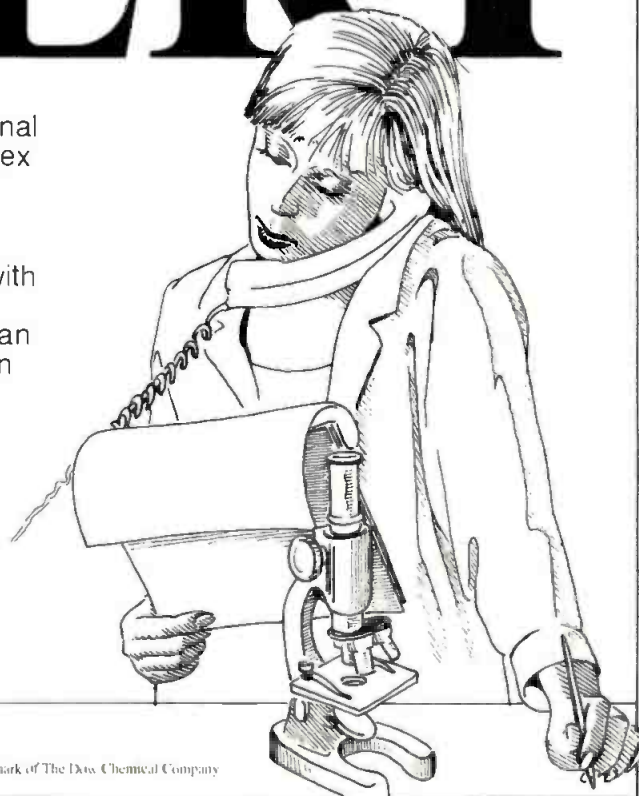
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## HDTV reprise

The "promise" of high-definition television will be the subject of a day-and-a-half symposium in Washington next week, sponsored by the Annenberg Schools of Communications' Washington program.

The meeting, to be held Dec. 15-16, will include a luncheon speech Monday by Ambassador Diana Lady Dougan, director of the U.S. Department of State's Bureau of International Communications and Information Policy, and a keynote address by Eddie Fritts, president of the National Association of Broadcasters. CBS will also sponsor a demonstration of HDTV programs using the Japanese NHK-developed 1,125-line HDTV production system.

The program opens Monday with a panel discussion on potential applications of the technology, the economics of HDTV and technical characteristics of the system. On the panel will be CBS Engineering and Development Vice President-General Manager Joseph Flaherty, as well as Guy Gougeon of Canadian Broadcasting Corp., Carlo Terzani of Italy's RAI, president of the Union of Latin American Public Broadcasters Armando Vargas and Eastman Kodak's Roland Zavada.

Following a technical presentation by

Public Broadcasting Service's Richard Green and the luncheon, Monday afternoon's panel will discuss international and domestic policy issues surrounding HDTV, including trade implications and governments' roles in policy differences over HDTV. Speakers include FCC Mass Media Bureau Chief James McKinney, State Department's Thomas Ramsey, NTIA's Francis Urbany, George Cook of Quantel and Norbert Wassiczek of Austria's ORF.

The symposium ends on Tuesday morning with a discussion of the present status of HDTV development and future prospects for the technology. Panelists are Masao Sugimoto of Japan's NHK, Laurence Thorpe of Sony Communications Products, David Niles of Studio Captain Video in France and Dennis Biber of Rebo and Associates.

## Quanta buys Calaway

Quanta Corp. has acquired industrial editing system maker Calaway Engineering of Sierra Madre, Calif., effective Nov. 4. Quanta, based in Salt Lake City, makes character generators and paint and graphics systems. The company will keep Calaway as a separate unit in California and founder Jack Calaway will remain as vice president of editing systems.

## Harris bash

Following major executive staff changes at Harris Corp.'s Broadcast Division in recent months ("In Sync," Nov. 10), the company sponsored a day-long meeting last month for its field sales staff and top management in St. Louis to review the changes.

According to a statement released by Harris, new vice president-general manager of the division, James Koehn, told staff at the meeting, "Our overriding message is that we will be in the broadcast equipment business for the long term." Koehn continued: "We're in the process of making the transition from an engineering-driven organization to a market-driven one, and among other things, will be implementing a comprehensive, division-wide new product plan."

## Gold star

Renville H. McMann Jr. has been chosen by the National Association of Broadcasters to receive its 1987 Engineering Achievement Award.

McMann, vice president of advanced television research at the CBS Technology Center before it was closed last September, will be presented with the award next March 29 at NAB's annual convention in Dallas.

A holder of 37 broadcast engineering patents, McMann, 59, joined CBS in 1955 after a brief engineering stint at NBC, and remained at the CBS Technology Center for virtually his entire career.

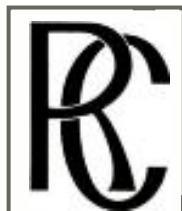
He succeeded Peter Goldmark as president of the Tech Center in 1972, then served as president of Thomson-CSF Labs in Stamford, Conn., from 1975 until 1982, before returning to CBS.

McMann received Emmy awards from the National Academy of Television Arts and Sciences in 1969, 1971 and 1978 for work on minicam technology, a TV camera color corrector and a digital noise reducer.

His patents cover work on the minicam, audio processing, film recording, color TV processing, image enhancement and high-definition television cameras. He was also



McMann



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from

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# Stock Index

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC . . . . .	278	274 1/4	3 3/4	1.36	28	4,471
N (CBS) CBS . . . . .	135 1/4	135 1/4			25	3,171
O (CLCH) Clear Channel . . . . .	12 1/2	12 1/2			18	36
O (INFTA) Infinity Broadcasting . . . . .	13	13 1/4	- 1/4	- 1.88	68	135
O (JCOR) Jacor Commun. . . . .	6 1/2	6 3/4	- 1/4	- 3.70		36
O (LINB) LIN . . . . .	56 3/4	53 1/8	3 5/8	6.82	43	1,502
O (MALR) Malrite . . . . .	11	11			13	91
O (MALRA) Malrite 'A' . . . . .	9 3/4	9 3/4			13	41
A (PR) Price Commun. . . . .	10 3/4	10 5/8	1/8	1.17		105
O (SCRIP) Scripps Howard . . . . .	84	79	5	6.32	30	867
O (SUNN) SunGroup Inc. . . . .	3	3			30	4
N (TFB) Taft . . . . .	117	119	- 2	- 1.68	95	1,060
O (TVXG) TVX Broadcast . . . . .	10 1/4	10 1/2	- 1/4	- 2.38	42	60
O (UTVI) United Television . . . . .	30 1/4	30 1/2	- 1/4	- 0.81	28	331

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo . . . . .	53 3/8	51 1/2	1 7/8	3.64	27	613
A (AAR) Adams Russell . . . . .	20 1/2	20 1/2			16	127
A (AFP) Affiliated Pubs . . . . .	69 1/2	69 1/2			36	1,226
O (ASTV) Amer. Comm. & TV . . . . .	1/8	1/8				9
N (AFL) American Family . . . . .	27 1/8	26 3/4	3/8	1.40	18	1,084
O (ACOMA) Assoc. Commun. . . . .	24	23 5/8	3/8	1.58		228
O (BMAC) Bus. Men's Assur. . . . .	26 3/4	26 1/4	1/2	1.90	16	283
N (CCN) Chris-Craft . . . . .	20 7/8	22 3/8	- 1 1/2	- 6.70	9	136
N (DNB) Dun & Bradstreet . . . . .	109 1/2	107 3/4	1 3/4	1.62	26	8,323
O (DUCO) Durham Corp. . . . .	41 1/2	41	1/2	1.21	11	235
N (GCI) Gannett Co. . . . .	75 7/8	75	7/8	1.16	23	6,092
N (GY) GenCorp . . . . .	82 1/2	78 3/4	3 3/4	4.76	19	1,843
N (GCN) General Cinema . . . . .	47 5/8	47 1/8	1/2	1.06	19	1,733
O (GCOM) Gray Commun. . . . .	199	194	5	2.57	34	98
N (JP) Jefferson-Pilot . . . . .	34 5/8	33 3/4	7/8	2.59	11	1,448
N (BJ) John Blair . . . . .	14 1/2	14 5/8	- 1/8	- 0.85		117
O (JSON) Josephson Intl. . . . .	10 7/8	11 1/4	- 3/8	- 3.33		51
N (KRI) Knight-Ridder . . . . .	48 3/4	48 1/2	1/4	5.11	21	2,737
N (LEE) Lee Enterprises . . . . .	22 7/8	23 3/8	- 1/2	- 2.13	19	579
N (LC) Liberty . . . . .	37 3/4	37	3/4	2.02	15	380
N (MHP) McGraw-Hill . . . . .	60 3/4	60	3/4	1.25	20	3,062
A (MEGA) Media General . . . . .	89	88 3/4	1/4	2.8	19	626
N (MDP) Meredith Corp. . . . .	68 1/4	66 1/2	1 3/4	2.63	13	646
O (MMEDC) Multimedia . . . . .	43 1/4	43 3/4	- 1/2	- 1.14	-393	474
A (NYTA) New York Times . . . . .	37 1/4	37	1/4	67	25	3,013
O (PARC) Park Commun. . . . .	29	28 5/8	3/8	1.31	27	400
N (ROC) Rollins Commun. . . . .	41 1/4	41 1/4			45	602
O (STAUF) Stauffer Commun. . . . .	135	135			22	135
A (TO) Tech/Ops Inc. . . . .	29 3/8	29 7/8	- 1/2	- 1.67	5	64
N (TMC) Times Mirror . . . . .	67 1/2	65 1/2	2	3.05	19	4,350
O (TMC) TM Communications . . . . .	2 1/4	2 1/4				225
O (TPCC) TPC Commun. . . . .	1/4	7/16	- 3/16	- 42.85		2
N (TRB) Tribune . . . . .	60 1/2	60 3/4	- 1/4	- 0.41	19	2,456
A (TBS) Turner Bcstg. . . . .	12 3/4	13 1/8	- 3/8	- 2.85	28	277
A (WPOB) Washington Post . . . . .	155	142	13	9.15	19	2,014

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American TV . . . . .	4	4 1/2	- 1/2	- 11.11		4
O (BRRS) Barris Indus. . . . .	14 3/4	14	3/4	5.35	24	130
O (BRFD) Birdfinder Corp. . . . .	7/8	1/2	3/8	75.00	-4	3
O (CMCO) C.O.M.B. . . . .	22 1/4	19	3 1/4	17.10	37	256
N (KO) Coca-Cola . . . . .	37 7/8	35 5/8	2 1/4	6.31	20	14,619
O (CLST) Color Systems . . . . .	13 3/4	16 1/4	- 2 1/2	- 15.38		9
A (DEG) De Laurentiis Ent. . . . .	13 1/2	10 3/4	2 3/4	25.58		129
N (DIS) Disney . . . . .	45	43 7/8	1 1/8	2.56	31	5,821
N (DJ) Dow Jones & Co. . . . .	41	40 3/8	5/8	1.54	29	3,966
O (FNNI) Financial News . . . . .	9 1/2	10 3/8	- 7/8	- 8.43	158	105
A (FE) Fries Entertain. . . . .	5	5			9	26
N (GW) Gulf + Western . . . . .	70 1/8	66 1/8	4	6.04	20	4,335
O (HRSI) Hal Roach . . . . .	10 3/8	10 1/2	- 1/8	- 1.19		57
A (HHH) Heritage Entertain. . . . .	8 3/4	8 5/8	1/8	1.44	9	24
A (HSN) Home Shopping Net. . . . .	38 3/4	40 3/8	- 1 5/8	- 4.02	88	1,496
N (KWP) King World . . . . .	15	15 3/8	- 3/8	- 2.43	28	460
O (LAUR) Laurel Entertainment . . . . .	4 3/4	4 7/8	- 1/8	- 2.56	18	11
A (LT) Lorimar-Telepictures . . . . .	18 1/2	18 1/2			18	628
N (MCA) MCA . . . . .	42 3/4	41 3/4	1	2.39	19	3,337
N (MGM) MGM/UA Commun. . . . .	9 1/8	9 1/4	- 1/8	- 1.35		466
A (NWP) New World Pictures . . . . .	13 3/8	13 1/2	- 1/8	- 0.92	25	142
N (OPC) Orion Pictures . . . . .	13 7/8	13 5/8	1/4	1.83		132
O (MOVE) Peregrine Entertain. . . . .	10	10				18
N (PLA) Playboy Ent. . . . .	9 1/2	9 1/4	1/4	2.70		89
O (QVCN) QVC Network . . . . .	23 1/4	23	1/4	1.08		152
O (RVCC) Reeves Commun. . . . .	7 3/4	8	- 1/4	- 3.12		96

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (RPICA) Republic Pictures 'A' . . . . .	9 5/8	9 7/8	- 1/4	- 2.53	68	27
O (RPICB) Republic Pictures 'B' . . . . .	10 3/4	11	- 1/4	- 2.27	76	8
A (RHI) Robert Halmi . . . . .	3 1/8	3 1/4	- 1/8	- 3.84	28	59
O (SMNI) Sat. Music Net. . . . .	5 5/8	5 7/8	- 1/4	- 4.25		38
N (WCI) Warner . . . . .	23 1/4	21 7/8	1 3/8	6.28	15	2,869
O (WWTW) Western World TV . . . . .	2 1/16	2 1/8	- 1/16	- 2.94	12	2
O (WONE) Westwood One . . . . .	27 5/8	27 3/4	- 1/8	- 0.45	43	225

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims . . . . .	3 3/8	3 3/4	- 3/8	- 10.00	-6	53
O (CVSI) Compact Video . . . . .	4 1/2	5	- 1/2	- 10.00	45	26
N (CQ) Comsat . . . . .	29 1/2	29 3/8	1/8	.42		534
N (FCB) Foote Cone & B. . . . .	47 1/2	44	3 1/2	7.95	11	180
O (GREY) Grey Advertising . . . . .	93	89	4	4.49	12	112
N (IPG) Interpublic Group . . . . .	26 7/8	27 1/4	- 3/8	- 1.37	15	586
N (JWT) JWT Group . . . . .	29	27 5/8	1 3/8	4.97	12	263
A (MOV) MovieLab . . . . .	4 5/8	5 1/4	- 5/8	- 11.90		7
O (OGIL) Ogilvy Group . . . . .	27 3/4	26 1/4	1 1/2	5.71	13	379
O (OMCM) Omnicom Group . . . . .	21 1/8	20 1/2	5/8	3.04	19	120
O (SACHY) Saatchi & Saatchi . . . . .	28 7/8	28 3/8	1/2	1.76	13	1,493
O (TLMTB) Telemation . . . . .	4 3/8	4 1/2	- 1/8	- 2.77	17	20
A (TPO) TEMPO Enterprises . . . . .	11 7/8	11 3/8	1/2	4.39	30	68
A (UNV) Unitel Video . . . . .	8 3/8	8 7/8	- 1/2	- 5.63		18

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp. . . . .	1 3/4	1 5/8	1/8	7.69	-1	10
A (CVC) Cablevision Sys. 'A' . . . . .	20 1/4	20 1/8	1/8	.62	-6	425
O (CRDF) Cardiff Commun. . . . .	1 3/4	1 7/8	- 1/8	- 6.66	4	3
N (CNT) Centel Corp. . . . .	58 1/4	57 1/4	1	1.74	12	1,611
O (CCCOA) Century Commun. . . . .	16 1/4	16 1/2	- 1/4	- 1.51	325	314
O (CMCSA) Comcast . . . . .	26 3/4	27	- 1/4	- 0.92	35	569
N (HCI) Heritage Commun. . . . .	23	22 1/8	7/8	3.95	85	514
O (JOIN) Jones Intercable . . . . .	11 7/8	12	- 1/8	- 1.04	28	154
T (MHPQ) Maclean Hunter 'X' . . . . .	17 7/8	17 1/2	3/8	2.14	24	658
O (RCCA) Rogers Cable Am. . . . .	13	12 7/8	1/8	.97		66
T (RCINZ) Rogers Cable . . . . .	16 1/8	14 3/4	1 3/8	9.32		378
O (TCA) TCA Cable TV . . . . .	18 1/4	18	1/4	1.38	31	197
O (TCOMA) Tele-Commun. . . . .	25 5/8	24 1/4	1 3/8	5.67	197	2,463
N (TL) Time Inc. . . . .	72 1/2	71 3/4	3/4	1.04	22	4,551
O (UACIA) United Art. Commun. . . . .	16 3/4	15 7/8	7/8	5.51	79	687
N (UCT) United Cable TV . . . . .	26 5/8	27	- 3/8	- 1.38	66	648
N (VIA) Viacom . . . . .	42 3/4	38	4 3/4	12.50	41	1,464
N (WU) Western Union . . . . .	4	4 3/8	- 3/8	- 8.57		97

	Closing Wed Dec 3	Closing Tue Nov 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M . . . . .	114 1/8	113	1 1/8	.99	18	13,128
N (ALD) Allied-Signal . . . . .	41 1/4	41 1/4			-9	7,273
O (AMTV) AM Cable TV . . . . .	113/16	1 3/4	1/16	3.57	-1	6
N (ANX) Anixter Brothers . . . . .	13 3/4	13 5/8	1/8	.91	25	500
N (ARV) Arvin Industries . . . . .	28 1/2	28 5/8	- 1/8	- 0.43	12	460
O (CCBL) C-Cor Electronics . . . . .	7	7 1/4	- 1/4	- 3.44	-4	21
O (CATV) Cable TV Indus. . . . .	1 3/4	1 7/8	- 1/8	- 6.66	-8	5
A (CEC) Cetec . . . . .	5 3/8	5 5/8	- 1/4	- 4.44	-8	10
A (CHY) Chyron . . . . .	4 3/8	4 1/2	- 1/8	- 2.77	20	44
A (CXC) CMX Corp. . . . .	1 1/8	1 1/8				5
A (COH) Cohu . . . . .	7	7 1/8	- 1/8	- 1.75	14	12
N (CAX) Conrac . . . . .	13 5/8	13 3/8	1/4	1.86	12	90
N (EK) Eastman Kodak . . . . .	68 1/2	68 5/8	- 1/8	- 0.18	58	15,474
O (ECIN) Elec Mls & Comm. . . . .	1 5/8	1 7/8	- 1/4	- 13.33		6
N (GRL) Gen. Instrument . . . . .	19 1/8	17 3/4	1 3/8	7.74		619
N (GE) General Electric . . . . .	88 1/2	83 3/4	4 3/4	5.67	17	40,353
O (GETE) Geotell Inc. . . . .	1 5/8	1 5/8			6	5
N (HRS) Harris Corp. . . . .	31 3/4	30 1/2	1 1/4	4.09	21	1,277
N (MAI) M/A Com. Inc. . . . .	13	12 7/8	1/8	.97		565
O (MCDY) Microdyne . . . . .	3 3/4	4	- 1/4	- 6.25	34	16
N (MOT) Motorola . . . . .	39 1/2	38 3/8	1 1/8	2.93	46	5,044
N (NPH) N.A. Philips						



VICES. But, according to October Arbitron numbers, Hale said, his station and the others registered over a 20% share of the Seattle audience. The broadcasters are also disturbed by TCI's proposal to eliminate converter boxes. Without converter boxes, unless subscribers have cable-ready television sets, only channels 2 through 13 are readily viewable, the Seattle broadcaster said.

William Covington, director of government relations for TCI-West, defended his company's decision. He said TCI's survey concluded that subscribers have a strong interest in watching cable services such as

CNN, ESPN and the superstations, among others. All TCI is trying to do, he said, is to put on the best mix of programming for its lower tier. That mix, he explained, includes local network affiliates, the Seattle public station, KCTS-TV, and some cable services. As a result, he said, some stations are being reassigned to a new location on the upper band. "Obviously they're unhappy," Covington said. But TCI, he said, has to meet the demands of its customers, and "we feel this will benefit our customers."

Moreover, TCI believes channel realignment is a business decision that should have

no bearing on whether the transfer is granted. Nor does the practice violate any cable regulations, Covington pointed out. "We've gone out of its way to be cooperative... and we do want to do business in a high quality manner." Making these types of changes, he added, are difficult, but TCI is convinced it will be for the better.

He said the company hopes to get final approval before the first of the year. In the meantime, Covington said TCI is willing to continue talking with the broadcasters. "We don't want to reach the point where we're at profound loggerheads."

The broadcasters' fight in Seattle is just one of several that are under way or have erupted over channel realignment. In Oklahoma City, broadcasters were successful in persuading Cox Cable to abandon its plans to establish a new channel alignment. And the Colorado Broadcasters Association has called on all the major cable MSO's to discontinue the practice (BROADCASTING Nov. 24) in that state.

Debra Lewis, Seattle's acting director of cable communications, reported that while the committee was set to act on the Group W-TCI transfer, the broadcasters' objections convinced members that further review was necessary. The city officials were reluctant to vote, she said, because they are faced with too many unanswered questions. The city officials are concerned, she said, about whether channel repositioning serves the public interest and its overall impact on subscribers. And Lewis said her office has received a number of calls about KTPS's signal being dropped.

