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# Broadcasting Jan 19

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58th Year 1987

TPE 87 NATPE 87 NATPE  
NATPE 87 NATPE 87  
87 NATPE 87  
TPE 87 NATPE

# Time



Source: Nov 1986 NTI FWSON, Oct 27-Nov 2.  
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Now, together for the first time from HANNA-BARBERA's array of glamorous and romantic box office champions, come these worldwide superstars in their most challenging roles:

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- ★ GHOUL SCHOOL STARRING SCOOBY-DOO & SCRAPPY-DOO
- ★ YOGI BEAR AND THE MAGICAL FLIGHT OF THE SPRUCE GOOSE
- ★ THE JETSONS MEET THE FLINTSTONES
- ★ YOGI BEAR AND THE THREE BEARS
- ★ SCOOBY-DOO AND THE RELUCTANT WEREWOLF
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These HANNA-BARBERA stars have accumulated more screen time than any performers in history.

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NOW IN PRODUCTION.



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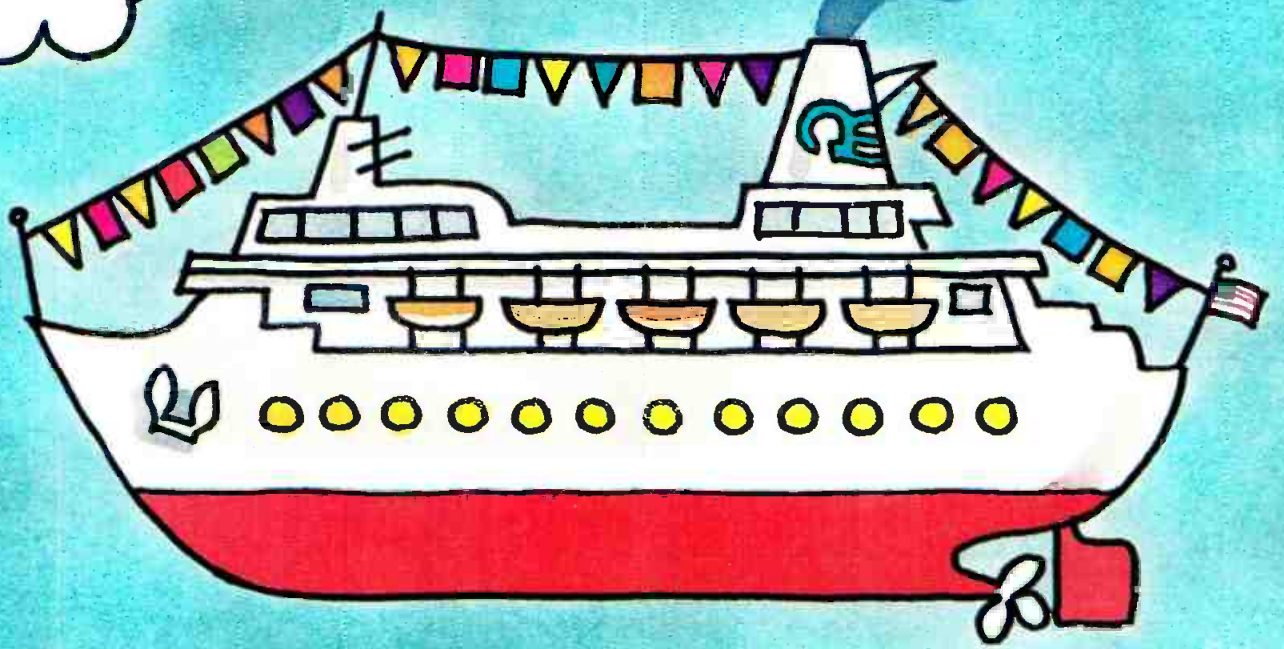
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## HEAVY FLEXIBILITY.

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Trivial Pursuit

Remember the stir caused by this board game's introduction? If and when trivia buffs could get their hands on the game, they rushed to bring it home—even after Christmas.