Because the urban redevelopment committee did not plan to reconvene after last week's meeting, the matter has been transferred to the council's energy committee. Once that committee votes, the issue will go before the full city council. Energy Committee Chairman Norman Rice has a strong interest in cable issues; he formerly chaired the citizen's committee that wrote the cable ordinance for the city. Rice specifically asked that the franchise matter be transferred to his committee.

The council members, he explained, need to examine several things before acting. They want to look at the FCC's new must-carry rules and their relationship to channel realignment. "We wanted to get a better reading on how this operates in the public interest." Rice said they also want to respond to the broadcasters' legal argument against TCI's proposal. And they need to review the city's ordinance and how it fits in with the deregulation of the industry that has occurred under the Cable Telecommunications Policy Act of 1984.

"I have some real concerns," Rice said about TCI's realignment plan. He also plans to look more closely at the system's survey, which he felt might be "misleading." It's in the public interest for cable to be a good citizen, Rice said, and "not cavalierly disregard the broadcast community which serves the public." Most people thought, he noted, that the transfer would be routine. "We just found out at the tail end that TCI was making a 17% increase in its rates and moving its channels. Everyone started saying: 'Wait a minute.'" □

## Washington Watch

**Chattanooga combination.** FCC has granted WFLI Inc., permittee of unbuilt WFLI-TV (ch. 53) Cleveland, Tenn., permission to move its transmitter closer to Chattanooga. WFLI Inc. is also licensee of WFLI(AM) Lookout Mountain and WJTT(FM) Red Bank, both Chattanooga suburbs, and relocated TV transmitter's signal would encompass those communities. Although creation of new TV-radio combinations is generally prohibited by one-to-market rule, there is exception for combinations involving UHF's. In this case, FCC ruled that combined ownership would be "consistent with the public interest and precedents." □

**Renewal denied.** In initial decision, FCC Administrative Law Judge Walter Miller has denied Agape Broadcasting Foundation renewal for noncommercial KNON(FM) Dallas and granted competing application of Criswell Center for Biblical Studies for new station on those facilities. Judge said Agape was unqualified for allegedly having kept station off air and lacked candor with FCC about its ownership structure. Criswell Center is nonprofit educational corporation controlled by congregation of First Baptist Church of Dallas. □

**Garden City Reversal.** Overturning initial decision, FCC Review Board has granted application of Jarad Broadcasting for new FM on facilities of WLIR-FM Garden City, N.Y., denying competing applications of Spectron Broadcasting, Garden City Broadcasting, Westplex Broadcasting, North Shore Broadcasting, December Ventures, WINK Radio, Fonic Broadcasting and McComas Broadcasting. WLIR-FM was denied renewal of license on grounds of unauthorized transfer of control. ALJ John Frysiak had granted application of Spectron. But board said Jarad prevailed on integration grounds. Jarad is owned by Ronald J. Morey, New York-based freelance broadcast announcer who has no other media interests. □

**More data wanted.** In joint petition, Office of Communication of United Church of Christ, Action for Children's Television and NOW Legal Defense and Education Fund have asked FCC to "immediately act to make clear that all broadcast applicants must supply sufficient information so as to enable the commission and the public to evaluate proposed program service." In emergency petition for declaratory relief, groups said that because of way FCC is currently using broadcast license application forms, "there is an unlawful dearth of information available to it and the public regarding proposed programming service, and this, in turn, prevents the commission from properly making the statutorily required finding that the grant of the application will serve the public interest." □

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developers and investors. Goyette was formerly announcer at station and will become general manager. KCLS is on 600 khz with 5 kw day and 500 w night.

**WACM(AM) West Springfield, Mass.** □ Sold by Portugese Broadcasting Inc. to Carmelina G. Silva for \$800,000. **Seller** is owned by Manuel Angelo and his wife, Maria, and owns no other broadcast properties. **Buyer** is restaurant owner in Ludlow, Mass. WACM is on 1490 khz with 1 kw day and 250 w night.

**WNCS-FM Montpelier, Vt.** □ Sold by North Country Communications Inc. to Northeast Broadcasting Co. for \$750,000. **Seller** is owned by George B. Spaulding, who has no other broadcast interests. **Buyer** is owned by Steven B. Silberberg, who also owns WHAV(AM)-WLYT(FM) Haverhill, Mass. WNCS is on 96.7 mhz with 480 w and antenna 700 feet above average terrain. *Broker: Kozacko-Horton Co.*

**KLPW-AM-FM Union, Mo.** □ Sold by Franklin County Broadcasting Co. to Franklin Radio Corp. for \$410,000. **Seller** is owned by Calvin N. Harris. It has no other broadcast interests. **Buyer** is owned by Richard E. Fister, his wife, Virginia, and Daniel Parker. It also owns WCMY(AM)-WRKX(FM) Ottawa, Ill., and WEO(AM) Waynesboro, Pa. KLPW is daytimer on 1220 khz with 1 kw. KLPW-FM is on 101.7 mhz with 2.1 kw and antenna 340 feet above average terrain.

#### CABLE

**System serving Longfield, Wash.** □ Sold by Cowlitz Cablevision Inc. to Century Communications Inc. for approximately \$25 million. **Seller** is owned by Longview Publishing Co., publisher of four local newspapers. It is headed by John M. McClelland and Genevieve Lee. It has no other cable interests. **Buyer** is publicly owned. New Canaan, Conn.-based MSO with 596,000 subscribers in 21 states, headed by Leonard Tow, president.

**System serving Turnersville, N.J.** □ Sold by Community Cable Associates to Jones Intercable Inc. for approximately \$18 million. **Seller** is general partnership headed by brother, Frank and John Scarpa. Frank Scarpa is on board of National Cable Television Association. It has no other cable interests. **Buyer** is publicly traded. Englewood, Colo.-based cable MSO with over 800,000 subscribers. It is headed by Glenn R. Jones, president. System serves 12,900 subscribers.

**System serving St. George, Washington and Santa Clara, all Utah** □ Sold by Jones Intercable Inc. to Falcon Cable TV for approximately \$7 million. **Seller** is also buying Turnersville, N.J. system (see above). **Buyer** is Pasadena, Calif.-based cable MSO with 320,000 subscribers in eight states. It is headed by Marc Nathanson, president. System passes 9,000 homes with 5,000 subscribers and 84 miles of plant.

*For other proposed and approved sales see "For the Record," page 119.*

## Channel fracas in Seattle

### Independent broadcasters succeed in attempt to have cable franchise transfer decision postponed; chief complaint: channel realignment

Attempts by independent broadcasters to stop a Seattle cable system from repositioning its channels appear to be making some headway. Last week the independents took their fight to city hall and got a postponement of a cable transfer issue because of the realignment controversy. Broadcasters from the Seattle-Tacoma market registered their grievances during a meeting of the Seattle city council's urban redevelopment committee, which was slated to consider final approval of the transfer of Group W's Seattle franchise to Tele-Communications Inc. The city officials postponed any decision until Dec. 17 in order to examine the complaints raised by the broadcasters. (The King county council, which was meeting simultaneously on the franchise transfer, also delayed action until Dec. 17. Part of the Group W system extends into the county.)

Representatives of independent television stations KSTW(TV), KCPQ(TV) and KTZZ(TV) stated their concerns about TCI's plan to move them from their current assignment (most are carried on the lower-numbered channels) to a new location on the cable lineup. The independents want to remain on the

lower-numbered channels, which, according to research, are more heavily watched than higher-numbered channels. Noncommercial KTPS(TV) Tacoma, which is slated to be dropped by the system, was also represented at the meeting.

"We wanted the city council to really review the facts before they approved the transfer of ownership," said Kevin Hale of KSTW. The Seattle system carries Hale's station on channel 10, but plans to shift it to channel 23. The new channel assignments are slated to take effect Jan. 1. Under TCI's proposed lineup, KCPQ would move from channel 13 to 24 and KTZZ from 34 to 25. Hale said other TCI-owned cable systems in the Seattle ADI are preparing to rearrange their channels and that his station would be moved to a variety of locations on the cable band.

"We feel this is a very anticompetitive move. They're [TCI] moving us up and keeping the affiliates down and replacing us with cable services," Hale said. Hale told city officials that TCI's proposal would economically impair independents and disserve viewers. It would create viewer confusion, he said, adding that "people recognize us by our channel number, not our call letters."

Hale also refuted the results of a TCI survey that the cable system said showed that the independent stations are not as popular with subscribers as some of the cable ser-

September, 1985

## APA Capital Risque

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President Martin Rubenstein, who resigned under pressure the week before the SECA convention [BROADCASTING, Nov. 17].) Among Brugger's predictions: In five years, the only national network TV news program will be *The MacNeill/Lehrer NewsHour*, which he said is unique in adding "substance to headline news"; the noncommercial system will spend more on programming and promotion than on facilities and administration; public broadcasting will be the "medium of long-form, in-depth analysis," and there will be significant growth in radio drama. Among system priorities suggested by Brugger: buying its own satellite in 1992, working with other educational, arts and cultural institutions; forming consortia to represent public TV and radio in arranging "international vehicles for program financing"; focusing on production of programs that allow the audience to "intelligently decipher, assimilate, understand and profitably use vast amounts of information"; building a talent and program base to remain competitive; rallying the system behind a limited number of production centers.

National Public Radio President Doug Bennet said that while he feels "radio is on a roll" (it paid back its debt to CPB and instituted a new business plan), he is "deeply concerned about CPB." The corporation has "serious weaknesses," Bennet said, and has shown "political self-indulgence in place of leadership." According to Bennet, "Marty Rubenstein should not have been fired. He deserved the encouragement of his board, and support in the two areas he knew least about—politics and the public part of public



Brugger

broadcasting. He did not get that support." Bennet claimed public radio and television have wasted too much energy on "internal politicking" rather than focusing on the mission of public broadcasting, and he referred to CPB's proposed content analysis of public

television programming (BROADCASTING, Nov. 3) as "an effort to find a simple mechanical crutch as a substitute for responsible political leadership." Bennet claimed it would be impossible to define objectivity in a way that would allow the study to be carried out effectively, and called on public broadcasters to denounce any proposed analysis. CPB does play an important role in the public broadcasting system, however, Bennet said: its "role should be reevaluated, but I don't believe it should be ripped up by its roots." Bennet defined the major ingredients in public broadcasting's future: "strong national leadership, clear purpose and commitment" and "ongoing investment by the federal government."

Also addressing the SECA audience was Public Broadcasting Service President Bruce Christensen, who suggested, as he had at PBS's Program Fair in Austin, Tex. (BROADCASTING, Nov. 10), that the non-commercial system devote an additional \$100 million to national programming, making its total outlay more than \$300 million. Two possible sources for the additional income, according to Christensen: stations could reappropriate 10% of their funds, or PBS could increase member dues by 25%. □

## Changing Hands

PROPOSED

**KDRV(TV) Medford, Ore.** □ Sold by Sunshine Television Inc. to Crump Communications Inc. for \$9 million. **Seller** is headed by Dun-

bar Carpenter, president. It has no other broadcast interests. **Buyer** is owned by Harold C. Crump and David S. Allen. Crump is former president of H&C Communications, Houston. Allen is president of Petry Television. New York-based station representative. KDRV is ABC affiliate on channel 12 with 190.5 kw visual, 38.1 kw aural and antenna 2,690 feet above average terrain.

**KSPN(FM) Aspen, Colo.** □ Sold by Recreation Broadcasting Inc. to Aspen Broadcasting Co. for \$2 million, comprising \$1.5 million cash and remainder note. **Seller** is principally owned by Gary Verplank, his sister, Joyce V. Hatton, and Alan Huntin and his wife, Helen. It also owns K23AE(LPTV) Aspen, Colo., and KTV Inc., cable channel 10 in Denver. **Buyer** is owned by Albert Parker and David L. Wood. Parker is investor and Wood attorney, both in Fort Collins, Colo. KSPN is on 97.7 mhz with 3 kw and antenna 54 feet above average terrain. **Broker: Chapman Associates.**

**KIVA(FM) Santa Fe, N.M.** □ Sold by AMO Broadcasting Co. to Daytona Group of New Mexico Inc. for \$1.9 million. **Seller** is Portland, Ore.-based group of two AM's and four FM's principally owned by Frederic W. Constant. **Buyer** is Daytona Beach, Fla.-based group of one AM and two FM's owned by Carl Como Tutera, Norman Drubner and Ron Samuels. Drubner also owns WNFJ(FM) Daytona Beach, Fla. KIVA is on 105.1 mhz with 100 kw and antenna 1,938 feet above average terrain. **Broker: Chapman Associates.**

**KCLS(AM) Flagstaff, Ariz.** □ Sold by Saunders Broadcasting Co. to Charles T. Goyette and James A. Kurtz for \$900,000. **Sellers** is owned by Charles J. Saunders and family, who have no other broadcast interests. **Buyers** are Phoenix-based real estate

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throughout the year, but will supplement the pledge-free campaign with 200,000 letters to current members and 600,000 to prospective members. It has also produced 40 pledge spots featuring actor Scott DeVenny: teasers that ran from the end of October through Nov. 10; explanatory spots that ran Nov. 10 through Dec. 6, and countdown spots in which DeVenny will mark pledgeless days on a calendar, to run Dec. 6-13. KQED planned to eliminate one day of pledging for every \$77,910 raised through direct mail before the 11-day drive began on Dec. 1. Cook said KQED hopes to eliminate one on-air pledge period each year.

One station that has experimented with pledging alternatives is 65,000-member KAET(TV) Phoenix, an Arizona State University licensee. In March 1983, the station instituted its "Think Again" campaign, which combined direct-response spots and direct mail for the first time. Since then, KAET has alternated or combined pledge-free, quiet and traditional campaigns, each lasting 150 days and supplemented with direct mail. Kelly McCullough, the station's membership manager, said that in the past two years, KAET has cut its on-air pledging from 41 days per year to 22, and expects that number to level off at 20 per year. McCullough said the station does not plan to conduct an all-on-air campaign again, but probably will not cut out on-air drives altogether because 80% of the members they attract are new. KAET tries to rest a campaign for 20 months before using it in the same form, McCullough said.

The nine-station Georgia Public Television network will have the help of Bob Kee-shan in its first quiet campaign. The star of *Captain Kangaroo*, now a public television series, has taped brief spots reminding viewers to contribute, and will conduct a three-day press tour in Georgia's major cities to call attention to the network's "Quiet on the Set" campaign. The Georgia stations, which are co-licensed and air simultaneous programming, increased their direct-mail spending by 57%, and hope to reach 4,000 new members and generate 2,500 renewals, said Carolyn Kowalski, public relations and information director. About 30% of the network's funding comes from membership, Kowalski said, and the stations hope to raise \$300,000 in their nine-day campaign. Georgia Public Television would like to make quiet campaigning "a December tradition," Kowalski said.

But not all stations find pledgeless drives effective. WGBH-TV Boston was one of the first stations to experiment with a pledge-free drive: It raised \$1.6 million in August 1983, a 42% increase over its August 1982 figure (\$1.2 million), generated through a traditional campaign. That figure dropped 16% in August 1984, to \$1.4 million, however, and the station discontinued its pledgeless drives because they did not bring in enough new members. John Kerr, producer of WGBH-TV's on-air drives, said the station is now concentrating on making its appeals "as coherent and brief and focused and rational as we can" and as "excellent as the programs are." WGBH-TV surveyed its audience, Kerr said, and discovered that its viewers and contributors are proud of the fact that the station needs their support, and

have "a high understanding and tolerance" of the pledge drives. Kerr said WGBH-TV is responding to audience requests for elimination of "the sledge-hammer tactics and the boring redundancy."

For stations that wish to make traditional pledge drives more appealing, PBS and KCFE(TV) Los Angeles recently developed a "tool box" of techniques that includes 25 spots that can be intercut with a station's stand-up requests (BROADCASTING, July 7). PBS's Tim Sharp said the network's objective is to help stations make pledging "more palatable and more effective." Currently, an average of only one in 10 viewers is a member of his local station. Sharp said—a ratio PBS is trying to increase. PBS collects fundraising data from stations on which techniques are most successful so that it can spread the word to the rest. But a 1985 study commissioned by PBS and conducted by Statistical Research Inc., Westfield, N.J., found that viewers may not mind on-air

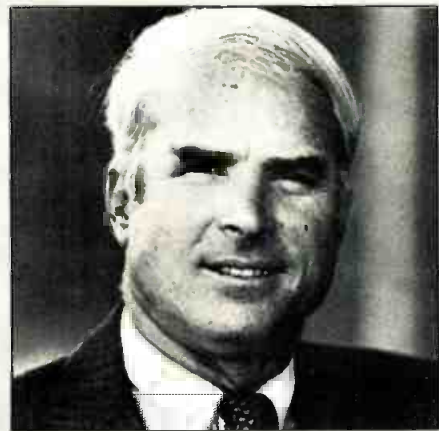
drives as much as it was thought, Sharp said, and for many stations, those campaigns may not have lost their effectiveness. □

## Predictions for public broadcasting

**At annual SECA meeting, executives of CPB, PBS and NPR are asked to look five years into the future**

Five-year forecasts for the public broadcasting industry were given by the heads of three major organizations at the annual meeting of the Southern Educational Communications Association in Tampa, Fla.

Speaking on behalf of the Corporation for Public Broadcasting was David Brugger, vice president-telecommunications, CPB. (Brugger spoke in place of former CPB



**New additions.** Senator Pete Wilson (l) of California and newly-elected John McCain (r) of Arizona are slated to fill the two Republican vacancies on the Senate Commerce Committee (BROADCASTING, Dec. 2) when the 100th Congress convenes in January. The Republican Committee on Committees was expected last week to recommend to the Senate Republican Conference (the conference grants final approval on all committee assignments) that Wilson and McCain take the Commerce seats.

Wilson, elected in 1982, will probably be an active player in the development of telecommunications policy matters, particularly those which effect the motion picture production community. The California senator has already shown that he is a strong advocate for Hollywood. Wilson was out front on several legislative battles including Hollywood's fight with the television networks over the FCC's financial interest and syndication rules and its multiple ownership limits. McCain has represented Arizona's first district in the House since 1983. His views on communications issues are not fully known, but he is said to have good ties with local broadcasters. Republicans Charles Grassley (Iowa) and Don Nickles (Okla.) have been assigned to the Appropriations Committee.



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## 'Pledgeless' pledge drives: noncommercial phenomenon

### Public television stations woo members with 'quiet' and pledge-free campaigns

Noncommercial television stations of all sizes are discovering a new method of persuasion: the pledge drive that isn't a pledge drive. In an effort to appease viewers who complain about public television's March, August and December on-air appeals, increasing numbers of stations are promising they won't take air time to ask for support if they can raise the money they need—approximately 30% of total station income, on average—through direct mail. The "pledgeless" pledge drives are taking two general courses: In a "quiet" campaign, the station promises upfront to cancel all live on-air appeals; in a "pledge-free" campaign, successive days of a campaign are canceled as fixed amounts of money are raised in advance.

A major benefit of pledging, according to stations, is that it brings in new members—one reason most stations cannot afford to run pledgeless campaigns all the time. March is generally considered the most active month for fund raising, and August the least active—thus many stations choose August for experimentation, according to Tim Sharp, a development assistant with the Public Broadcasting Service. Last August, 29 stations (out of 101 that mounted some type of campaign) reported using pledgeless campaigns, said Sharp, and of the 91 stations that have notified PBS they will be conducting drives in December, 21% are planning pledgeless drives.

Following a successful pledge-free campaign in August, WNET(TV) New York, the noncommercial television station reaching the most households, has canceled its December on-air fund-raising drive. The station's first campaign was experimental, focusing more on securing additional gifts from current members than on signing up new ones, said Kate Rooney, senior vice president and director of membership and development. WNET sent out 500,000 more mailings than usual in August and raised more than \$900,000, surpassing its goal of \$750,000-\$800,000. The December quiet campaign will feature a mailing to more than a million current and potential members, and is expected to attract more than 20,000 new members, Rooney said. The cost of the mailings is identical to last year's costs and does not represent an increase over what the station would have spent on a traditional campaign this year, she said. Rooney called air time public television's "most precious resource" and said that canceling WNET's March drive "is not among our options" because March is traditionally the month when the most pledges are made.

"Can We Do It Again?" is the theme of KQED(TV) San Francisco's December pledge-free campaign. The station's first campaign, in August 1985, raised \$1.8 million, easily surpassing its \$1-million goal, but the decision was made not to conduct another pledge-free campaign immediately because

other stations had trouble meeting goals a second time, said Nancy Cook, KQED's manager of program support. This December, the station hopes to raise \$857,000, just enough to meet its needs for the rest of the calendar year. Cook said the station normally mails renewal notices to members

## Intermedia

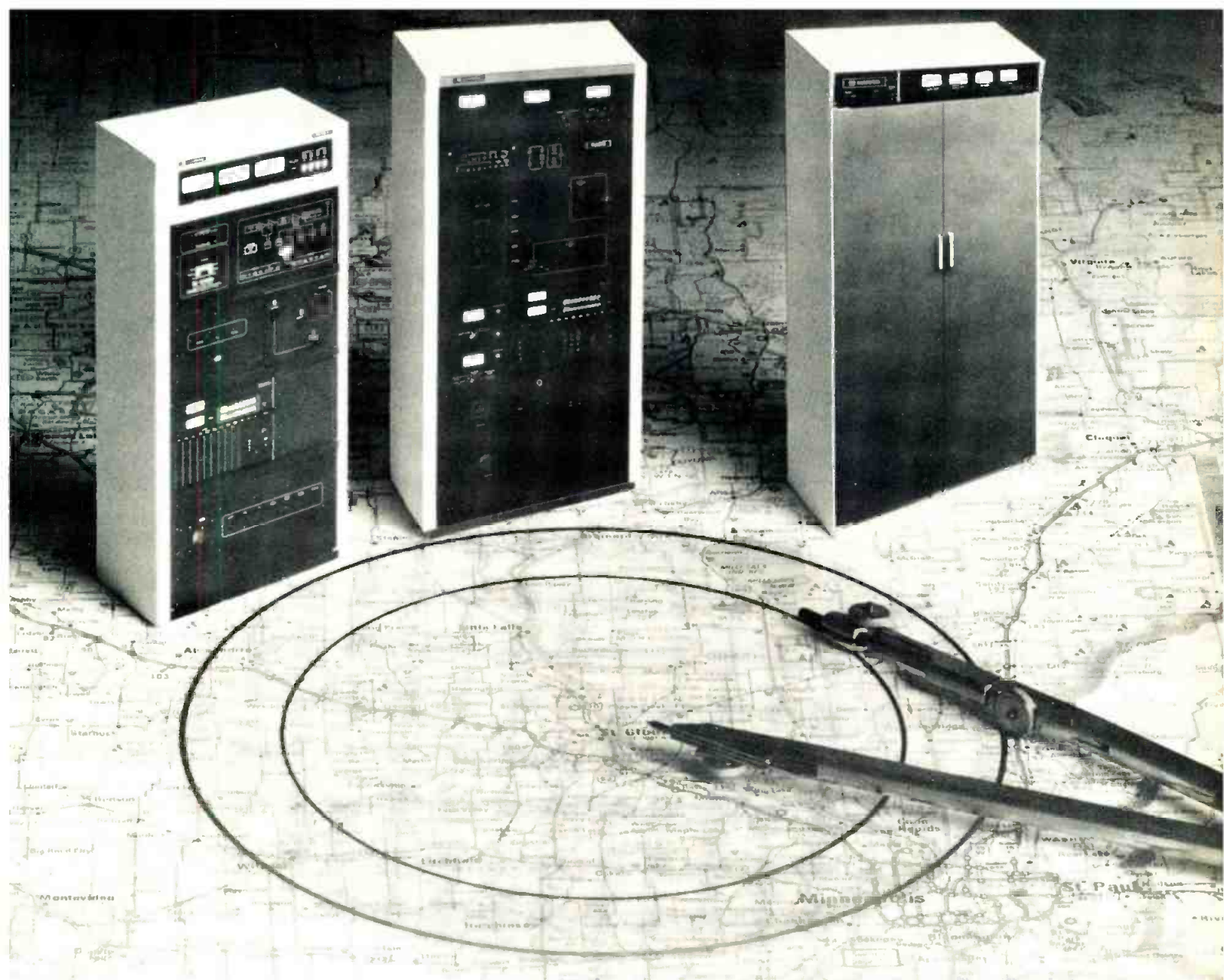
**MMDS grants.** Using lotteries, FCC has tentatively granted multichannel multipoint distribution service applications of McDonald Group Inc. and Broadcast Data Corp., Albany, Ga.; Lawrence N. Brandt and National Wireless Video, Athens, Ga.; Belwen Inc. and Krisar Inc., Charlottesville, Va.; National Wireless Cable and Joseph W. Hubbard, Cheyenne, Wyo.; Local Service Television Inc. and MDS Signal Group, Dothan, Ala.; Kansas City Southern Industries Inc. and Multichannel Video Corp., Dubuque, Iowa; Lawrence N. Brandt and Fairbanks BDC-MMDS Co., Fairbanks, Alaska; Broadcast Data Corp. and Starchannels Associates, Florence, S.C.; National Television Co. and Glens Falls BDC-MMDS Co., Glens Falls, N.Y.; Lawrence N. Brandt and Bailon MDS Corp., Grand Forks, N.D.; Kansas City Southern Industries Inc. and National Television Co., Iowa City; Figgie Communications Inc. and Broadcast Data Corp., Johnstown, Pa.; Visionaire Inc. and Sherry Rullman, Key West, Fla.; National Television Co. and C and C Communications Co., Lawrence, Kan.; Lawrence N. Brandt and San Juan MDS Inc., Mayaguez, P.R.; David Wiechman and Sherry Rullman, McGregor, Tex.; Bascom Duncan Spillar and Krisar Inc., San Angelo, Tex.; Kannew Broadcast Technologies and Broadcast Data Corp., Wausau, Wis., and Affiliated Communications Corp., Salt Lake City.

**Libel decision stands.** U.S. Court of Appeals in Richmond, Va., refused, on 6-5 vote, to reconsider \$200,000 libel judgment that evangelist Jerry Falwell won against Larry Flynt, publisher of *Hustler* magazine. Case involves article that district court jury said did not libel Falwell but caused him emotional distress for which he could recover damages. Article in question, published in two *Hustler* issues in 1983 and 1984, was parody portraying fundamentalist Falwell, whose *Old Time Gospel Hour* catapulted him into national prominence, as inebriated drunk. Three-judge panel of appeals court upheld award in August, and Flynt's lawyers sought rehearing by full court. Order denying rehearing was issued Nov. 4 but was not immediately released. None of judges in majority issued written opinion, but Judge J. Harvie Wilkinson, in dissenting statement, said court action permitting public figures to recover only for emotional harm may lead to unraveling of press protections that have been woven into law of defamation. "It surely will operate as a powerful inhibitor of humorous and satiric commentary and ultimately affect the health and vigor of all political debate," Wilkinson said.

**Opportunity.** Writers Guild of America, East, Foundation will present up to 20 new fellowships worth \$3,500 each to aspiring film and television writers. Winners will also get opportunity to develop script under guidance of established screen or television writer. New York-based foundation said applications are now being accepted, with Dec. 31 deadline. Fellowships are awarded every two years. Only writers who have never had script produced for television or screen are eligible.

**Hollywood home.** All American Television Inc. and Group W's The Newsfeed Network have opened Hollywood office of *The Entertainment Report* at 6381 Hollywood Boulevard, Hollywood, Calif. 90028. Telephone is (213) 461-5722. *ER*, which is produced by Newsfeed and is being represented nationally by All American, is daily video package of entertainment news stories that will be distributed to television stations by satellite beginning Jan. 19, 1987. Newsfeed has 76 member stations, most recent addition being wwww-TV New York, added last month.

**Voice of experience.** Martin Rubenstein, veteran broadcast executive (ABC, Mutual), and most recently president, Corporation for Public Broadcasting, will open media consultancy in Washington today (Dec. 8) at 1025 Thomas Jefferson St. NW, Suite 511, Washington 20007 (telephone 202-944-5745).



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develop its own programming and purchase shows from outside producers. He said that MCA's entry into radio programming will be facilitated with the acquisition of other syndication companies. "We are in the process of buying a company right now," Kardashian said.

That company is the three-and-a-half-year-old Barnett-Robbins Enterprises, an Encino, Calif.-based radio program supplier. Barnett-Robbins will become part of the MCA Radio Network, and its two principle officers, Lance Robbins, executive vice president, and Bill Barnett, president, will both assume the title of vice president of MCA Radio, overseeing programming, station clearances and advertising sales.

The new radio unit, which will report directly to MCA Music Entertainment head Irving Azoff, will be based in Los Angeles. It also plans to open a New York sales office. "MCA is making a substantial commitment to this division," said Kardashian.

### Crusin' Cousin

CBS's RadioRadio network is looking to launch its weekly, three-hour, rock nostalgia series, *Crusin' America*, on just over 100 stations next month. The broadcast, which is scheduled to premiere the first weekend in January, will be hosted by Bruce (Cousin Brucie) Morrow, a long-time New York DJ, currently with WCBS-FM there. According to CBS, the show will have an "extra emphasis" on "classic" rock cuts of the 1960's. The series is being produced for CBS by Ron Cutler Productions, Los Angeles.

### Opera pledges

The seventh annual WFMT(FM) Chicago/Lyric Operation last month raised \$255,000 in pledges from listeners there and in other parts of the country, according to station officials. (WFMT is carried on cable systems in 357 cities in 43 states.) The 19-hour event featured fund-raising pleas from opera stars Placido Domingo, Luciano Pavarotti and Marilyn Horne. The largest pledge to help the Lyric Opera of Chicago was \$7,000 from the Interlake Foundation, Oak Brook, Ill.

In another development, the fine arts station plans to celebrate its 35th anniversary on Dec. 13 with the airing of a special "fanfare" composed for the station by contemporary American composer Morton Gould and recorded by Chicago Symphony flutist Donald Peck.

### Playback

Caballero Spanish Media, New York, has extended its agreement with CBS Radio for Spanish-language broadcasts of the World Series for another three years. The new agreement also calls for Spanish-language transmissions of the All Star game and American and National League Championship playoffs.

□

ABC Talkradio has hired automotive expert Bob Cerullo to host a weekly morning broadcast for the network. Cerullo is now heard each Saturday morning from 10 to 11 a.m. NYT.

Separately, the ABC Radio Networks said it will again air the 1939 Campbell Playhouse adaptation of *A Christmas Carol*. The 54-minute broadcast is being offered to all ABC affiliates on a non-exclusive basis.



**Turning Japanese.** ABC Radio's *American Top 40* is now being distributed in Japan through a three-year arrangement between Radio Express, the Los Angeles-based company that markets programs internationally, and Dentsu Advertising, Tokyo. The Japanese edition, which is underwritten by Shiseido cosmetics, is a two-hour version of the current four-hour *AT40* program hosted by Casey Kasem. It contains some music commentary in Japanese. The show is currently carried by eight FM stations in Japan.

Pictured at the Dentsu/Shiseido signing of the *AT40* agreement in Tokyo are (l-r): Hirofumi Hamada, media supervisor, Dentsu's Shiseido account; Jim Hampton, president, Teleprograms, a Los Angeles-based radio production firm, and producer of the special Japanese edition of *AT40*; Tom Rounds, president, Radio Express; Norio Hayashi, assistant to Hamada; and Masato Kodaira, Teleprograms' Japanese representative and co-producer of the Japanese *AT40* broadcast.

### Fifth Estate Earnings

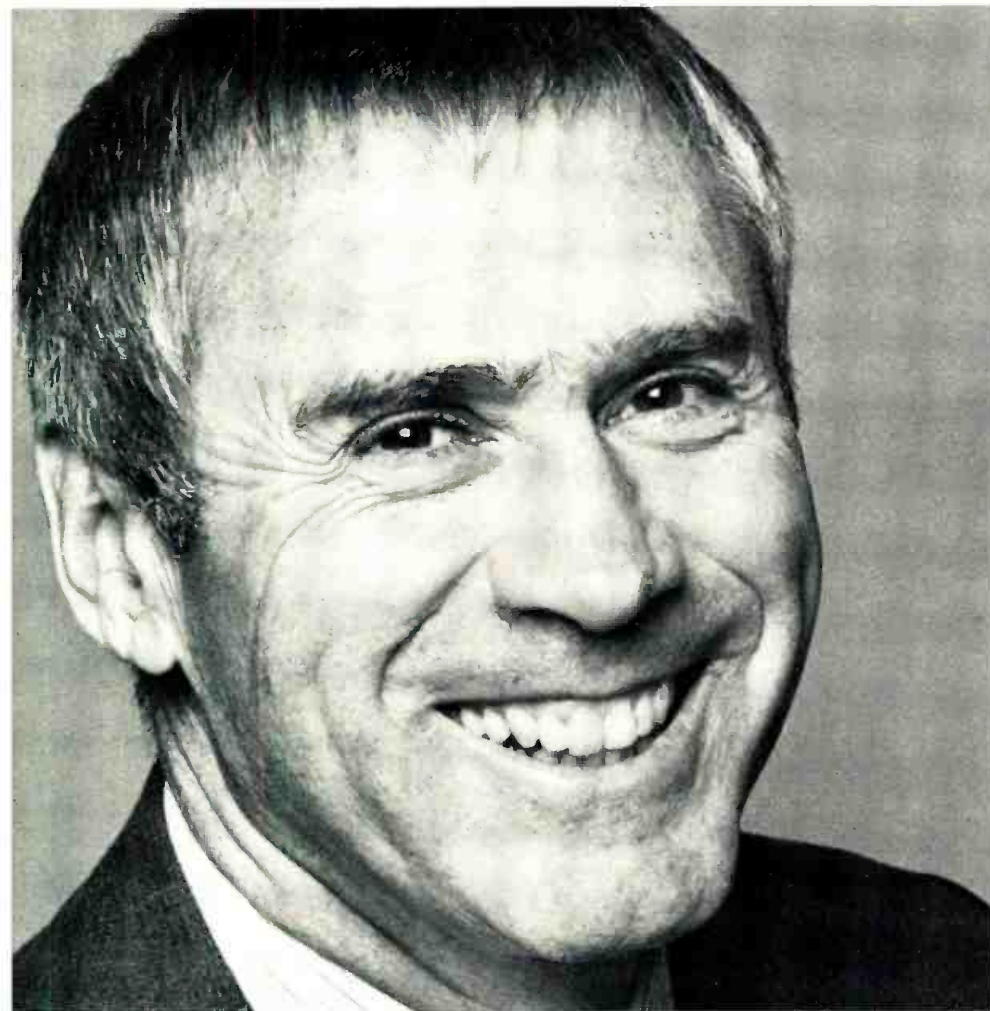
Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Associated Comm.	Third	\$828	25	(\$979)	NM	(\$0.12)
King World Prods.	Year	\$145,717	81	\$19,845	102	\$0.65
Laurel Entertainment	Second	\$3,265	63	\$907	NM	\$0.35
Lee Enterprises	Third	\$54,307	4	\$11,217	-7	\$0.44
News Corp.	First	\$821,233	61	\$33,344	52	\$0.12
Selkirk Comm.*	Third	\$37,908	-24	\$180	-90	\$0.02
Telecrafter	Fourth	\$2,573	94	\$28	NM	\$0.02
	Year	\$7,340	40	(\$795)	NM	(\$0.50)
Television Technology	First	\$1,148	4	(\$82)	NM	(\$0.00)
Turner Broadcasting	Third	\$156,294	69	(\$44,308)	NM	(\$2.86)
TVX Brcdst Group	Third	\$5,952	88	(\$4,105)	NM	(\$0.69)
Viacom International	Third	\$233,297	164	\$3,432	-74	\$0.10
Washington Post	Third	\$291,534	12	\$21,131	-4	\$1.65

\* Canadian dollars.

**Associated Communications** had loss of \$1.7 million in third quarter of previous year. ■ **Laurel Entertainment** had net loss of \$136,699 in previous year's second quarter. Most recent results include \$103,984 loss carryforward tax benefit. ■ Results for **News Corp.** are stated in U.S. dollars based on average exchange rate for period. Previous third-quarter results were calculated in same way. U.S. operations accounted for 61% of revenue and 59% of operating profit. ■ **Telecrafter Corp.** had net loss of \$534,000 and \$394,000 for previous fourth quarter and year, respectively. ■ **Television Technology** had net loss of \$220,249 in previous year's first quarter. ■ **Turner Broadcasting System** had net profit of \$2.4 million in previous year's third quarter. Most recent results included \$26.2-million loss charged to TBS coverage of Goodwill Games. Company also said it had reduced second-quarter loss, to \$70.2 million from \$85.8 million, after revising amortization schedule for "intangible" assets recently acquired from MGM/UA. Company said that as of Sept. 30, WTBS was received by 37.6 million households. ■ In previous year's third quarter, **TVX Broadcast Group** had net loss of \$1.4 million. Most recent results showed loss from operations (before interest expense) of \$3.1 million. ■ **Viacom** reported third-quarter operating cash flow of \$51.7 million, up 63%. Company said effective tax rate was 51.6% in third quarter, compared to 32.5% in previous third quarter, difference attributable primarily to large nondeductible amortization expense incurred after recent acquisitions. Networks reported revenue of \$132.3 million and earnings from operations of \$18.4 million. MTV Networks revenue was up 14% while earnings were up 48%. Showtime/TMC revenue was 1% lower while earnings were 84% lower, attributed primarily to higher programming costs. Company said Showtime/TMC subscribers were 8.1 million at end of third quarter, down 4% from year ago. Entertainment revenue was \$19 million and earnings were \$7 million. Cable television revenue was \$58 million and earnings were \$11.6 million. Broadcasting revenue was \$28.3 million and earnings were \$10.8 million. ■ **The Washington Post Co.** said revision of pension fund accounting contributed seven cents per share to third-quarter results. Company said broadcasting revenue increased 12% while SportsChannel losses declined.

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# RIDING GAIN

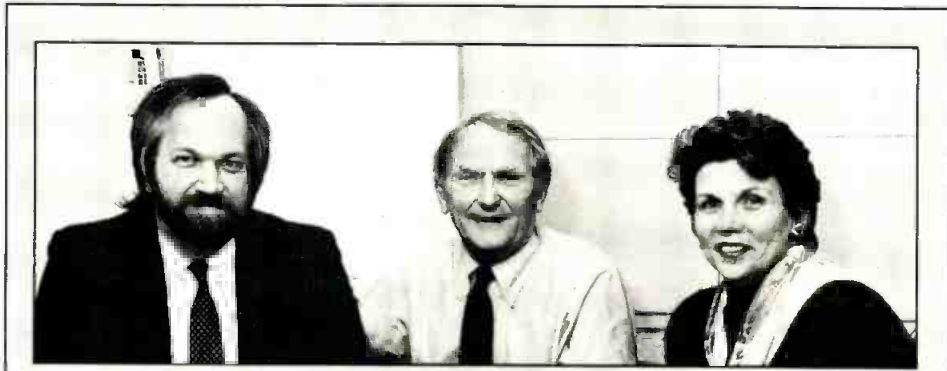
## O N R A D I O

### Weiss & Powell sold

Interrep has sold its Weiss & Powell rep firm to two independent companies, one of which is being headed by radio rep veteran Daren McGavren. The aggregate purchase price for the firm is said to be about \$1 million.

According to Interrep Chairman Ralph Guild, the "western part" of Weiss & Powell's station client list (11 western states as well as Alaska and Hawaii) is being acquired by the newly formed Radio West rep company. The firm will be based in Los Angeles and will primarily focus on representing stations located in the Southwest and West. McGavren, who established Interrep's original and oldest company, McGavren-Guild, will serve as the new company's president and chief executive officer. (McGavren left the rep business in the mid-1970's and purchased several radio stations in addition to becoming a partner in a sports sponsorship company. He is divesting himself of all outside interests.)

In addition to Los Angeles, Radio West will have West Coast sales offices in San Francisco, Seattle and Denver, headed by former Weiss & Powell executives, who, along with McGavren, are the founding partners of the firm. Karen Peterson, an account executive for Weiss & Powell, will head the San Francisco office; Carol Salter, Los Angeles office manager for Weiss & Powell, will remain in that capacity for Radio West; Christy Taylor, manager of Weiss & Powell's Dallas office, will manage the firm's Seattle operation, and George Peter, New York office manager for Weiss & Powell, will assume the role of executive vice president and Eastern division manager for Radio



**Spot strategy.** The ad-hoc national spot radio task force, under the auspices of the Station Representatives Association and its National Radio Marketing Group, met at Radio Advertising Bureau headquarters in New York to plan strategy for its 1987 marketing "action" presentation for bolstering sluggish national spot business (BROADCASTING, Dec. 1). Taking leadership roles along with task force chairman and CBS Radio Representatives' marketing director, Don Macfarlane (center), are Interrep's David Wisenthaner (left), who is coordinating the advertiser and agency targets for the presentation, and Blair Radio's Barbara Crooks, who is overseeing the presentation's contents and format.

West. All of the Radio West founding partners will have stock in the new company.

While the majority of Radio West's personnel will be based at the company's four western offices, the new firm also plans to have an East Coast sales presence with offices in several cities including New York and Chicago. "We will be in direct competition with all radio rep companies for new [stations] clients," said McGavren.

The remaining Weiss & Powell station list was sold to Shelly Katz Radio Sales, a New York-based national rep company. Katz will merge his current list of 80 stations with the eastern Weiss & Powell station list. Katz's

firm will be renamed: Weiss, Powell & Katz.

Weiss & Powell, which was established nearly five years ago by Interrep, was originally designed to solicit and represent small-market stations. But over the years it evolved to include some medium-size market outlets as well. The firm represents roughly 200 stations nationwide.

"The basic concept of a small-market station rep doesn't work in the framework of a large national representation company. Small companies cannot absorb their share of the overhead," said Guild in explaining the move to sell Weiss & Powell.

Another factor that led to a decision to sell the firm, said Guild, is that current Weiss & Powell President Ralph Conner will be taking a six-month medical leave from Interrep. He recently suffered a stroke, but is recovering "nicely," Guild said.

Weiss & Powell was named after Bob Weiss, who is presently executive vice president/station relations for Interrep, and Dennis Powell, who left the firm in March 1984.