The Trivial Pursuit® boardgame has been the #1 selling game ever since.

Now, we're about to introduce the game to television for Fall 1987.



# PLAN FOR 1987

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Once again, you'll have to wait until after Christmas—the new game show will be available for screening at NATPE.

Like the board game, it's worth waiting for.




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THE SNORKS™  
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Here come some of the most captivating characters  
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A world filled with Snorks™ would be a better place to  
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TIME



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STRANGER IN MY BED  
NASTY HABITS  
DEADLINE  
UNCOMMON VALOR  
BREAKTHROUGH  
RUNNING SCARED  
SENIOR TRIP  
HELP WANTED: MALE  
THE DIRT BIKE KID**

**VASECTOMY:  
A DELICATE MATTER  
WIZARDS OF THE  
LOST KINGDOM  
THE RIP OFF  
PATRICK  
HAPPY  
SEPTEMBER GUN  
BAD GUYS  
MY SISTER'S KEEPER  
FROM HELL  
TO VICTORY**

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Barry Newman  
George Peppard  
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Dom DeLuise  
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Glenda Jackson  
Melina Mercouri  
Geraldine Page  
Sandy Dennis  
Anne Jackson  
Eli Wallach  
Rip Torn  
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Lee Van Cleef  
Karen Black  
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Judge Reinhold  
Pat Hingle  
Bradford Dillman  
John Saxon  
Scott Baio  
Mickey Rooney  
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Sally Kellerman  
Lindsay Wagner  
Ben Murphy  
Paul Sorvino  
Ted Danson  
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And it's all from one source...



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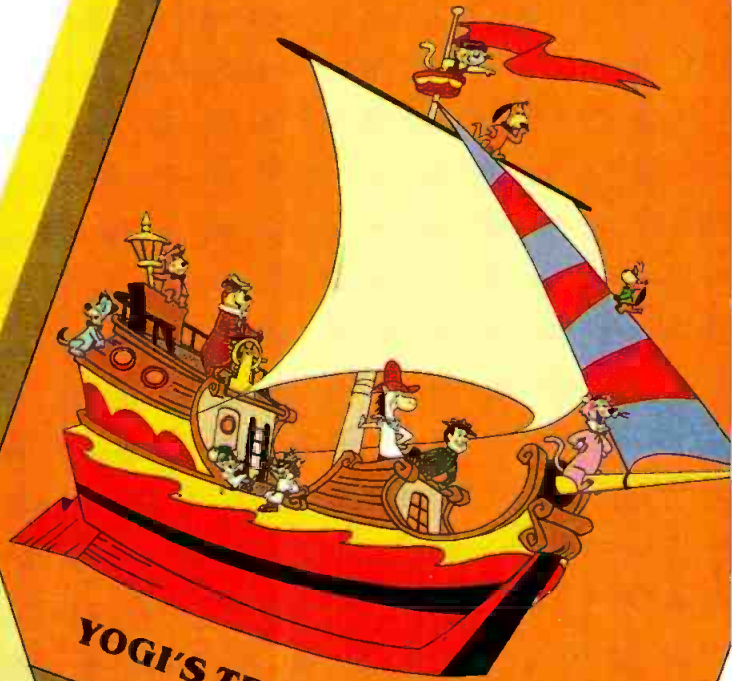
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**JONNY QUEST**