Standing: Taylor, Salter; Seated: Peter, McGavren

### New from MCA

MCA's Music Entertainment Group has created a radio syndication division that will offer specialized programs and specials, including weekly shows and live concerts, for all formatted stations, according to the unit's president, Bob Kardashian.

Kardashian, a former attorney who was a co-founder of an industry trade publication, *Radio & Records*, said the new division, dubbed the MCA Radio Network, will both

**Tribune Entertainment** is offering the two-hour *The First Annual Soul Train Music Awards* for April 1987 on a barter basis with 12 minutes for stations and 12 minutes for Tribune. Luther Vandross and Dionne Warwick will co-host the event, which will be taped at KTLA-TV Los Angeles next March. Among those appearing in the telecast will be David Bowie, Richard Pryor, Elton John and Diana Ross.

**ABR Entertainment** reports that it has cleared the half-hour Christmas special, *Yes, Virginia, There is a Santa Claus*, in 175 markets covering 93% of the country, including 49 of the top 50. Sales are on a barter basis with three minutes for stations and three minutes for ABR, which says that it has already sold all of its time to 7-Up, Tonka and Coleco. Clearances include WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit, WRC-TV Washington and WEWS-TV Cleveland.

**Orbis Communications** has signed up for AGB's National Television Audience Measurement Service, the first syndicator to do so.

**Access Syndication** reports that it has cleared *Honeymoon Hotel* on 33 stations representing 40% of the country for a five-episode week to run in January. Recent clearances include WFAA-TV Dallas, WSB-TV Atlanta, WPLG-TV Miami, KMOV-TV St. Louis, WYIT-TV New Britain, Conn., and WCPX-TV Orlando, Fla. The five episodes during pilot week will be sold on a cash-plus-barter basis with stations getting five-and-a-half minutes and Access keeping one. Access will be selling 100 episodes of the series, starring Isabel Sanford, for the fall of 1987 in the same cash-plus-barter terms. The series is being produced by DeLaurentis Entertainment Group in association with the Farr/Silverman Co.

**Harmony Gold** and Trudeau-Cummings Productions will produce 26 episodes of *Vidiots*, a half-hour comedy show for fall 1987, hosted by Chick McCann and Pat McCormick. The show will feature comedians, including George Carlin and Martin Mull, in stand-up routines and skits. A regular cast of five will appear in each show. Designed for late night, the show will be sold for two runs for cash-plus-barter with Harmony Gold retaining one minute.

**Taft Entertainment** and **Reader's Digest Entertainment** have announced a joint program production venture, relying primarily on the vast *Reader's Digest* library of books and stories for program ideas for TV series, mini-series, movies and specials. RDE President Jeff Grant will serve as president of the new venture. He will be based in New York and will operate with the staff and facilities of RDE. No word on development deals yet.

**TEN** is taking two new first-run programs, scheduled to premiere next fall, to NATPE this year. *Top of the Pops* is a one-hour music news show featuring live performances based on and including footage from the BBC's show of the same name that has been on the air since January 1964. The British series, and the American series that will follow, are musical countdown shows featuring live performances from top acts. TEN, in association with BBC-TV and Lionheart Television International, will produce the American version of the show, which will consist of a half-hour of the BBC show and a half-hour produced in Hollywood. A satellite hook-up will allow producers to cut from one country to the other. The pilot for the series used Club Lingerie as its American production facility, and Los Angeles disk jockeys Frazier Smith and April Whitney as its hosts. Smith will be a permanent host on the show. TEN is offering 52 weeks of the series, which will be sold on a cash-plus-barter basis with stations getting 10 minutes and TEN two. TEN is also offering *Dream House*, in which contestants will compete for one of five versions of the American dream house, or a cash prize of \$50,000. Jim Mackrell, who appeared in "The Howling" and on *General Hospital*, will host. The show will be produced by TEN in association with Richard Reed Productions. *Dream House* will also be offered on a cash-plus-barter basis.

**London Weekend Television** has acquired a majority share in The Silverbach-Lazurus Group. SLG plans to use the money from the acquisition to open an office in Chicago and either Dallas or Atlanta, and to expand its Los Angeles office. Expansion of its home video arm, Regency Home Video, is also planned. At NATPE, SLG plans to have to have a weekly half-hour based on *16 Magazine*, a newly formatted version of *Jackpot Bingo*, with Artie Johnson and Nancy Sinatra, and "Visual I," a package of 40 first-run features.

**King Features Entertainment's Ask Dr. Ruth**, which debuts in January, is now being considered by a number of the 85 stations (which cover 75% of the company) clearing the program for use in late night or during daytime. In the top 10 markets, those stations include KABC-TV Los Angeles, WPWR-TV Aurora, Ill. (Chicago), WPHL-TV Philadelphia, WXON-TV Detroit, WNEV-TV Detroit, WTVT-TV Dallas, WDCA-TV Washington and KPAC-TV Houston. The show is a strip, and is sold on a cash-plus-barter basis with King Features retaining two 30-second spots. According to King Features Entertainment President Bruce Paisner, as the company has pursued sales of the new half-hour show starring therapist Dr. Ruth Westheimer, stations suggested how to adapt her show to syndication. "What we had to figure out," said Paisner, was "what is appropriate for syndication." To that end, Frank Magid and Associates provided research for the syndicated show. Under executive producer John Wallace (who is also producer of *The Dr. Ruth Show*), the show began taping episodes in New York. *Ask Dr. Ruth* will deal less with sex and more with topics like divorce and family relationships. In *Ask Dr. Ruth*, Westheimer appears before a live audience with a co-host moving through the audience and taking questions. There are also provisions for a phone-in segment. Guests who have appeared in episodes so far include Dick van Patten, Helen Gurley Brown, Marvin Mitchelson, Milton Berle and Nell Carter. Others scheduled to appear include George Burns, Estelle Getty and Burt Reynolds. *Ask Dr. Ruth* will be produced by King Features, which will share the copyright on the series with Westheimer's production entity, Karola Productions.

**Larry Harmon Pictures Corp.** will offer 65 episodes of *Bozo's Place*, a new entertainment-oriented conceptual learning show, either for stripping or weekly play beginning fall 1987. Sales of the show will be for cash. Harmon will play Bozo, who will teach children concepts such as distances, shapes and sizes, as well as emotions. A group of educators will have input into the show.

**Estrella Communications** reports that it has placed a syndicated Spanish-language game show produced in association with Tri Vista Communications, *La Pinata De Los \$25,000* on four stations—KVEA-TV Corona, Calif. (Los Angeles); WJLU-TV Newark, N.J.; WSCV-TV Fort Lauderdale, Fla., and WCIU-TV Chicago. Sales of the show, which debuts in the fall of 1987, are on a barter basis with three minutes for stations and three minutes for the distributor.

**Media Placement Services** is offering *Sports Top 40*, a one-hour special that profiles the 40 most influential sports figures as featured in the 40th anniversary of *Sport* magazine, for telecasts during January. People & Properties, a sports marketing and television company, put the program together. Among the people profiled in the program will be Jackie Robinson, Billie Jean King and Muhammad Ali. Terry O'Neil, formerly of CBS Sports, will produce the program. Barter distribution of the program gives stations six minutes and Media Placement six minutes.

**J & J Clearance** reports that it has cleared *The Year in Sports* in 120 markets covering 83% of the country. The one-hour special, which will air in late December and January, will look at highlights of domestic sporting events, as well as international events such as World Cup soccer. Host for the program will be Dale Hansen, sportscaster for WFAA-TV Dallas. It will be produced by ProServ Television and sponsored by Adidas. Distribution is on a barter basis. Among clearances are WNBC-TV New York, KCBS-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, KRON-TV San Francisco and WBZ-TV Boston.

**USTV, Conus** and **TVDirect** are offering stations the feed of remarks by FCC Commissioners Mimi Dawson and Dennis Patrick on exclusivity in syndication on Wednesday, Dec. 10, between 11:45 a.m. and 2 p.m. Patrick and Dawson will make their remarks before the Patent Trademark and Copyright Section of the American Bar Association on Dec. 9 at the Washington Marriott during a seminar involving copyright issues. Stations with downlink facilities can receive the feed through transponder 6-A of the RCA Americom Satcom K-2 satellite at 11.8645 gh, channel 14 on the M/A-Com receiver, audio subcarrier 5.76 mh.

## Stay Tuned

**NBC-TV** has commissioned its fourth Perry Mason made-for-TV movie from Viacom. It will star Raymond Burr and Barbara Hale reprising their roles from the original series, as well as Jean Simmons (as Mason's former lover) and Gene Barry. Dean Hargrove and Fred Silverman are the executive producers. No air date has been announced. The previous Mason movie, *The Case of the Shooting Star*, aired Nov. 9, during week seven of the season, and pulled a 23.6 rating/37 share to rank seventh for the week. ■ Mary Lou Retton, 1984 Olympic gold medal winner and now a freshman at the University of Texas in Austin, has signed a multiyear contract with NBC Sports, the first "expert analyst" to be signed for NBC's coverage of the 1988 Olympic games from Seoul, South Korea, according to the network. Retton, 18, will provide analysis during the network's gymnastic coverage leading up to, and including, the 1988 Olympics. ■ NBC has signed up to be the principal sponsor for the American College Theater Festival for the next three years, with a \$450,000 grant to the John F. Kennedy Center for the Performing Arts. The ACTF begins in the fall when about 600 college theater departments enter and stage productions on their campuses. Of those initial entries, 60 productions make the move to regional festivals at 12 colleges around the country. Finally, in the spring, from six to nine productions are selected for presentation at the Kennedy Center. Alumni from the ACTF include: Matt Williams, producer-writer for *The Cosby Show*, and Christine Houston, whose play, "227," won the Lorraine Hansberry Award in 1978 and was the basis for the current NBC comedy, *227*.

*Promise*, the story of a man who is forced to care for his schizophrenic brother after their mother dies, will air on **CBS-TV** on Sunday Dec. 14 from 9 to 11 p.m. James Garner plays the carefree bachelor who must turn his attention to his brother, played by James Woods. The made-for-TV movie will air on **CBS** as the 151st presentation of the *Hallmark Hall of Fame*. Garner and Peter Duchow are the executive producers, while Glenn Jordan and Richard Friedenberg are the producers. Jordan also directed from Friedenberg's screenplay. ■ *At Mother's Request* is a four-hour mini-series from CBS that tells the story of Frances Schreuder, a mother of three who persuaded her 17-year-old son to kill her father. The story made headlines in 1982, and CBS's mini-series will focus on the events leading up to and following the murder. Stephanie Powers will play Schreuder. *At Mother's Request* is based on the Jonathan Coleman book of the same title, and was filmed on location in New York and Salt Lake City. The real Frances Schreuder is currently serving a life sentence for first degree murder in the Utah State Prison. The docudrama will air in two parts, Sunday, Jan. 4, and Tuesday, Jan. 6, at 9-11 p.m. both nights. ■ CBS will air its annual telecast of *A Charlie Brown Christmas* on Friday, Dec. 12, at 8-8:30 p.m. The Peanuts classic from Charles Schulz has won both Peabody and Emmy awards. Nabisco Brands is this year's sponsor. *A Charlie Brown Christmas* was originally broadcast on Dec. 9, 1965. It is a Lee Mendelson-Bill Melendez production in cooperation with United Features Syndicate. (On the same note, the annual *Dr. Seuss's How the Grinch Stole Christmas* will air on CBS on Tuesday, Dec. 16, at 8-8:30 p.m.)

**ABC** signed producers Bernie Brillstein and Jay Tarses to develop a half-hour comedy with Dabney Coleman in a lead role. Coleman starred in the short-lived comedy, *Buffalo Bill*, on NBC two seasons ago, which was well received by critics. Originally, the deal with ABC was for a midseason replacement show this season, but Brillstein and Tarses had other projects taking priority, so the project has been pushed back to next season. Brillstein Co. said it had a 13-episode commitment, although ABC said the number of episodes "was not written in stone" at this point. ■ *Dick Clark's New Year's Rockin' Eve '87* will be ABC's evening countdown for the New Year, airing from 11:30 p.m. to 1 a.m., Dec. 31. Executive producer Dick Clark will M.C. the festivities, joined by Tracy Scoggins of *The Colbys* and Mark Linn-Baker of *Perfect Strangers*. Musical guests include: The Bangles, The Commodores, The Jets, Barry Manilow, Miami Sound Machine and Smokey Robinson. This 15th annual broadcast is produced by Larry Klein and directed by Barry Glazer, for Dick Clark Productions. ■ On Tuesday (Dec. 9), Steve Crowley joins the *Good Morning America* crew as a consumer money advisor. His reports will air on Tuesdays, Wednesdays and Thursdays and cover the gamut of consumer topics, from tax planning to ca-

reers in small business. A graduate of Bryant College and a CPA, Crowley lives in Miami, where his Crowley Financial Services company is also located. ■ Jaclyn Smith, Art Carney, Paul Le Mat and Paul Williams are part of the cast for ABC's rebroadcast of *The Night They Saved Christmas*. The movie will air Christmas Eve, from 9-11 p.m. The plot: A mother and her three children find themselves en route to the North Pole "where they alone can save Santa Claus and his massive toy factory from destruction" by a proposed new oil drilling site, located dangerously close to Santa's workshop. Jackie Cooper directed from a screenplay by Jim Moloney and David Niven Jr. Robert Halmi and David Kappes are the producers of this Robert Halmi production. The movie originally aired Dec. 13, 1984.

Veteran game show host Wink Martindale and producer/writer Jerry Gilden have formed **Martindale/Gilden Productions**. The company said it will develop projects for network, syndication and cable. The first project is a game show development deal with CBS. The program, *Eavesdroppers*, is described as a comedy game, and is being considered, along with other game show pilots, for a spot on the network's daytime schedule.

**David Sams**, 28, vice president of creative affairs for King World, said he will leave the company to form his own production firm after the NATPE convention. About 40% of the new venture will focus on television (first-run syndication and network product) and theatrical endeavors, while the remaining 60% will involve technological areas such as satellites and VCR's, he said. Sams said he will tap talent from local television markets for his new firm. He said he is leaving on friendly terms and is negotiating with King World to develop future properties for the company. "I think it's going to be a real good open-door situation," he said.

**In production:** *Broken Commandments*, with Keith Carradine, JoBeth Williams and Terry Kinney, is the story of the investigation of a fatal automobile accident that turns out to be a case of murder. A love triangle and the subsequent murder of one member of the triangle are also part of the plot. The production is for CBS. ■ *Shattered Dreams* concerns a widowed father, played by Matt Salinger, who launches a desperate search for his child, presumed dead, but who he believes is still alive. Lisa Eilbacher and Bonnie Bartlett co-star. Andrew Gottlieb is the producer for CBS. John Llewellyn Moxey directed from a script by Gordon Cotler. ■ *The Dirty Dozen III*, for NBC, headlines Telly Savalas and Ernest Borgnine and co-stars Vince Edwards, Bo Svenson and Vince and James Van Patten. This made-for will be broadcast later in the 1986-87 season.

### A professional's guide to the intermedia week (Dec. 8-14)

**Network television—ABC:** *The Disney Sunday Movie* "The Christmas Star" (Ed Asner stars as a con man who has a change of spirit when two children believe he is the real Santa Claus) Sunday, 7-9 p.m. *Dolly's Smoky Mountain Christmas* (a world-weary entertainer returns home to Tennessee, only to find seven orphan children hiding out in her cabin). Stars Dolly Parton, Lee Majors and Anita Morris Sunday, 9-11 p.m.

**CBS:** *Hallmark Hall of Fame* "Promise" (James Garner is a bachelor who, after the death of his mother, must care for his schizophrenic brother, played by James Woods) Sunday, 9-11 p.m.

**PBS:** *The Nutcracker* (Mikhail Baryshnikov's production, danced by Baryshnikov and Gelsey Kirkland) Wednesday, 8-10:20. *Christmas with the Mormon Tabernacle* (features soprano Shirley Verrett) Sunday, 10:20-11:20 p.m.

**Network radio—CBS:** *Newsmark* "Doing Business After Boesky" (Doug Polling conducts interviews with various business experts, including William Simon, William Proxmire and Ken Alleta) Friday, 2:30-3 p.m.

**NBC:** *NBC Extra* "The Other Family Member" (Gary Nunn discusses the pros and cons of owning a pet) 90 seconds, Monday-Friday.

**Museum of Broadcasting** (1 East 53d Street, New York) *BBC Television: 50 Years*, exhibit of over 100 hours of telecasts. Through Jan. 31. *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. Through Jan. 3. The seminar will be held Wednesday, Dec. 10. Information: (212) 752-7684.

*This announcement is neither an offer to sell nor a solicitation to buy any of these securities.  
The offer is made only by the Prospectus.*

**\$217,500,000**

***Metropolitan Broadcasting Corporation***

***\$65,000,000 Senior Subordinated Debentures due 2006***

***\$152,500,000 Subordinated Discount Debentures due 2006***

*The undersigned acted as underwriter for these securities in connection  
with the leveraged buyout of the Metromedia Radio Division.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*November 18, 1986*

***Metropolitan Broadcasting Corporation***

*has acquired the Radio Division of*

***Metromedia, Inc.***

*The undersigned organized and structured this leveraged buyout transaction,  
negotiated the terms of the acquisition and the senior debt financing,  
and acted as underwriter for the subordinated debt financing.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*November 18, 1986*

show for itself. That will effectively take the burden off Group W to clear the show in enough of the country to make sales of the barter spot effective.

Clearances for *P.M.*, the longest running show in the history of prime time access (10 years), have fallen. It lost the Fox stations in New York, Los Angeles, Chicago and Washington this fall and is now cleared on roughly 50 stations. The Group W stations will continue to carry the program, and the *P.M.*

office in San Francisco will continue to act as headquarters for the show's "cooperative," which gathers stories from stations carrying the show, principally the Group W stations. On Group W stations, the show is entitled *Evening Magazine*.

Dr. Bill Baker, president of Group W Television, said that clearances of the show will now be handled by executives at Group W Television, including himself. The show will be sold to stations desiring to give it what

Group W thinks is proper handling. Baker said, *P.M.* consists of a number of life-style and infotainment segments.

"The bottom line is that we are fully committed to this show," said Baker, who stressed that the show has been successful in generating ratings and revenue for stations, the Group W stations included. "if it is done right." The show is no longer economically viable to syndicate nationally, however, he said. □

## NBC narrowly wins week 10

NBC won its 10th consecutive prime time ratings for the week ended Nov. 30, but just by a nose, scoring a 15.9/26 against CBS's 15.6/26. ABC followed with a 13.1/22. Season-to-date standings for this season are: NBC 18.5/29, CBS 16.0/25 and ABC 14.3/23.

Last year for week 10 the network averages stood at NBC 18.3/28, CBS 16.3/25 and ABC 14.4/22. The comparable 1985 season-to-date numbers were NBC 17.9/28, CBS 17.0/26 and ABC 16.1/25.

The battle for evening news supremacy also went to NBC, with the *Nightly News* posting a 12.9/23 over CBS's 11.2/21 and ABC's 10.4/19. Last year's news numbers were CBS 13.7/23, NBC 11.8/21 and ABC 10.7/19.

NBC also won the November sweeps period (Oct. 30-Nov. 26), its seventh sweeps victory in a row, according to the Nielsen Television Index data. The ratings were: NBC 17.5/28, CBS 15.9/25 and ABC 14.2/22.

Week 10's HUT (homes using television) stood at 60.7%, down considerably from week nine's 64%, and from last year's HUT of 64.4%. In terms of viewer homes, week 10 this year had 53.1 million homes, down from week nine's 55.9 million and down from last year's 55.3 million.

While NBC took the week, ABC took the first three nights of week 10 (Monday through Wednesday), something the network hasn't done since week two. NBC took Thursday and Saturday, while CBS took Friday and Sunday.

ABC's first win of the week came with a 19.0/28.7, with *Monday Night Football* (New York Jets vs. Miami Dolphins) scoring a 19.3/32 from 9 to 11 p.m. CBS's 9 to 11 p.m. lineup scored a 17.0/26.3, computed from the averages of *Newhart*, from 9 to 9:30 p.m. (20.1/29), *Designing Women*, from 9:30 to 10 p.m. (17.5/26) and *Cagney & Lacey*, from 10 to 11 p.m. (15.2/25). NBC's *The Ted Kennedy Jr. Story*, which ran from 9 to 11 p.m., pulled in a 16.8/26. CBS was second for the night (17.7/27.1) and NBC third (15.8/23.9).

The regular Tuesday lineup on ABC pulled a 17.6/27.9 for the network, while CBS's *Charlie Brown* Thanksgiving special and Tuesday movie, *That Secret Sunday*, only gave the network a 14.4/22.7. (CBS

also aired a news special from 8 to 9 p.m., scoring a 10.9/16.) NBC's lineup of *Matlock*, *You Are the Jury* and a news special gave the network the low score of 13.1/20.9.

Wednesday's win was a close one, with ABC pulling a 14.9/25.0 over CBS's 14.7/24.6. NBC placed third with a 13.9/23.0. All three networks aired regular programming.

Thursday's regular lineup for NBC gave the network a 20.1/36.5 for the night. CBS's Thursday movie, from 8 to 10 p.m., *Smokey and the Bandit, Part Three*, pulled a 10.7/19, while all four half-hours on NBC during the same period scored in the 20's for rating points and the high 30's or 40's for shares. The low point for the evening for ABC was a Disney special, *Fluppy Dogs*, which, opposite *Cosby* and *Family Ties*, scored a 5.3/10, making the special the last-ranked program.

Friday night was filled with specials, with ABC airing *Kingdom Chums* from 8 to 9 p.m., a *Starman* special at 9 p.m. and *Tears of Joy, Tears of Sorrow* from 10 to 11 p.m. CBS aired a country-music special, *Alabama... Alabama Is My Home*, from 8 to 9 p.m., while NBC broadcast *David Letterman's Second Annual Holiday Film Festival* from 10 to 11 p.m. *Alabama* pulled in a 14.8/26; *Letterman* a 14.1/25. ABC pulled a low 8.5/14.7 for the night, while NBC scored a 14.4/24.7. CBS won with a 17.8/31.1.

Saturday went to NBC, which aired a Jack Paar special from 10 to 11 p.m., *Jack Paar Comes Home*. The special racked up a 14.4/27, against *Spenser: For Hire*'s 10.1/19, on ABC, and CBS's overall 12.3/22 for its movie, *One Police Plaza*. NBC took Saturday with an 18.1/31.7 versus CBS's 11.7/20.6 and ABC's 8.6/15.2.

Sunday's battle of the movies pitted Clint Eastwood in *Escape From Alcatraz* on ABC against the actor-mayor's roasting on CBS's *Allstar Party for Clint Eastwood* and the subsequent movie, *Barnum*, which starred Burt Lancaster and Hanna Schygulla. NBC aired the movie, *The High Price of Passion*. Eastwood the personality beat Eastwood the convict, giving CBS the evening with a 19.8/30.5. NBC's movie pulled in an 18.9/30, which was lower than the numbers for the CBS roast (21.0/31) but higher than CBS's *Barnum* (14.9/25). NBC finished second for the night with a 15.7/24.3, ahead of ABC's 13.7/21.1.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.7/48	25.	CBS Tuesday Movies	CBS	16.1/26	49.	ABC Sunday Night Movie	ABC	13.1/21
2.	Golden Girls	NBC	25.0/41	26.	Magnum P.I.	CBS	16.1/26	50.	You Are the Jury	NBC	13.1/20
3.	60 Minutes	CBS	24.7/36	27.	Equalizer	CBS	16.0/28	51.	20/20	ABC	12.8/24
4.	Family Ties	NBC	24.0/43	28.	Dynasty	ABC	15.9/26	52.	Crime A Break	NBC	12.8/21
5.	Who's the Boss	ABC	21.9/33	29.	Miami Vice	NBC	15.7/26	53.	Jack & Mike	ABC	12.6/22
6.	Cheers	NBC	21.7/38	30.	Highway to Heaven	NBC	15.4/25	54.	CBS Saturday Movie	CBS	12.3/22
7.	Dallas	CBS	21.1/35	31.	Cagney & Lacey	CBS	15.2/25	55.	Mike Hammer	CBS	12.1/20
8.	All Star Party	CBS	21.0/31	32.	Easy Street	NBC	14.9/24	56.	You Again	NBC	12.0/19
9.	Growing Pains	ABC	20.6/31	33.	Alabama Special	CBS	14.8/26	57.	Charlie Brown Special	CBS	11.3/17
10.	Night Court	NBC	20.1/36	33.	Hotel	ABC	14.8/26	58.	Our House	NBC	10.9/17
11.	Newhart	CBS	20.1/29	35.	H.L. Street Blues	NBC	14.6/27	59.	CBS News Special Report	CBS	10.9/16
12.	Kate & Allie	CBS	20.0/30	36.	Disney Sunday Movie	ABC	14.5/22	60.	CBS Special Movie	CBS	10.7/19
13.	NFL Monday Night Football	ABC	19.3/32	37.	Jack Paar Special	NBC	14.4/27	61.	DownTown	CBS	10.6/18
14.	Amen	NBC	19.0/30	38.	MacGyver	ABC	14.4/22	62.	Spenser: For Hire	ABC	10.1/19
15.	NBC Sunday Night Movie	NBC	18.9/30	39.	Head of the Class	ABC	14.2/23	63.	Dynasty II: Cobys	ABC	9.9/17
16.	Moonlighting	ABC	18.8/29	40.	CBS Sunday Movie	CBS	14.1/25	63.	Sledge Hammer	ABC	9.9/17
17.	NFL Football	CBS	18.7/31	40.	David Letterman Special	NBC	14.1/25	65.	Sidekicks	ABC	9.7/17
18.	227	NBC	18.6/31	42.	St. Elsewhere	NBC	14.0/24	66.	NBC News Special	NBC	9.2/16
19.	My Sister Sam	CBS	18.2/27	43.	Perfect Strangers	ABC	14.0/23	67.	Kingdom Chums	ABC	8.6/15
20.	Falcon Crest	CBS	17.6/32	44.	Amazing Stories	NBC	14.0/20	68.	Starman	ABC	8.5/14
21.	Designing Women	CBS	17.5/26	45.	Knots Landing	CBS	13.9/26	69.	Tears-Joy, Tears-Sorrow	ABC	8.3/15
22.	Matlock	NBC	17.1/28	46.	ALP	NBC	13.8/20	70.	Heart of the City	ABC	6.0/10
23.	Facts of Life	NBC	17.0/30	47.	A Team	NBC	13.5/23	71.	Disney Special	ABC	5.3/10
24.	NBC Monday Night Movies	NBC	16.8/26	48.	Valerie	NBC	13.2/19				

\*Indicates premiere episode

# TELECASTINGS

## Feeding the hungry

Scampi, scallops and filet mignon are now finding their way onto the plates of hungry runaways in Hollywood, thanks to Michael Kagan, producer of Fox Television's syndicated comedy series, *9 to 5*. Kagan arranged for food not consumed during the show's all-day-Friday rehearsals and tapings to be distributed each week by Teen Canteen, a charitable organization that helps runaway children in Hollywood.

Kagan said "the light bulb" went on in his head a few weeks after production began, when he saw the show's caterers dumping unused food into garbage bins at the end of the night. *9 to 5* feeds 110 people every Friday, Kagan said, and "every show in town is taping on a Tuesday or Friday night," which means—conservatively—a million dollars' worth of food is being thrown out every week, according to Kagan. The *9 to 5* caterers now hand over the extra food to Teen Canteen representatives who to deliver it, still hot, to the needy.

"There is no cost," Kagan said. "It's Tupperware containers and we're supplying the aluminum foil." Kagan said he contacted

other Hollywood film and television producers to suggest that they do the same thing with their left-over food, and has heard from Embassy's 227, which has made arrangements with Children of the Night. "It came down to a \$1.19 box of aluminum," Kagan said.

## Pirating public TV

Two men have been arrested by federal law enforcement agents for pirating public television programs and selling them by mail. Ralph Ferrandina and Marcello Jara were charged with copyright infringement and mail fraud for the operation since 1977 of Mr. Tape, a manufacturing business headquartered at 155 West 68th Street in New York. The arrests were initiated by noncommercial WNET(TV) New York, producer and broadcaster of many of public television's performance programs. Among the specials and series allegedly being bootlegged worldwide by Mr. Tape were *Great Performances: Dance in America*; *Live From the Met*, and *Gala of Stars 1986*. WNET's general counsel, Gary Knell, said the cassettes were being sold through ads placed in trade publications such as *Dance* magazine. The

federal agents seized 6,833 alleged audio master recordings and 859 alleged video master cassette tapes, according to WNET. Knell said the station will press charges so that other pirates realize "we take these kind of activities very seriously." WNET "will not stand for people duplicating" public television's programs and cheating the system out of what could amount to thousands of dollars from the sale of videos, he said.

## Revenue stream

A new avenue for television station revenue, as well as a trend toward wider opportunities for VCR owners, may be seen in a unique marketing move by Storer's WAGA-TV Atlanta. By calling a toll-free number, viewers can order VHS copies of locally produced, prime time specials from the *5 Presents* series the station airs.

The first month's offering of two such specials has brought in "over several hundred requests" at \$19.95 per tape, according to the station. "The TV5 Home Video Library was created in response to the many requests we received from our viewers who wanted personal copies," vice president and general manager Paul Raymon explained.

## Programming

### Nielsen to begin measuring viewing of VCR playback

#### Measurement of AMOL code in vertical blanking interval key to system

Nielsen Media Research said last week it had developed the technology to measure VCR audiences watching programs previously recorded in the home. Currently, the company measures VCR recording, but not playback. Nielsen said that it would begin to produce trial playback data next April and that beginning in the fall of 1988, playback data would be provided as part of the basic measurement service. Both the trial and official playback data will document viewers "zipping" through commercials, Nielsen said.

Nielsen said it would demonstrate its ability to track playback VCR viewing to the Advertising Research Foundation this month. The interim method Nielsen will use to track playback is based on a system the networks developed to collect station clearance information called Automated Measurement Of Lineups (AMOL). In every program fed to affiliates, networks put a

code that is read through the television signal's vertical blanking interval. A VCR taping a network program also tapes the AMOL code. Upon replay, Nielsen intends to have equipment in place to identify played-back programs by their AMOL codes. Time resolution is to the second, the company said, so that commercial zipping can be identified.

The interim service will identify playback of network programs only. However, Nielsen has developed its own system inserting computer codes in all programs being taped, which monitoring equipment will identify upon playback.

Nielsen said that by April 1987 it will install the necessary equipment to measure playback viewing in 200 people meter/VCR homes. Currently, one of the difficulties Nielsen has with its VCR measurements is that the cooperation rate is much less in VCR homes because the machine has to be soldered to the meter. A Nielsen executive said the company is exploring ways to make the installation easier, but could not say when such an installation would be available.

Starting next April, the company, if it stays on schedule, will have about 16 months to evaluate interim record/playback/zipping data (which it will provide to clients), and decide how best to incorporate such data into the rating system. In the spring of 1988, Nielsen will install its own home video encoding systems in all people meter/VCR homes. The exact format to be used for that data will depend, Nielsen said, on the results of the interim AMOL/VCR system and "industry needs." □

#### Group W changes sales method for 'P.M.'

Group W Television has restructured *P.M. Magazine* for the fall of 1987-88, by moving the sales responsibility from Group W Productions to Group W Television Stations. *P.M.* will now be sold for 1987-88 for straight cash, deleting the 30-second barter spots that Group W now includes in the



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## Vitt Media gets country-specific in global marketing

Advertisers selling consumer products and services outside the U.S. should rely less on unified global marketing campaigns than on diversified multinational marketing efforts, according to a study released by Vitt Media International, an independent media planning and buying firm.

The survey of 100 major advertisers found that companies that adapt marketing strategies by country far outnumber "global marketers," firms that use the same marketing approach worldwide. Of the 63% that conduct overseas marketing, nearly three-quarters said they did not use such standardized campaigns.

The vast majority also did not believe the traditional country-by-country approach to marketing products would disappear by the mid-1990's, and only 11% said their companies would become global marketers within the next five years.

The major impediments to uniform global campaigns, as seen by respondents, included differences in culture, language, economic development and regulatory environments.

At the same time, some positive potential for global marketing approaches was revealed by the responses, although Vitt Media principals said these results reflected "ambivalence" about the phenomenon.

Eighty-six percent of the advertisers, for instance, believe global marketing campaigns could be successful for at least some products, such as foods and beverages. Almost all also believe that global marketing carries advantages in economies of scale and related efficiencies in marketing and advertising, as well as providing worldwide brand or product recognition.

More than 75% of survey respondents said they believe global marketing will become increasingly important in the next few years despite cultural differences.

While the majority did not agree with the statement that global ad campaigns are "virtually impossible" to implement effectively, most concurred that global marketing is the kind of idea that is "good in theory but not in practice" and said the concept has been "oversold."

Agreeing with the essence of the study's findings on the preference of multinational campaigns was one large advertising agency, BBDO, which recently negotiated its own \$4-million "global" media buy for Gillette Co. on Rupert Murdoch's U.S. Fox Broadcasting network, European satellite service Sky Channel and Australian Network Ten (BROADCASTING, Sept. 29).

According to Arnie Semskey, executive vice president, BBDO Worldwide, the Gillette approach may have a common strategy and approach, but its tactics, budget levels and buys were "customized and localized" in each area. □

ciation of Independent Television Stations and NAIPE International, both of which in recent years have seen large numbers of investment-oriented attendees. What keeps many going back is the recognition that big profits can still be made. Said Joe Frazzano, an analyst for Oppenheimer & Co.: "The thing that is critical is getting the hit shows where there is still an awful lot of money and a big payday." □

## Storer restructures after proposed sale to L-T founders

**Station ownership to be split among partnerships; revenue and cash flow jump in first nine months**

The collapse of Storer Communications Inc.'s planned sale of six of its seven TV stations to Lorimar-Telepictures has forced its current owners into a revised ownership structure. SCI Chief Executive Officer Terry

Lee said lawyers for the current ownership, a limited partnership run by Kohlberg Kravis Roberts & Co., were "very busy," transferring SCI assets into new limited partnerships so that certain capital gains could be recognized under current tax provisions that expire at the end of this month.

Under the new structure, each TV station would be owned by a separate partnership, although most, if not all, of the current investors in SCI would also participate in the new partnerships.

Aside from the tax-motivated restructuring, Lee said the television stations are performing well and there is no strong desire to sell them: "I've learned over the past year never to say never... and if an offer like the previous one came through, the KKR people would look at it very hard. But since the deal fell through, we have had a number of inquiries about the stations and I have said to all of them that they are not on the market at this time." Five of the six Storer stations were, in fact, not on the market at the time Lorimar-Telepictures made its earlier bid for the group.

SCI said TV station operating revenue for the first nine months of 1986 was up 13%, to \$163.9 million, over the comparable year-earlier period, while operating cash flow "excluding noncash re-evaluation of film amortization" jumped 29%. Lee said that throughout the entire negotiating period, the television division, headed by Joseph Domino, president, "continued to pour a lot of money into the stations." As an example, Lee cited Storer's Washington news bureau, whose office space and staff, he said, have recently been doubled.

The company's chief executive officer said there would be no change in an earlier policy that allowed each station's general manager to decide whether to belong to the National Association of Broadcasters. "When I operated stations, I always chafed at the idea that the corporate office would tell me what I should or could belong to. Now that I have the opportunity, I want it to be a local decision." When the new policy was instituted earlier this year, all but one of Storer's stations, KCST-TV San Diego, dropped NAB membership. □

# Advertising & Marketing

## Stakelin predicts 10% growth for radio in 1987

**RAB chief expects revenue to reach \$7.7 billion, with network up 13%**

Total radio revenue for 1987 will be approximately 10% higher than it was in 1986, reaching \$7.72 billion, according to Bill Stakelin, president and chief executive officer of the Radio Advertising Bureau, in his 1987 forecast report sent to association members last week.

Network radio, said Stakelin, will continue to compete "effectively" in a "tighter spending climate" next year and will experience growth of 13% to \$440 million.

"National spot radio, overcoming a slow start this year, will be working hard to better position itself with clients and agencies next year," the RAB president said. "This renewed commitment to business development combined with the inherent values of spot buying leads RAB to forecast 5% growth for spot radio in 1987, which would yield \$1.41 billion [Radio Expenditure Reports' rep data combined with projection for direct station/agency business] by year's end," Stakelin stated. As for local radio sales, Stakelin is anticipating a "solid" growth year with expenditures increasing by 11% to \$5.87 billion.

(Stakelin's 1987 figures are based upon RAB's most recent 1986 year-end projections, which put overall radio sales at 7.4% higher than last year.) "With the growth of real GNP [in 1987] expected to be about 2.8% and inflation (as measured by the Con-

sumer Price Index) forecast for 3.2%, expectations are modest," Stakelin said.

Stakelin highlighted some "critical" factors that will affect the pool of available advertising dollars next year. "General uncertainty about the overall impact and cash flow implications of the 'tax reform act' will put spenders in a conservative state of mind," Stakelin said. "'Wait-and-see' will most

likely be the dominant attitude, which should make advertising sales incrementally more difficult during the first and second quarters. Capital spending and the introduction of new products or brand extensions will be reduced."

Stakelin added that the trend among advertisers, agencies and broadcasters to reduce operating costs, consolidate staffs and carefully examine new expenditures "will continue" in 1987.

Other factors that should deter the growth of the economy next year are the "record debt loads" for government, businesses and individuals. "Already straining under the load," said Stakelin, "are consumer savings, which have fallen off significantly. This should keep the growth of total retail sales around 1.5% for the year." Stakelin predicted that with radio's reliance on local businesses, the radio industry "will face constricting margins and resistance to increased prices or larger schedules from mainstream retailers."

Stakelin also warned that both television and print will make inroads into the local advertising marketplace. "Given sluggish projections for national spot television, our electronic brethren will be seeking more local ads to replace national and regional clients who will defect from the [radio] medium or curtail advertising plans... And our print rivals can be expected to take steps to direct local clients back into display advertising," said Stakelin. □



Stakelin



of the individual company, as well a view of the industry. Among the individual explanations are those for Lorimar-Telepictures, whose stock had been expected to rebound if the company failed to complete a \$1.4-billion station purchase of Storer's television stations. That failure did in fact occur, but the rebound was only temporary. Several "buy-side" analysts representing major institutions said the company's communications with Wall Street about the proposed purchase, and its subsequent breaking off of negotiations, had given it a "credibility" problem.

Another individual example is Barris. Recently some investors speculated that Chuck Barris, the company's chairman, who has created and starred in some of its most successful shows, might be wishing to get out of the business. It has more recently been announced that he would sell most of his remaining holdings and sign a five-year contract with the company, giving up his title (BROADCASTING, Dec. 1).

In the recent downturn, the shares of major television programmers have suffered less for a variety of reasons. The parent companies of major studios, such as Warner, MCA, Disney, and Gulf + Western, are well diversified and their stock is less vulnerable than some others to a change in outlook for any particular division. All the major television programmers are also consolidated with theatrical film divisions, the outlook for which has recently improved, despite an accounting investigation involving the Cannon Group (BROADCASTING, Nov. 24). Said Steven Aranoff, an analyst for the investment firm of Scudder, Stevens & Clark, "Major institutions really like to play quality [large and well-recognized] names."

By contrast, most smaller programmers are not as diversified and the fact that most pay no dividends makes it even more likely they will fluctuate with the perceived outlook for the industry, rather than trading on current earnings. The smaller programmers also have significantly less stock traded (referred to as a smaller "float") and their prices are more volatile.

While some observers speculated that most of the recent selling was done by risk-averse institutional investors, data from CDA Investment Technologies shows that the holdings of SEC-defined institutions in several smaller programmers has stayed roughly the same. For Fries Entertainment, 18% of the stock was held by institutions at the end of March, compared to 17% at the end of September. The comparative numbers for Reeves Communications were 47% and 45%; for Barris, 30% and 33%.

Are programming stocks underpriced? The answer could be yes, their current prices are calculated as a multiple of estimated next-12-months-per-share-earnings. C.J. Lawrence's Mayer noted that more than a few were trading at multiples only half those of the general market. Barris is one company he recommends. At \$14 it trades at a seven multiple to consensus earnings estimates, according to Zacks Investment Research Inc., for the year ending May 31, 1987, and at a five multiple for the following year. Mayer said: "And that earnings estimate doesn't include what the company might recover from the Internal Revenue Service for

previously denied ITC's (a tax court recently ruled the IRS should previously have granted them for game shows). Barris is not the only one trading at a such a steep discount . . . also companies like Peregrine Entertainment and Leisure Concepts."

But just as industry analyses don't necessarily explain trading patterns for industry

groups, so cheapness of a stock does not mandate that its price will soon increase. Mayer thinks that tax-motivated year-end selling will continue to depress programming stock prices, and that it won't be until 1987 that the entertainment group will rebound. Some indication of future sentiment may be forthcoming at the conventions of the Asso-

## Bottom Line

**First time out.** Home Shopping Network's (HSN) Canadian licensee, Canadian Home Shopping Network Ltd. (CWS), has completed offering of 1.3 million shares, at \$10 each. Stock closed after first day of trading, Nov. 21, on Toronto Stock Exchange at 12%, and closed last Tuesday at 11%. HSN owns 20% of CWS stock. ■ Jones Intercable Investors Limited Partnership recently completed 2.9 million unit offering at \$16 per unit. Company had initially planned offering 3.5 million units at \$18.50 to \$21.50 per each. Units will trade on American Stock Exchange under symbol, JTV.

□

**Ad abstract.** Directors of JWT Group have authorized repurchase of up to 500,000 shares over next six to nine months "subject to market conditions."

□

**Merger monitor.** News Corp. said last week it has made tender offer for outstanding shares of Herald and Weekly Times Ltd., Melbourne, Australia-based group owner and publisher. Offer, contingent on conditions including acceptance by shareholders representing at least 75% of outstanding shares, has been accepted by board of Herald and Weekly, providing higher offer is not forthcoming. Per-share offer provides several alternative payments using cash or securities, including newly-issued shares of News Corp., and provides total value of roughly \$1.2 billion (U.S.). If total payment were made with News Corp. stock, holdings controlled by News Corp. Chairman Rupert Murdoch would be diluted from current 49%, to reported 33%. News Corp., parent company of Twentieth Century-Fox and Fox Television, already has media holdings in Australia and proposed purchase might require some divestiture there. ■ Rogers Cablesystems of America (NASDAQ: RCCAA) said it would acquire remaining U.S.-based cable systems controlled by parent company, Toronto-based Rogers Communications Inc. (RCA). RCCAA said it would issue shares of its class A common stock as consideration for interests in systems, after appraisal is performed by Drexel Burnham Lambert. Systems being acquired serve 215,000 basic subscribers; existing RCCAA systems serve 315,000 basic subscribers. ■ Dun & Bradstreet (NYSE: DNB) said it had agreed to purchase Majers Corp., Omaha, Neb.-based "specialist in evaluating trade advertising and sales promotions . . . assisting consumer packaged-goods manufacturers to manage their promotion expenditures more effectively." DNB, which did not reveal terms of purchase agreement, said Majers would become part of company's Nielsen Marketing Research division. A.J. "Ed" Scribante, chairman and chief executive officer of Majers, said merger would bring together " . . . the Nielsen scanner-based information on sales and brand share with our data on the promotional influences that affect sales means."

□

**Proposed but disposed.** Associated Communications said it had decided not to proceed with previously announced plan of liquidation. Pittsburgh-based company said that it did not think "regulatory approval" or "orderly disposition of substantially all its assets" could be completed before year's end, when "recent changes in the tax laws would eliminate the primary tax advantage associated with the liquidation." Associated is group owner; is involved in operational fixed service broadcasting and cellular telephone service, and owns roughly 6.8% of voting stock of MSO, Tele-Communications Inc. ■ Control Data said it has terminated agreement to sell Minneapolis-based company's Ticketron unit to affiliate of Allen & Co., New York-based investment banking firm.

□

**Fund slant.** Unusual investment fund, JK Media L.P., which invests primarily in media stocks and has media executives as investors, has been started by John Kornreich, general partner at investment firm, Neuberger & Berman. At \$4 million dollars and growing, fund, which Kornreich emphasizes is sponsored and run by him individually, not by firm, has more than 45 limited partners, most of them executives at such companies as Park Communications, Multimedia, John Blair & Co., Katz Communications, CBS, Affiliated Publications, LIN, Price Communications, Malrite, Infinity, Heritage Communications, Comcast, Cablevision Systems, Gannett and Knight-Ridder. Each has put up minimum of \$50,000. Kornreich said current stock portfolio choices are based on thesis that, "We are for real in a world of disinflation. Because of that I want companies with well-above-average pricing flexibility. Good market shares are not good enough. . . . They have to dominate their market." For that reason much of Kornreich's portfolio is currently in cable and newspaper stocks but that, he said, could change.

## Sluggish market for program issues

**Smaller companies' stocks hurting from investor concern over peaked demand and increasing supply**

Hollywood has played well on Wall Street for a long time. But in the past few months share prices of publicly held programing companies have fallen by comparison with the broader stock market. And for some of the smaller television programers, it has not been a pretty picture (see graph).

Most of the damage has been done since July, when programing stocks peaked, some after a long-term increase lasting two years (BROADCASTING, Feb. 18, 1985). At first, the decline seemed tied to the overall market decline. But while many other industry groups have largely recovered, many programing stocks, including Barris Industries, Reeves Communications, Warner Communications and Fries Entertainment continue to decline. Furthermore, programing stock prices as a multiple of anticipated earnings have declined for virtually every company, including The Walt Disney Co. and King World Productions, both of whose prices have held up well.

Why the disenchantment with the entertainment industry? Several analysts for major institutional investors point to the programing industry's supply/demand outlook.

On the demand side, the number of independent stations, which buy most of the syndicated product, appears to have stabilized—some would say it has come to a screeching halt. Not only has construction of new stations slowed but some existing buyers of programing are being removed from the market by the home shopping movement, the full extent of which has yet to be felt. The Home Shopping Network has purchased nine major-market stations, and syndicated teleshopping programing is selling well on stations across the country.

Some investors said that even absent the home shopping threat, station demand for new product has peaked. One recent survey of station management by Butterfield Communications for the Association of Independent Television Stations—admittedly not a neutral party—found that with regard to barter programing, "On average, the surveyed stations aired 16 hours... last year (1985), up 22% over 1984. But the typical station expected little to no increase in 1986, and a slight decrease by 1988." The study said further that those stations that expected to use more barter were primarily newer and smaller independents.

Reports have also recently surfaced that due to soft advertising demand some independents are having trouble paying for programing and are attempting to renegotiate their contracts with program suppliers (BROADCASTING, Oct. 20). Cutbacks in ad-

vertising have also reduced the revenue to be derived from commercial spots retained by programers.

Institutional investors said that while demand for programing was weakening, supply was as strong as ever, perhaps even headed toward a surplus. Again, regarding barter, the Butterfield Communications study said that prior to NATPE International's 1983 convention, there were 79 barter and cash/barter strips, whereas by last year's NATPE show, the number had almost doubled to 149, and was expected to increase this year. Certainly some of this has found its way into previously undeveloped time periods, but how much and how successfully?

Unlike the relative shortage of off-network sitcoms this fall, there will be several times more for next fall, which will also see more first-run sitcoms. As for hour-length programing, the supply of off-network product has hurt pricing, a condition that is expected to continue at least for the near term.

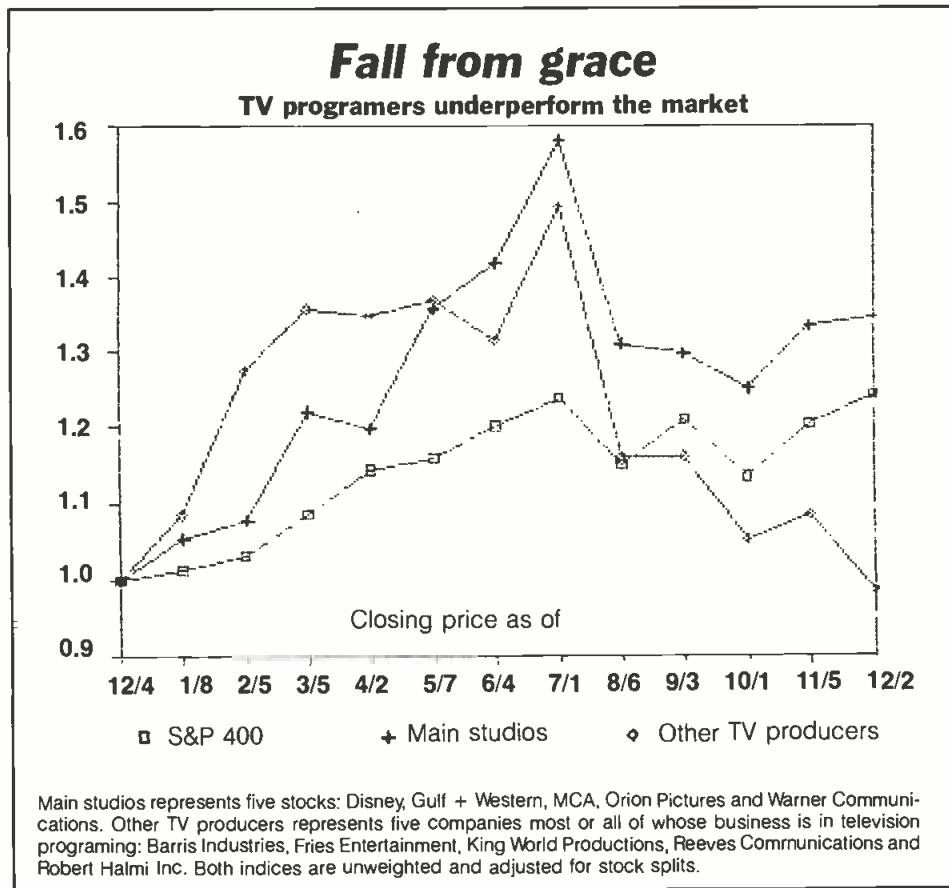
All the industry's potential pitfalls and current problems have not deterred previously private production companies from going public in 1986. Ted Mayer, an analyst for C.J. Lawrence, said perhaps the spate of initial public offerings for companies such as Imagine Film Entertainment, Aaron Spell-

ing Productions, Carolco Pictures and the proposed offerings of Dick Clark Productions—scheduled for next Monday—has diluted interest in existing stocks.

Apart from supply/demand considerations, the tax reform bill brought its own bad news for the programing industry. Earlier this year it became apparent that investment tax credits would be withdrawn from the industry—except for commitments existing at the end of last year—thereby reducing earnings of many programers. Add to that tough talk from the television networks about future payments to the studios and the uncertain, hit-based nature of the business, and some investors were presumably more than willing to sell stocks, thus depressing prices.

The preceding discussion assumes that the stock market mirrors investors' views of profit potential for the industry. That is a correlation that is only partly true. The many other reasons for selling include profit-taking before year's end; a further cooling of the takeover fever that had previously swept some entertainment stocks such as MCA, or simply, an overcorrection of a market that was previously overenthusiastic about the programers.

The activity of every stock reflects views



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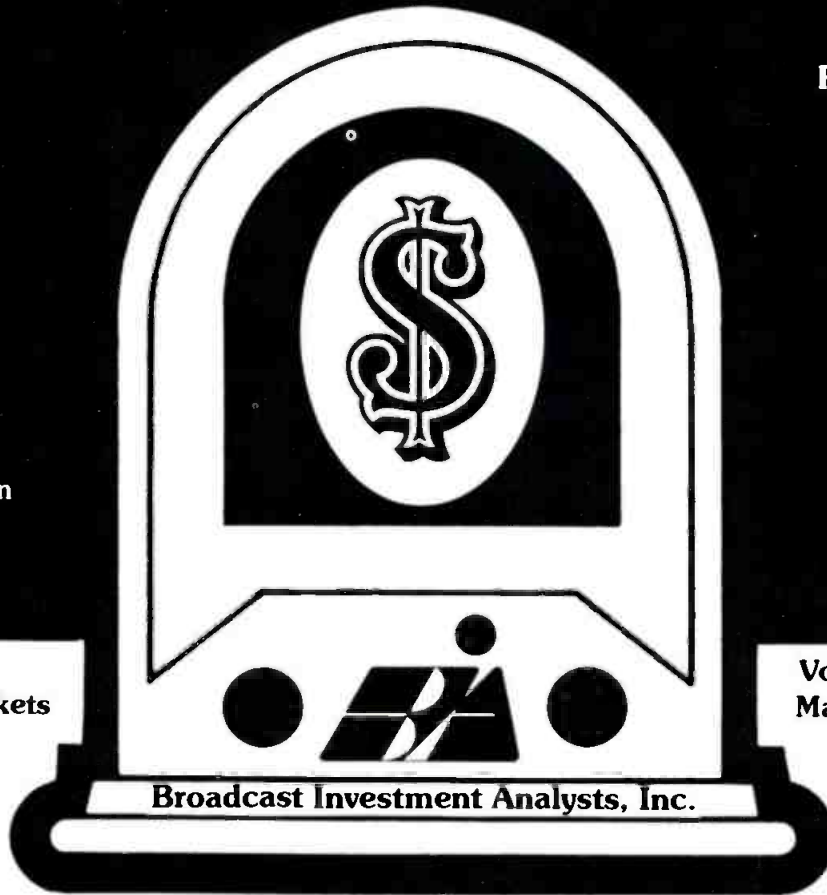
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ployes—including producers, engineers, assignment editors and reporters, who, Ferring said, feel there are opportunities in local television, as the networks undergo cutbacks.

Paul Sands of KGTV(TV) San Diego, an ABC affiliate, thinks that in the future, local television will continue "to look very much the same as it does now." He predicted there will still be a need for "networks that have an expertise in areas" of international news. "There is a strong need for national and international news done on a consistent basis by people who watch national and international events to the exclusion of local." That gives a different perspective and a different level of understanding "that I think will be essential for Americans for a long time to come," Sands said, adding that it is a role networks will continue to fill.

However, Sands sees local stations providing more coverage of specific events that have "immediate impact" on viewers, such as hurricanes or airplane crashes. He said "a local reporter is eminently qualified to do those things."

KGTV, Sands said, "quite often" sends reporters overseas. He thinks his station "should be around the country and around the globe if it can be." But he does not feel the local station should cover the international story of the election of an overseas official, except for the "impact, if any, it may have on San Diegoans or the way San Diego views things. That's a legitimate story," Sands said.

Sands said that in addition to more "outdoor news and recreation features," medical reports and a weekly segment with a veterinarian, KGTV has a full-time investigative reporter on the air "every couple of months." Unlike the focus segments, there is no specific investigative "team" with a producer, researcher, anchors and reporters. KGTV aired a prime time special in October, put together by its investigative reporter, on the pollution of San Diego Bay. The station plans to rebroadcast the program this month, followed by an hour of discussion and phone-ins, Sands said.

□

## Cable television

**Cable News Network** and **CNN Headline News**, 24-hour basic cable services based in Atlanta, showed a \$31.6-million profit for the first nine months of 1986, compared to a \$10.4-million profit for the first three quarters of 1985, and have seen a 27% increase in prime time viewership (as rated by Nielsen) over 1985. CNN, formed in 1980, estimates it will have 37 million subscribers by the end of this year (a 12% increase over 1985), and CNN Headline News, formed in 1981, estimates 22 million (a 22% increase). They first became profitable in early 1985. The services are now available in 53 countries; all seven of their European broadcast members and 47 hotel subscribers abroad were added in the past year.

Although the two services have separate



CNN's Atlanta facilities

newsrooms and are produced, sold and distributed separately, they receive material from the same bureaus. According to CNN spokeswoman Judy Borza, in the past year the Los Angeles, Washington, Rome, Tokyo and Jerusalem bureaus moved into new offices, the Nairobi, Kenya, bureau was expanded, and a new bureau was added in Panama City, Panama, where a roving Latin American reporter is based. CNN and CNN Headline now have about 2,000 full-time employees and numerous stringers, Borza said.

Among the big stories of the year for the 24-hour news services, according to Borza, were the Challenger space shuttle disaster, the congressional elections, the Statue of Liberty birthday celebration and, as of last week, the growing scandal over the Reagan administration's arms sale to Iran. CNN, the only network television news service covering the Challenger launch live, transmitted live coverage throughout the day of the explosion and, in the following weeks, covered the NASA hearings live. It ran between 400 and 500 pieces on elections in the two years following Ronald Reagan's reelection to the Presidency, including live coverage of the Nov. 4 elections, from 6 p.m. to 5 a.m., with only an hour-long taped special at 2-3 a.m. CNN produced a 100-part series of three-minute pieces on the Statue of Liberty between March 31 and July 4. The pieces aired on weekdays and then were combined into half-hour weekend programs that aired every two weeks. (According to Borza, CNN's executive vice president, Ed Turner, led the fight to lift restrictions on TV and radio coverage of the Statue of Liberty ceremonies in New York, which were originally to be covered only by ABC ["In Brief," June 16].)

According to Ed Turner, the growth in local television coverage of national news has helped CNN. In April, CNN formed Newsbeam, a service that offers satellite news-gathering capacity to independent and network-affiliated stations for \$10,000 plus usage fees (BROADCASTING, April 14). Twelve stations now make use of the service, Borza said. CNN also signed an agreement to buy satellite time from GTE Spacenet for Newsbeam (BROADCASTING, Aug. 25).

And on July 1, CNN began scrambling its signal and that of its short-form companion service, CNN Headline News. Home dish owners pay \$25 a year to unscramble the feed.

□

Television in the Senate, the *America in the Courts* series and Campaign '86 were the

focus of the year for **C-SPAN**, the Washington-based nonprofit basic cable service financed primarily by the cable television industry. C-SPAN Chairman and Chief Executive Officer Brian Lamb said C-SPAN is entering a "tremendously upbeat period" and is "probably one of the very few news and information outlets that has expanded." C-SPAN, the 24-hour service begun in 1979 principally to cover the House of Representatives, has added two million households since December 1985, and now serves more than 25 million households via 2,300 cable systems. It expects to add 1.5 million more households by the end of the year due to a carriage commitment made by Tele-Communications Inc., the largest cable MSO. C-SPAN II, with its main focus on gavel-to-gavel coverage of the Senate, reaches over seven million subscribers on 286 cable systems.

Cameras were allowed in the Senate for the first time in June, and the Senate voted in July to allow permanent coverage (BROADCASTING, Aug. 4). *America in the Courts*, which celebrated its first anniversary Dec. 2, provided 165 hours of judiciary programming, including the first coverage from the Supreme Court (a roundtable discussion from the Supreme Court press room, featuring reporters who cover the courts). On Dec. 17, C-SPAN will produce another first—a live call-in program and roundtable discussion from the Supreme Court press room.

When Congress is not in session, C-SPAN and C-SPAN II fill their air time with other speeches, press conferences and awards presentations. The organization recently supplemented its C-band truck with a Ku-band truck, Lamb said, and in January will add a fifth camera crew to the four two-person crews now operating.

The FCC's new must-carry rules "will only enhance" C-SPAN, which is carried by 68% of the cable industry, Lamb said. The increase in rates that may follow deregulation has sent the cable industry looking for additional programming, and the C-SPAN services "have been getting pretty heavy pick-up," he said. "We're going into a good period."

And viewers have begun turning to cable for news coverage, Lamb said. "Major segments of our society are beginning to consider [C-SPAN and CNN] as a part of their lives, and it's causing the [television] network news organizations to reconsider how they cover the news," he said. "If you're really interested in information, you don't have to wait for the *CBS Evening News*."



The Senate on C-SPAN II

national and international coverage, he said their influence on the regional level has diminished. With the advent of Ku-band technology, Johnson said, "we rely less on the network" for coverage of such stories.

The philosophy of NBC affiliate KSDK(TV) St. Louis, said Steve Antoniotti, the station's news director, is that "we're a local station and we focus on local news." KSDK does not try "to mimic" what the networks are covering, because it "can't do that as well as a network is doing it." However, Antoniotti said. "We would only go—and we're willing to go and spend the money on national and international stories—if it has a definite link to St. Louis."

Because of technology and because of "the better people that most local operations are getting to work for them, we have the ability" to go after any story, national or international, Antoniotti said.

But "we're still a local station, and I don't see the need to go and cover the Salt talks." The station would depend on NBC for that, he said, saying many local stations cover those types of international stories. "They interpret this reach as saying, 'Well, we're going to go to Manila.' Now what the heck are they going to find out in Manila that their own network isn't going to be able to give them better?" Antoniotti asked.

Antoniotti said the station tries to be self-

sufficient and to "generate everything within our own news department, within our own resources, as much as possible." It has, like San Diego's KGTV and other television stations, developed its own health team, which includes a staff health reporter and four freelance health professionals. Producing coverage internally gives the station "complete editorial control" and enables it to decide what topics to cover and when, Antoniotti said.

The health segments are part of a broader endeavor to focus on a specific theme each weeknight. On Mondays, KSDK covers "life styles," for example, with subsequent themes each night on medical issues, consumer issues, entertainment and weekend sports. The mini-segments run about five minutes and contain more than one story. The themes remain the same each weeknight.

The station's first news priority is breaking news, followed by pieces that it showcases, such as its focus reports and feature reporting, Antoniotti said. Third on the list of priorities is what Antoniotti terms the "middle mass" of stories, such as pre-arranged meetings and news conferences. While KSDK covers these events in its "copy stories," it avoids sending cameras and reporters, Antoniotti said.

"The most ridiculous thing to me, and it seems a thing that a lot of local stations do almost as a knee-jerk reaction, is when

someone announces a news conference, everyone runs there" with microphones and cameras, when the information of what is to be said can usually be found out, reported and broadcast before the news conference, he said. "Why spend the time to go there and just cover someone behind a podium and a microphone giving you essentially a visual press release? It's a ridiculous use of your resources," he said.

Unlike some stations that are cutting back on investigative reporting, KSDK is doing "more and more" but is "approaching it slowly," the news director said. Too often, so-called "investigative teams" appear on the air four times a year and "too often, they look for the giant story... the big splash, the big picture," like drugs in America, Antoniotti said. "And they can't do that." He said his station "doesn't try to do it that way." Rather, it has a reporter with the title of investigative reporter who is on the air "almost every day" trying to provide an exclusive angle to a story that other stations in the market may also be carrying. "We try and focus on what's happening locally," Antoniotti said.

Mike Ferring, news director, KRON-TV San Francisco, also an NBC affiliate, said that while the networks may have greater "economic leverage" because of their larger "circulation" in numbers of viewers, local television stations are also expanding their clout economically, especially when they "band together" into satellite newsgathering consortiums such as Conus Communications or the Florida News Network.

If the networks want to "preserve" their roles in newsgathering, Ferring said, "they would find it to their advantage" to feed their completed stories directly to local stations instead of New York. Under Ferring's scenario, a local station could make its own decision as to how it incorporates a network story into its individual newscast. That may alleviate repetition of major stories often covered by both stations and networks, he said.

Ferring admits the idea is "all crystal-ball stuff," but adds that "a lot of people are thinking in those terms"; he sees a trend in that direction. In the interim, Ferring suggested the networks produce an evening newscast, giving local stations the option to integrate all or part of it, depending on local coverage needs.

Ferring said KRON-TV has about 10 people on its investigative staff and that the station is "putting a lot of emphasis on that type of coverage." It airs investigative pieces "several times a month," he said.

Whereas local television news has, for the most part, served as a training ground for future network correspondents, in some instances that process has been reversed. KRON-TV, for instance, hired Sylvia Chase of ABC's *20/20* last January. According to Ferring, that move is "a good sign of what's happening in local television," that someone of Chase's "stature was willing to take the step" into local television. Ferring said he has received other calls from network em-



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ordinary people, instead of catering to the movers and shakers in Washington and New York, they are doomed," Schomp said. The primary concern of local stations, she said, is: "What is this story going to mean to my viewers?"

KMGH-TV is also seeking a business reporter to match specialists already at both other affiliates in Denver. The realization that Denver has emerged as a major financial center has sparked increased interest in financial reporters among the stations in the market, she said. However, she added, it has been difficult for KMGH-TV to find qualified candidates who specialize in the field and who have television reporting experience.

"Our competitors in the market have really forced us to become much more creative about the way we do things," she said. "Covering news conferences isn't good enough. Covering luncheon speakers isn't good enough. . . . We just can't steal from the newspapers. We need aggressive reporting."

KMGH-TV occasionally uses entertainment values in newscasts, such as tie-ins between a movie-of-the-week about alcoholism and a follow-up report on the late news about community resources for alcoholics, she said.

Schomp also sees stations cutting back on special reports during sweep periods. "We don't feel it really makes any difference," she said. "They don't have much impact on our ratings." KMGH-TV has decided to go with special reports throughout the year rather than clustering them during the ratings sweeps, she said.

In sports-minded Dallas, ABC affiliate WFAA-TV has taken a new approach to sports reporting, according to news director Marty Haag. "We're moving from stand-up interviews with jocks to more investigative, in-depth reporting," he said. As an example, he cites the station recently breaking a major story about a college football payola scandal involving players.

WFAA-TV does not have an investigative team. It relies on two primary reporters who rotate special assignments, Haag said.

The station's commitment to hard news and sports is not unusual in the Dallas market, Haag explained. "All three [affiliates] are basically very serious about their news commitment," he said. "This is as intense a news market as there is in the United States."

Despite the emphasis on hard news, he said, the stations in Dallas and other top 10 markets are finding it increasingly difficult to keep viewers tuned to their newscasts. Television audiences are "drifting away from their loyalty to newscasts," Haag said.

In previous years, viewers generally stuck with one station for all their news, he added. Now, however, the lead-in and lead-out of a newscast seem to play a more important role, he said. Other reasons given for the change in viewer habits: increased competition from syndicators, VCR's and cable. With viewers less likely to watch one station for a long period of time, he said they are not likely to watch one newscast, as they have done in the past.



To compete more effectively, WFAA-TV has initiated a new concept during the second half-hour of its 6 p.m. news—up against top-rated *Wheel of Fortune*. The period contains longer segments and utilizes such techniques as video essays by camera crews. "We're trying to break up the format" with a blend of serious, unpredictable and entertaining news, Haag said.

Three years ago, CBS affiliate WCCO-TV dominated the ratings in the Minneapolis-St. Paul news race. Today, the station's news is still in first place, but the gap between the first- and third-place stations in the market has narrowed considerably. Gannett's KARE-TV, the NBC affiliate that for years was considered an also-ran, moved into second after the November ratings sweeps. "It's gotten very competitive," said WCCO-TV news director Reid Johnson.

The tightened ratings race is only one of several changes the television news business has undergone in the market.

For instance, WCCO-TV's eight-person investigative staff, which operates under the station's public affairs department "so they don't step on toes" with the news department, has seen its budget slashed, Johnson said. The unit, which produces special reports about once every two months, "is not at the point of layoffs," Johnson said, adding that he would be "surprised if there is any significant cutback in that area."

The market is also feeling the effects of an industrywide trend resulting from satellite technology. During the past few years, he said stations such as WCCO-TV have been "networking" with stations in other markets on joint projects. "There have been a number of major stories we covered" in collaboration with other stations, Johnson said. "I think it is healthy for the business. It makes

sense because it gives you added resources, background and remarks."

Johnson also sees the network news business changing. While he cannot foresee a time when networks will not be providing

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Douglas W. Henley, PR Chairman

second health and medicine series "is the most popular feature on the network."

Many network executives say "life-style" reporting has been "leveling off." Hood said some "light" consumer pieces and celebrity news features are beginning to sound "a little trite."

However, Mike Freedman, director of the UPI Radio Network, said that although the term "life style" seems to be phasing

out, consumer-oriented news that "relates figures to the listeners" is being mixed into the main newscasts by many of the radio networks.

On the technology front, there is wider use of cellular devices among field reporters for both local stations and networks. Cellular telephoning, according to executives, provides better quality than conventional telephone lines and two-way radio. Cellular

phones are also being used by mobile listeners to give traffic tips and, in some cases, news tips to stations.

Also in local radio, the morning news persons at many AM and FM stations have been playing an increasingly important role by interacting more with the drive-time host. In some quarters, it can be said that the morning news anchor has assumed a status of "personality." □

## The local point of view

### News directors across the country discuss their craft and how new technology helps them gain a creative and competitive edge

For many television stations, satellite communications has opened the door to coverage of national and international events which until now, fell primarily within the networks' domain. Some news directors even predict the sophistication of local newsgathering may some day eclipse network news. But others warn that this capability may be tempting local stations to cover national and international stories, at the expense of home town news.

But even as the reach of local TV news operations expands, coverage within a station's community is growing as well, as

competition for viewers rises as budgets are tightened and stations look for ways to gain a competitive edge.

Some stations, for example, are providing regular reports on specific topics, such as medical or consumer issues. Other stations have added lengthy stories to their newscasts, and at least one station, KRON-TV San Francisco, has added its own morning news broadcast, because, as that station's news director said: "The audience is there," the station is making better use of its resources and it is able to produce the program at a relatively low cost. From special programs on pet care to investigative reports on payola and sports, local stations continue to try to meet the news needs of viewers.

instant analysis of major financial stories. Hopkins said he sees a trend emerging "away from consumer reporters to a person who can tell viewers how to invest, spend or save money better." He predicts there will be a significant increase in business reporting on local television newscasts and less of the product comparison tests that have become a trademark of consumer reporters.

However, more stations in Boston and elsewhere are decreasing the number of special reports appearing during sweeps weeks, especially those considered to be "window dressing," Hopkins explained. "We'd rather do in-depth reports all year long," he said.

The race to stay ahead in the Boston news market, which Hopkins said is as competitive and difficult to cover as Chicago, has meant making other innovations. For instance, WBZ-TV has rented a Ku-band truck, but will soon take delivery of its own. "It will be a matter of making the logistics easier," Hopkins said. ABC affiliate WCVB-TV was the first station in the market to purchase a satellite news vehicle, he added.

Despite the increasing use of the remote units, which are capable of transmitting pictures from long distances, Hopkins said he does not believe they will bring about the demise of network news. "The truth is networks simply are not going to become a news feed service," he said. "They make their revenues from their nightly news shows. So there is not going to be one without the other." While stations in top-20 markets are "quite capable of covering national and international news," he said, it would "be a mistake for everyone below that to think they can do that."

In Denver, at CBS affiliate KMGH-TV, assistant news director Caroline Schomp said the station is committed to investigative reports and documentaries, which can generate increased ratings and recognition, both important factors for a news operation that is third in the market.

The station is trying to play catch-up to its competitors on two fronts. The first is obtaining Ku-band trucks. Each of the other affiliates already has one, and KMGH-TV intends to get its own. The growing number of stations purchasing remote units and forming their own regional networks should serve as a message to network news management that they must start making their newscasts more relevant to viewers, she said. "If they don't start making the news more relevant to

At NBC affiliate **WBZ-TV Boston**, news director Stan Hopkins said the station established an investigative team in the early 1970's, and management has remained committed to in-depth broadcast journalism.

WBZ-TV has been without a full-time investigative reporter for about six months, but Hopkins said other reporters have taken turns working with the unit's full-time producer and "two or three" part-time research assistants while the search goes on for a replacement. The investigative team produces an average of six or seven reports a year, he said. For nearly a decade, Hopkins said, WBZ-TV operated with six or seven people on the investigations unit. But he said the station "could not justify the expense" and pared it down in the early 1980's to a more affordable level.

Still, management believes it is getting a decent return on its investment. Hopkins cited the prestige that comes with uncovering a big story, such as WBZ-TV's expose of an ambulance service, which lost its license as a result of the story, and the positive effect of aggressive reporting on ratings. "Investigative teams are a big factor in major markets," said Hopkins, whose news programs are rated number one in Boston. Larger stations, he said, are aware of the benefits brought about by employing investigative teams so those units would be unlikely targets for elimination during budget tightening.

Television audiences are also seeking more news about their pocketbooks, leading WBZ-TV to hire a full-time money reporter and a freelance economist, who can offer

## DISTINGUISHED SERVICE AWARDS



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tools to make AM radio stations more "aggressive," observed Farley, is network news, especially customized reports and special reports.

"We sent out a questionnaire to all of our stations and one of the things they want is customized 'one-on-one' reports," said Ron Nessen, vice president of news for Mutual Broadcasting System. "We make time for it, but we limit these reports to medium and major-market stations," Nessen said, noting that currently about "two dozen" affiliates have a regular interest in interviewing Mutual correspondents.

Benson said ABC created an affiliate services position in the news division, headed by Rod Sierra, primarily to address this trend. For the summit in Iceland in September, 47 ABC radio affiliates took part in interviews with ABC News correspondents, said Benson.

For at least one major radio group operator, live customized reports have become a welcome addition. Warren Maurer, vice president of AM stations for Group W Radio, said the practice makes stations sound like they "have more resources and access to a bigger news operation."

The "one-on-one" correspondence between station and network was used on election night primarily by ABC, NBC and CBS—the last using it for the first time. "We tested the waters and we were amazed at the enthusiasm of the stations," Dembo said. But unlike ABC, NBC and Mutual, which use customized station reports for other major news events, Dembo said he doesn't see the expansion of this practice for CBS next year. But for election coverage. Dembo said CBS Radio is planning to "enlarge" the concept for the 1988 presidential contest.

In other areas, some networks have continued to broaden their business and financial reporting during the past year. NBC's Farley said that, as of last spring, the closing 60 seconds of NBC Radio Network's five-and-a-half minute hourly newscast, running from 8 a.m. to 10 p.m. NYT, is dedicated to business/financial reporting that is translated into "pocketbook" terms. Stations have the option of airing the closing 60 seconds as a separate report later in the day, said Farley. There are also more stations airing the *Money Memo* series on The Source, NBC's young-adult network, he said.

Dembo also said there is more business news on CBS Radio's news and actuality feeds due to the production of a daily (Monday through Friday) 30-minute broadcast for American Public Radio, called *Business Update*. "Some of the [financial and business] news that was not used on the program is put on the feeds," said Dembo.

Another trend in news programming is an increasing interest on the part of stations and their listeners in health and science reports. For example, NBC Radio Network this year added a one-minute feature called *Health & Science Field*, anchored by NBC Radio Network reporter Roger Field. Jim Hood, deputy director of Associated Press Network News, said AP's survey reveals that its 90-second health and medicine series "is the

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found out very often, and that's a very great comfort.

**Is this administration much different than past administrations?**

*Grossman:* I don't really think so. It's very hard to generalize, but when you go back, whether it's Carter or Nixon or Ford or Lyndon Johnson, there were plenty of things that were hidden or were given out that weren't totally truthful, and that will be true in the next administration. As I say, you tend in the beginning to be much more open, and toward the end to close ranks, and that's a historical trend.

*Stringer:* Everybody's love affair with the press turns out to be a brief romance.

**Before we lose the opportunity to get one other subject on the record, I would like to ask you about the radio side of your news divisions and how things are going there.**

*Grossman:* Radio is a very important element with us, and the radio network news effort is a significant one although we are handicapped by our lack of outlets in major cities compared to, let's say, CBS with its all-news radio. As you know, our radio stations are about to be spun off by virtue of the divestiture requirements. If it should work as the plan is now, so that we will end up having outlets in major cities that are all news, I think it can be a great strength for NBC news.

But radio's a very important news medium.

**Against the same test of 10 years out, what do you expect to occur during that interval regarding network radio news?**

*Grossman:* There's no question in my mind that we'll still be on with news, and the networks again would contribute the national and international portions and coverage for that. But when you look back 10 years, you don't see many changes, and when you look ahead 10 years I don't see many changes either. There are evolutionary changes and trends that change, but the product is not that radically different.

*Stringer:* I have a problem because CBS Radio is generally so good and I'm always accused of forgetting it and taking it for granted, and I keep referring to CBS as television, but CBS Radio is growing. The business reporting is growing in various areas, and Joe Dembo, our leader on the radio side, has expanded a number of departments. All-news radio continues to do well in the marketplace.

**What about cable? Has NBC shelved its ambitions in that area?**

*Grossman:* No. As you know, we had very serious discussions with CNN and Ted Turner. I still believe it would be very useful for us to have the cable outlet and I think it would help amortize the enormous costs of newsgathering. I think that we could add a lot of sophistication and a great deal of quality to it. But there is nothing going on at this point. Yet there are many explorations going on at NBC and at some point I think we'll very much want to be in that medium—domestically, internationally, whatever.

*Stringer:* I think everyone looks at cable with enthusiasm. But I'm more skeptical about the future of another cable news channel or even our getting into it. There is a point at which you get into wall-to-

wall news coverage 24 hours a day that is useful for a very, very small minority, but when you bring in the highly paid and highly skilled people of our own organization, then I worry that the quality and the purpose may somehow be diluted when dissolved into 24-hour days.

I haven't had this job long enough to give it enough thought, but—coming from my background as a producer and executive producer—the thought of presiding over coverage with a small “c” depresses me too much.

*Grossman:* Howard makes a very important point. These are different lines of work, and I think that is insufficiently understood. A 24-hour rotating continuous coverage service is very different from producing programs, which is what we do. We have a coverage arm to support the programs, but we are producing news programs, and producing a 24-hour service is not at all the same thing. Either economically or attitudinally or in format or anything else.

**Is the idea of an hour-long evening news program dead on the networks?**

*Grossman:* I've taken a position that puts me at odds even with the people inside my own shop. Ironically, I was responsible for putting the hour news on public television. I think in the network environment with the glut of news programming offered in the evening, local plus national, that I see no real opportunity or need or ability to attract an audience for a network hour news. And there are much more interesting opportunities elsewhere in the schedule to put on news and information programming, so I don't see any chance of it happening with us in the foreseeable future.

*Stringer:* Well, it's hard to be optimistic about the one-hour news. Again, is it impractical? It's such a great challenge and it's such a great opportunity that—in the back of my mind—I can't walk away from it. I don't think the affiliates think it's likely to happen; I don't think they want it to happen. I used to dream that maybe there was some intermediate relationship with a half-hour of our news followed by a half-hour shared, but I don't think that's very practical either.

But in terms of filling an hour every night, it would be a wonderful opportunity because, for one thing, we have the talent and the correspondents and the producers and worldwide operation. It really cries out—economically as well as creatively—to use that operation for something more than 21½ minutes. In some ways, I think—given the technology, the satellites, the graphics, the correspondents, the producers, the bureaus—we are pouring all this new wine into an old bottle. As producer of the broadcast I used to feel a sense of real frustration about all the condensing that was required in order to cram the world's news and domestic news into the little narrow neck of that bottle.

I think Larry's right in his prognostication, but part of me says: “Gosh, would that give us a *raison d'être* and help us generate an enormous—not necessarily audience, but an enormous public interest.” It's such an exciting challenge that I can't walk away from it, and no one says that we're not allowed to dream. ■

## News gaining in importance on radio

### Stations go for breaking coverage of news events; business, financial consumer tips also hot topics

Local radio stations are interfacing more with network radio news operations now than any time in the past, according to network news executives. They say more stations want immediate breaking coverage of major news events and, for some medium and major market-size outlets, “one-on-one” interviews with network correspondents to, in the words of one radio executive, “bring the story home.”

“There is a much healthier appetite among stations for special news events coverage in the last 12 to 15 months,” said Joseph Dembo, vice president, CBS Radio News, which includes the CBS Radio Network and the youth-oriented RadioRadio network.

Indeed, a just-completed programming survey of Associated Press Network News affiliates (results are based on 410 responding stations) shows that 73% of them usually carry live special coverage of breaking stories. “Stations of all formats are much more willing to break out of their format today for major news events than five years ago,” said

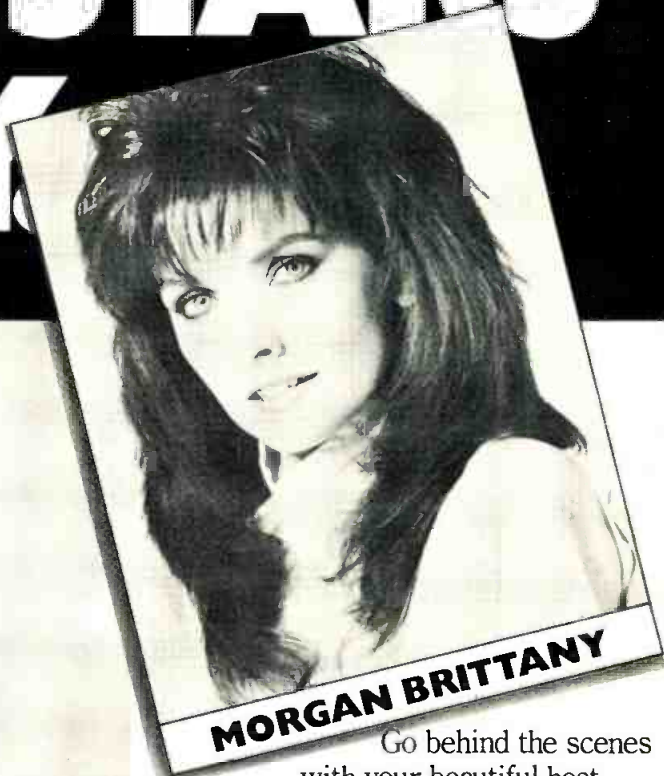
Bob Benson, vice president, ABC Radio News, which encompasses six full-service radio networks. He noted that the current use of multiple-channel, simultaneous satellite transmissions has enabled networks to provide a wider range of information to stations, especially for breaking stories.

And when it comes to major news stories, some stations have been seeking a more personal approach from their respective network. “Stations want customized reports. They want network correspondents live on the air with them,” said Jim Farley, vice president, NBC Radio News. One of the

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some very competent syndicated news services out there as well as regional services providing first-rate service.

*Grossman:* Well, all that helps to enrich the mix. But when the chips are down and the President is on talking about an Iranian debacle, or you have a major incident, or, indeed, a national political convention or a Super Tuesday in the southern primaries, while the local stations are getting much better and should be encouraged to get better at providing coverage of specific interest in their communities, focusing on agriculture or on specific candidates—the overall national picture is still coming first and foremost and will continue to do so, it seems to me, from the national and international news organizations.

*Stringer:* One affiliate manager friend of mine said that when he was in the business of ordering Ku-band trucks and all the technology that went with them, he realized he wasn't really covering city hall very well. And he said there's not much point in having a truck that you can drive 100 miles when there's no story at the other end, when right on your own doorstep there's corruption at city hall or whatever. So I think it's like all new technology. They're toys that you get very excited about in the early days. Just like the graphics technology that we got so excited about, but we're all paring down now.

They're all tools, but it's journalism that we're in the business for, and the public ultimately recognizes that. I believe that a local news broadcast will be better if its skills are focused, right in its immediate area. That's where its people are, that's where its background is, that's where its understanding of what's going on is. In the national or international news arena I think it's more inclined to leave the driving to us.

**What about the state of the First Amendment as you see it? And I'm really inviting you to speak your views on a number of aspects of that, including the regulatory relationships with the executive branch, the problem of disinformation, things of that sort. How goes it in that general area?**

*Grossman:* I tend to be much less alarmist than most of my colleagues on that issue. I think the state of the First Amendment in this country is actually pretty good. It's not that it's not vulnerable, and it's not that when people care intensely about something and we report nasty things that they don't get really angry at us. That's been difficult, when you have a very popular President, to show any critical coverage.

But the fact of the matter is that when the story has to get out, it gets out—whether it's this recent debacle or whether it's the Wall Street Boesky issue. And without sounding too Pollyanna about it, we have to appreciate that this country is unique in that regard. There is no other country in the world, including Great Britain with the vaunted BBC with its government problems that are enormous now, that has the freedom or the openness that we do.

Now, what happens is that governments, and those in the institutions, try to cover up their mistakes, and it's our job to root it out, or root them out. And in the beginning there's a lot more friendliness in the administration, as an administration tries to woo the press, than toward the end of a term. It's a historic condition; they become enemies because more and more mistakes come out, whether you look at New York with Governor Cuomo or whether you look at the current Washington administration. So one always has to be on guard and one has to be determined to preserve it, but I think we happen to be operating in a fortunate environment in that regard.

*Stringer:* It's hard to argue with that. You remember the Vietnam days with LBJ phoning up the network bosses and berating them and calling up the news presidents and berating them, and news presidents trundling down to testify in assorted congressional hearings. There's tension, but there ought to be a tension. It's a healthy tension. But I don't think there's the kind of pressure that warrants fear and major concern.

**One of the more conspicuous recent examples of tension between the public figures and the media was the Westmoreland situation, which is now the subject of several books. Is the aftermath of that a**

**chilling effect on your approach to issues of that sort?**

*Stringer:* I don't think so. I really don't think so. I think *60 Minutes* is as aggressive as ever. It's just taken on Audi, as it's taken on many public institutions and government. The issues of Westmoreland were so complicated, and increasingly complicated because they went into a trial. Much fuss has been made about what happened in the trial, and some of the conclusions about what happened before that jury are very subjective, but the fact is that once you take press matters before lawyers who are adversarial by nature, training and circumstance, I think it makes it very hard to assess the subject that began the trial in the first place. It confuses everybody.

And that has a chilling effect, I suppose. I don't suppose anyone would ever go into a trial with enthusiasm, but at the same time, we have to learn to take criticism. Beyond that, I think that if there's anything we've learned out of that case it's to try and keep it out of the courts. And try and lessen the criticism.

**To pursue just a bit further on that, the fairness doctrine is at issue in the Westmoreland case. Are you concerned that the fairness doctrine is still on the books? Do you think you can live comfortably with the fairness doctrine, or do you think a major effort ought to be mounted to repeal it?**

*Stringer:* I feel we can live with it. I don't hear any of our producers and correspondents saying: "I'm not going to do X because of the Westmoreland trial." And the price of libel has driven some of the insurance rates up, I'm told, but again, we haven't had any major discussions about that. I mean, we're in the business of doing journalism as fairly and accurately as we can. It's not a science.

**Larry, do you feel that way?**

*Grossman:* I don't like either the fairness doctrine or the equal time decisions. I think they end up inhibiting debate and discussion on the air, and limiting them, but the reality is that we're not going to get rid of either one of them, and we will learn to live under those restrictions, which are not, I think, useful restrictions. They're not even constitutional restrictions, by the way. Those are being challenged now. **How extensive has the current administration's effort or campaign in disinformation been, and has it affected your effort in covering this administration?**

*Stringer:* Everyone's on their guard now, and the administration stands rebuked in public and if they proceed it's unlikely to have an awful lot of effect. I mean, nobody says that reporting ought to be made easy. Digging stories out is a difficult process. I don't feel any chilling effect there either. It was uncovered, it was documented, it was discussed and there's no perfect world. The administration isn't going to spill its guts out daily, and shouldn't, and they will have secrets, and some of them should be kept, and we'll attempt to find them out. We proceed with our right to know, but it's a tension between the two and a struggle and we clash a lot, and we're supposed to. That's our role.

*Grossman:* I think Howard put it very well. The one concern that I think all of us would have is when so-called disinformation is issued as a matter of calculated public policy. But the fact of the matter is, as I suggested before, it is in the nature of the human animal and the nature of an institution to try to hide its mistakes. And it's our effort to try to dig them out.

**There have to be questions about how early on in this administration that sort of tactic started.**

*Grossman:* Well, again, I think the problem is more the articulation of it as a policy rather than the actions. Everybody tries to put the best face on what he or she is doing, and the best interpretation of the policy—the so-called spin doctors. I don't mean to sound too casual about all of this, but I think the job of the journalist is to go find out what the heck is really going on. And you get concerned about so-called disinformation, as I say, when it's a matter of articulated national policy because that has a cynical, deceiving quality about it. Disinformation is a polite word for lying, and we shouldn't be doing that in our society in a democracy. When it's done, it seems to be

to us that the other two networks did not do election coverage because it is clear that the election coverage does not attract a majority audience. However, the size of our audience in that period is justifiable because you can't base all your judgments on the size of the audience. Occasionally you have to favor your minority and go with the public interest, and we felt we did that.

The volume of letters from the kind of people that we got them from and the kind of affiliates that responded obviously means that in terms of our impact on the society that watched it, it was great. I mean, we obviously attracted a lot of viewers, we actually beat the NBC prime time lineup in Washington, which is where the opinion-makers are, and for that kind of audience what we did was worth doing. I think it was well worth one network doing it, and I'm thrilled that we were able to do it. It was an opportunity for news divisions to do what they do best, which is cover a breaking story in great detail and in great depth, and affiliates played an important role in their inserts and so forth.

But as a group, in retrospect, even they seem to have enjoyed the experience. By the end of the night, from 10:30 to 11, we were actually winning the ratings across the nation because of the publicity we generated ahead of it, saying that we were the network to watch for those people who wanted to watch election results. If we can garner that much public relations and publicity and, more important, serve the public interest in such depth, then I think it will be worth doing again. I know our leadership was thrilled by the outcome. If you get told hundreds and hundreds of times that, "We're proud of you because you did it," then perhaps you'll do it again.

**Would you consider a suggestion that the networks rotate such things?**

*Stringer:* No, I'd rather play Russian roulette.

*Grossman:* I agree. I think it's very healthy when we compete. They did it on election night; we did it following the President's press conference [Nov. 19] and following the President's speech [Nov. 13]. I think it's much better if each of us makes up his own mind based on his own journalistic judgment, and that's the best way to have the public served.

**There was another reference to affiliates in your remarks on election coverage. Is it possible that in this 10-year frame that we're talking about the tail will come to wag the dog in the network-affiliate news**



**relationship and that the stations will go first and the networks will just fill in with some sort of electronic news service, as Ernest Leiser has said?**

*Grossman:* No. I think there's been a lot of foolishness and lack of common sense in all of that discussion.

*Stringer:* I'll drink to that.

*Grossman:* I think Ernie is guilty of that. And I think Bud Benjamin's piece, which was more complicated than was reported, was guilty of some of that. Let me go back to a little history. If you look at a brief history of television news, it was at first a total domination by the networks until around 1970. There was no local news to speak of. As you know, I organized a group to file for an independent local television station in New York right after the riots of 1968, and the first issue against us was the unreality of our application because we

proposed an hour of local news a night. At that point, it was thought to be a bankrupting institution.

That has changed radically. So from 1968 or 1970 until 1980, you had this enormous expansion in local news, as stations realized (a) it was a good moneymaker, (b) it was important for the community and (c) it was relatively inexpensive programming. And that was the second era.

And now you're getting a kind of intellectualizing saying: "Maybe that expansion is going to eliminate networks." What I think is happening now is the third era of a very healthy balance and partnership between the two. In fact, you are seeing a consolidation of local news. The resources are going into the quality of the product, not into additional time, and now there's an era of expansion of network news. So while you are having changing relationships, and these institutions evolve, they never disappear or make dramatic changes overnight.

I think you're in for a very healthy period of combined strong local news and strong network news as we each define our different roles. We covering national and international events, they covering local events.

**But that's the old role, isn't it?**

*Grossman:* Well, it's the old role that was never really carried out very well. In the beginning, you had an oversaturation on one side with no local news. In the middle you had a rising local news with very little tradition in journalistic background. And now you're seeing a considerable improvement and a much better balance, and I think that's much healthier for the viewer.

*Stringer:* In fact, there's a major turning point that both those writers missed, because if you see what WABC-TV is doing in New York and some other stations have been doing, how this has been the first year in recent memory when major markets have slowed the growth of local news and pulled back. You're seeing the same thing in L.A. and you've seen the same thing in Chicago. So the high-water mark in terms of volume of time, for want of a better phrase, seems to have passed.

**Are you dismissing the influence of satellite technology and what it can do to enlarge a station's reach, and not only technology, but apparently the ambitions of a number of stations to do national coverage beyond their signal areas?**

*Grossman:* Here again I think we're seeing a lot of foolishness and, at the same time, some interesting experimentation. When you have the tools, the technologies, to suddenly go out of your market to cover something, there's an enormous inclination to do that, just as at the time helicopters were invented everybody wanted a helicopter for his news department, many of which don't really need helicopters and never did.

What you will see as everybody gets more mature and experienced, and you are already seeing it, is a much more discriminating use of that capacity, so that if there is a local story in a national context—a group from Boston caught in the Mexican earthquake, the group from Minneapolis in Colombia during the time of the volcano, following the local delegation at a political convention—then the local station will follow those and the network will facilitate its doing so.

But the notion that each of our 200 local stations will by itself cover the world, and the thought that Mrs. Aquino or Hosni Mubarak will give interviews to 200 times three local stations as opposed to a Brokaw or a Rather or a Jennings—or a Manila or Cairo correspondent—is just a ludicrous notion. It defies common sense.

*Stringer:* And even if you didn't believe in common sense, there's one reason and one reason alone it won't work: It's just too expensive. And if you're seeing stations now pulling back to doing game shows, some of those reasons are clearly financial. And that's something that will trickle down to the local stations as well. I think it's an overrated series of arguments.

**I'd certainly agree with you on the international front. However, I get the impression that you're not willing to concede an inch of territory on the national level too, and I wonder if that's realistic in light of**

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over which we have no control.

But in terms of quality, I think we're doing as well as can be expected and I'm kind of proud of the way the evening news broadcasts are now—all three of them. That is to say, first-rate. They've been up and down in some years but I think all three are first-rate now. And at a time when the media are under much criticism.

Graham Greene once said that "the media" is another word for bad journalism, so that we hear the same cries about what we're doing and how we're doing it. But the fact of the matter is that when you look at it, we still have the best half-hour news broadcasts anywhere in the world. I grew up watching the BBC and there's no contest between us. So while we can do better, I think our understanding of how to present views on television and our coverage is pretty good.

**You touched on not yet attaining universal appeal. Do you think that's really possible?**

*Grossman:* It depends on how you define universal appeal. It's pretty awesome when you see the size of audience that we have at this point. And different audiences for different broadcasts, whether it's the *Today Show* or *Sunrise* or *Nightly News*. But all of us have ambitions of reaching 100% of the viewing population.

**We've talked a little about the big stories, as were Watergate or Vietnam. Someone suggested that today's big story is American business. Do you agree?**

*Stringer:* Always. I think you're on the edge of the big story. I mean, I think the economy is the big story. It's not just American business, although that's an aspect of it. Or Wall Street, which is really only a narrow part of the American economy. The story that will unfold over the next years in terms of looking at a crystal ball will be: What happens to this society facing a colossal deficit and a huge balance of trade gap and how this whole economic structure reacts when the mirrors vanish. And that may well be a big story. Whether it moves towards recession or high inflation, either way there is a kind of lull-before-the-storm feeling in America right now. And storms are good for journalists.

*Grossman:* It's always a big story. I mean it's a big story because the economy and unemployment and the amount of money people earn and the relations—like financial and economic and agricultural relations—around the world are a continuing story. There's been tremendous growth in television in the way we are able to tell that story—through the new graphics devices, by developing very strong economic beats, which all of us have done with the Mike Jensens and the Irving R. Levines of the world so that you get specialists and experts as opposed to total generalists.

**Speaking of economics, how has the change in managements of all three network companies in the last year and a half affected the news product?**

*Grossman:* I don't think we're in any position accurately or intelligently to answer that question until we have more experience. Clearly, news is a very expensive undertaking. We spend a lot of money on news. On the other hand, there are those who believe, as I do, that it is essential to differentiate the network from anything else. It's one of the great services we provide. People know that whenever anything happens, no matter where it happens, if it's important they'll find it on NBC or CBS or ABC.

What the effect of the new ownership on NBC News—that's the only one I can speak on—will be, is, as I say, very hard to say. All we do know is that we have had very strong representations by John Welch and others of General Electric that they're very proud of what is done here and they will not interfere with it and they recognize the enormous dangers and the great responsibility that they have in maintaining the position that we have had.

*Stringer:* Well, you've already seen some impact, the historical impact over the last two years of CBS defending itself against Turner and other takeover attempts. And we've been through a severe cost-cutting phase, twice. We laid off people two years ago and we laid off people this year. We've laid off close to 200 people out of some 1,500. So that we feel we've already been through it. Now, it's clear that if the network's economy doesn't improve, I would imagine that

we would be asked to keep our costs down or flat or in keeping with inflation. It isn't the same golden goose environment that it was seven or eight years ago when inflation was 7% or 8% or 9% or 10%.

But, beyond that the commitment of the acting CEO [Laurence Tisch] to news is brilliantly documented, I might add, in your own interview in *BROADCASTING*, and I don't see any evidence that that's going to subside. For instance, take the coverage on election night, which set the network back a few million. There never really was much of an argument as to whether we would do that, and certainly the resultant publicity has pleased him greatly. There is still an element of the unknown because we are connected and tied to the network as a whole and the fortunes of the network are tied to us, so we'll see how it goes. But for the short term, we're keeping pace with inflation and we're glad to do that.

*Grossman:* We expect to have the budget we need to do the job that has to be done. We have been operating—because NBC has come out of some very dark days financially—in a much leaner environment than traditionally. I think our manpower load or person-power load is still less than CBS's, as is our overall expenditure, but it's very hard to make comparisons because they have different program loads than we do. But, by and large, I think we're all pretty much in the same ballpark and, as I say, I have no reason to believe that we will not have the resources we need to do the job effectively.

*Stringer:* And perhaps the challenge we talked about earlier is also true. If we become more competitive and if we are more successful in prime time—success sometimes has a heavy price—then I think our budgets will fall into line. But newsgathering is very expensive. It is equally true that for all journalists there are only 24 hours in a day. You can sometimes derive great benefit from flooding a story with 20 reporters as opposed to 10 reporters, but we have to be realistic without doing damage to any of our newsgathering and journalism. And to that extent, I think we've all been fairly successful.

It is a new reality. It's not a reality that we can escape, just as the steelworkers can't escape the realities of what's happening to the steel industry or the motor car industry. So we're feeling that for the first time. But I think we've been pretty well sheltered from the tougher blows by our own management, so far.

**You referred to your election night coverage, in which CBS went essentially to a full court press version and NBC and ABC opted for abbreviated versions. I invite you both to reflect in hindsight on that experience and say whether either of you would change what you did or how you feel about how the others did.**

*Grossman:* We made an editorial decision because it was a bi-election year, because it became apparent that in those states where you had very strong interest in local campaigns the local stations would do a much better job—and should do a much better job—than we would on a national basis so that our coverage would end up largely feeding areas where there were no specific elections in which there was a great deal of interest.

I would say that we went in the right direction, and my prediction would be—and we won't know this until 1990, because 1988 will be a very different set of circumstances—that all of us will be a lot more in that mode. Although I think—on reflection that we probably should not have cut back quite as far as we did. We might have been better off starting at 9 o'clock so we wouldn't have had quite the compression, although we kept on through late at night.

What also is becoming clear, at least to me, is that we have to work a lot harder with our affiliates to figure out how to carve up the night so that they can perform their duties, which they're doing increasingly well and effectively in covering local elections and regional elections, and have the time that they need to do it; we could come in with the national picture. I think the traditional alignments as we have broken them out, five-minute inserts and so on, don't work, and I think we'll have to revisit the character of the schedule so that the two of us—that is, the local affiliates and the network—can work together more effectively.

*Stringer:* Obviously, I will defend mine as enthusiastically and as spiritedly as Larry defends their decision. It was, of course, helpful

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**You've heard the phrase, "a two-and-a-half network economy," coming back into vogue. Is that true of the news economy? And when you talked, Larry, about competing in various parts of the day, I wonder if there's enough audience out there to sustain that kind of competition. I think of the early morning period, where NBC is pulling away from the competition, and wonder if that's not a function of perhaps there not being enough audience for that kind of programing at that hour?**

*Grossman:* Quite the contrary. What's happened at that hour of the day is a very dramatic increase in homes using television and homes tuning to the networks, and the *Today Show* is up something like 36% in the last two years, and *Sunrise*, which precedes *Today*, is up some 50% in audience. So what you're seeing is an enormous increase. Competitively, we happen to be doing very well, and now with David Hartman leaving *Good Morning, America*, and CBS starting a whole new program, which is traditionally excruciatingly difficult to get off the mark, we have very high ambitions for *Today*.

The fact is that *Sunrise*—which is on at 6 and 6:30—now is getting a 3 rating, which is what the *CBS Morning News* opposite *Today* had been getting, so it's a very commercially viable enterprise.

We see 81 of our stations now going for news at noon, and doing very well with it and helping their whole news picture. So that says: "Wait a minute, there is an opportunity in the course of the day to do news as well." It's a very healthy situation. Not just fringe stuff very late at night, but I think there's an opportunity to do a whole diversity, a whole range of offerings.

**Is there evidence that news programing can do a better job of increasing sets in use than entertainment programing?**

*Grossman:* I wouldn't pit it against entertainment. I think a lot depends on the circumstance, the competition and the time of day. A very good case history might be Saturday morning, where all three networks are now programing for little kids. The share of that market is declining altogether; the income from that market is declining because of barter and so on. At some point, will one of us break out and go into news?

Saturday morning happens to be when Ted Turner and CNN get their biggest audience, because we are totally opposite from that scene. So there is an opportunity there. At least I think there's an opportunity for us there, even though we're number one now with children. You asked what's going to happen 10 years from now, and I would say that at least one of us will be in that time period.

**You talked about the network news service evolving into a service dealing with perspective and continuity, and away from headlines. Is there a concern that you might be getting away from your mandate as a news service in the purest sense, and evolving into sort of a public affairs service?**

*Grossman:* Not really. If you have an hour or two hours preceding your news where you get the headlines, as our affiliates get much better at what they do, it's silly just to repeat that. The mandate of a network news division has expanded rather substantially. It used to be that our job was just to put on programs. Now we are providing services. We are providing an affiliate news service. We're providing a Skycom service that facilitates delivery of headlines and of stories of local interest from the nation and throughout the world. So, no, we're not abandoning our news mandate. We're just evolving into something different.

*Stringer:* I echo that. I produced the *CBS Evening News* in 1982 and 1983, and at the time was quoted quite widely talking about context and background for the same reasons of which Larry's just spoken.

There was some concern that we were straying into something called soft news, as opposed to hard news. And for a while, a lot of people were worried about that. But I think it's really a question of definition.

The headline service of the old news broadcasts really did occur in an information-free society. I mean, there wasn't very much of it, and now there is lots of local news programing and you do have a great sense of the news stories of the day, unlike the '60s and '70s where Vietnam and Watergate dominated. There was a major big story that seemed to be running indefinitely, and even today all three network news broadcasts, when there is a big story, run hard on it and push the contextual background stories out.

At the same time, the news stories of the moment are a little stranger. They run in a much more incremental fashion. The budget is a continuing story. The Middle East is a continuing story. Central America is a continuing story. And because our audiences don't routinely watch five nights a week, you really have no choice but to step back from the news at some stage and give it background and give it context, because television works in a strange way.

Many used to say that the *CBS Evening News* or any of the news programs were broadcasts of record. I always used to think that was the wrong phrase—you might as well hand out the transcript.

You don't take your news the same way from a broadcast as you do from a newspaper, in which you go back to the beginning of a column, you reread it, you ignore something. With a broadcast, you're taking it straight with your ears and your eyes and all your senses, so that to develop a story incrementally the way budget stories proceed is to leave the audience somewhat puzzled.

Given the amount of information elsewhere, you can afford not to do the latest budget episode on the Hill but to wait two days and have somebody tie it all together so at least your audience understands what's going on. I think we have a better feeling for how television works. Not so much technically, but in terms of the way your audience can intake information.

**About the quality of network television news today: Do you think it's a lot better than you're given credit for, or, conversely, what might be done to make it better? Larry?**

*Grossman:* None of us does a job that satisfies any of us, certainly. But I think network television news does a very good job. Certainly, it's a very serious enterprise with people who care a lot about what they're doing and with a good deal of experience at it. That doesn't mean you want to sound self-satisfied or a little Pollyanna about it.

We do not do nearly well enough in following up stories, still. We drop things and go on to the next much too readily. We do not come back to them until they explode again. And again, we are seeking continually to provide more insight, more depth, more history, more context, more perspective, all of those good words, and at the same time provide interesting material to those who already know a lot.

In terms of the evening news, our audiences, while very substantial—God knows we've increased enormously in the last two years—are still limited to older people. They "skew old," as they say in advertising terms. We are failing to reach young people as well as we should. We have a long way to go to make improvements and to be more universal in our field.

But, by and large, it's a very serious and dedicated and very expensive effort.

*Stringer:* People who believe there's a decline in news audiences should be advised there was a growth of 4% over the year before, and the year before that was a growth of 4% over the year before that, after three straight years of combined ratings decline. But you also have to remember the nature of the times. This is a "You've never had it so good" year in terms of public events. The President has managed to put a smiling face on almost everything that's happened. There's just now getting to be a strong story the networks can all grab and get their teeth into. It's quite noticeable that the minute there is a strong story, a big story, that the audience comes back to the network. It may be that the audience is now so deluged with information that it takes a big story to get them interested again. I think that's something



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