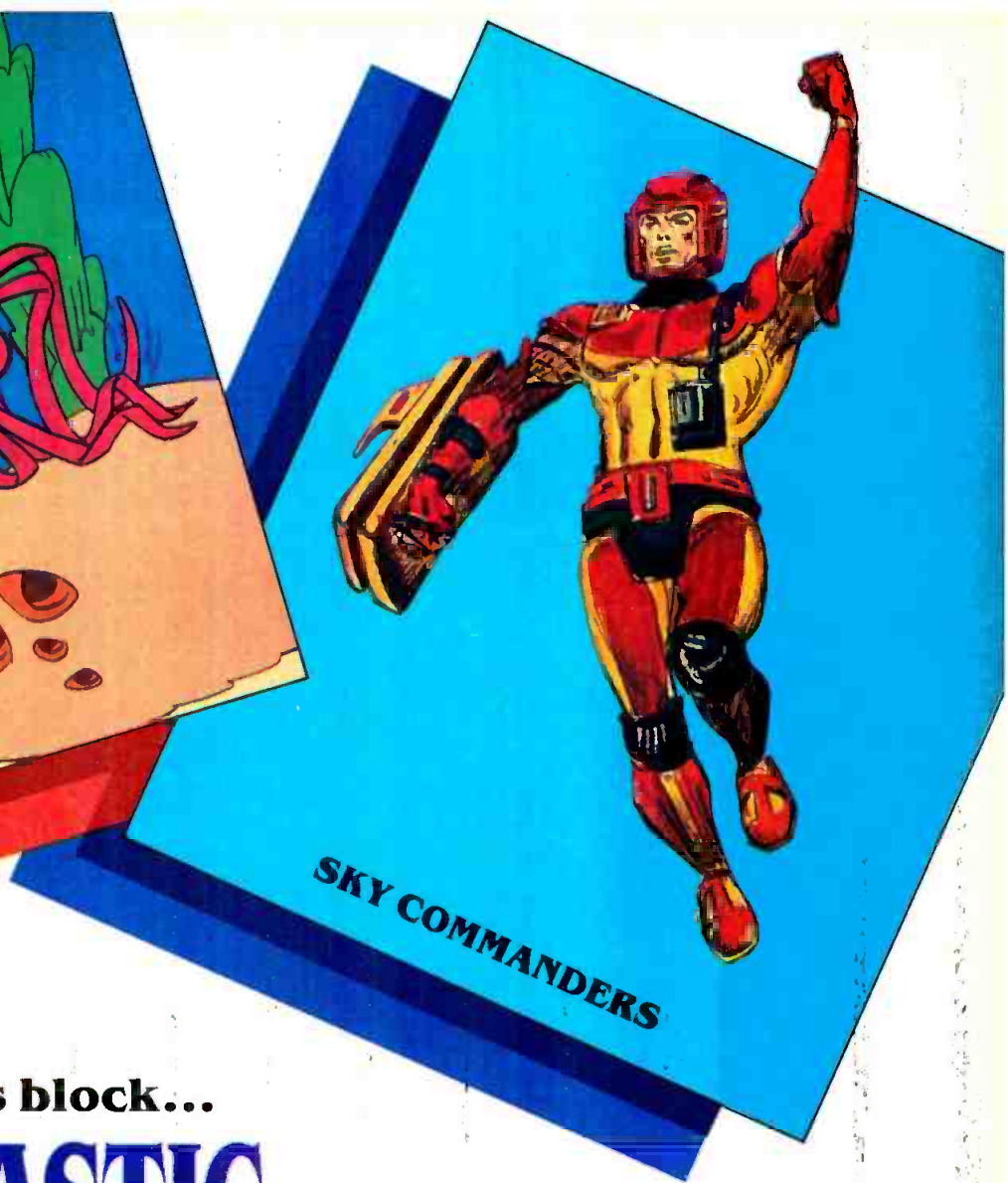


**YOGI'S TREASURE HUNT**

Source: NTI FWSON, Sept 1-Dec 14, 1986.

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**The #1 weekend kids block...**

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10 NEW  
HALF-HOURS  
FOR FALL  
1987



HANNA-BARBERA'S SITCOM...

# THE JETSONS

Jetsonmania has taken the country by storm.  
Now cleared on 95 stations, Hanna-Barbera's  
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75 HALF-HOURS

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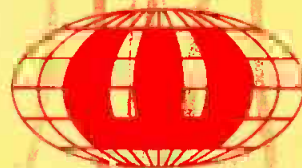
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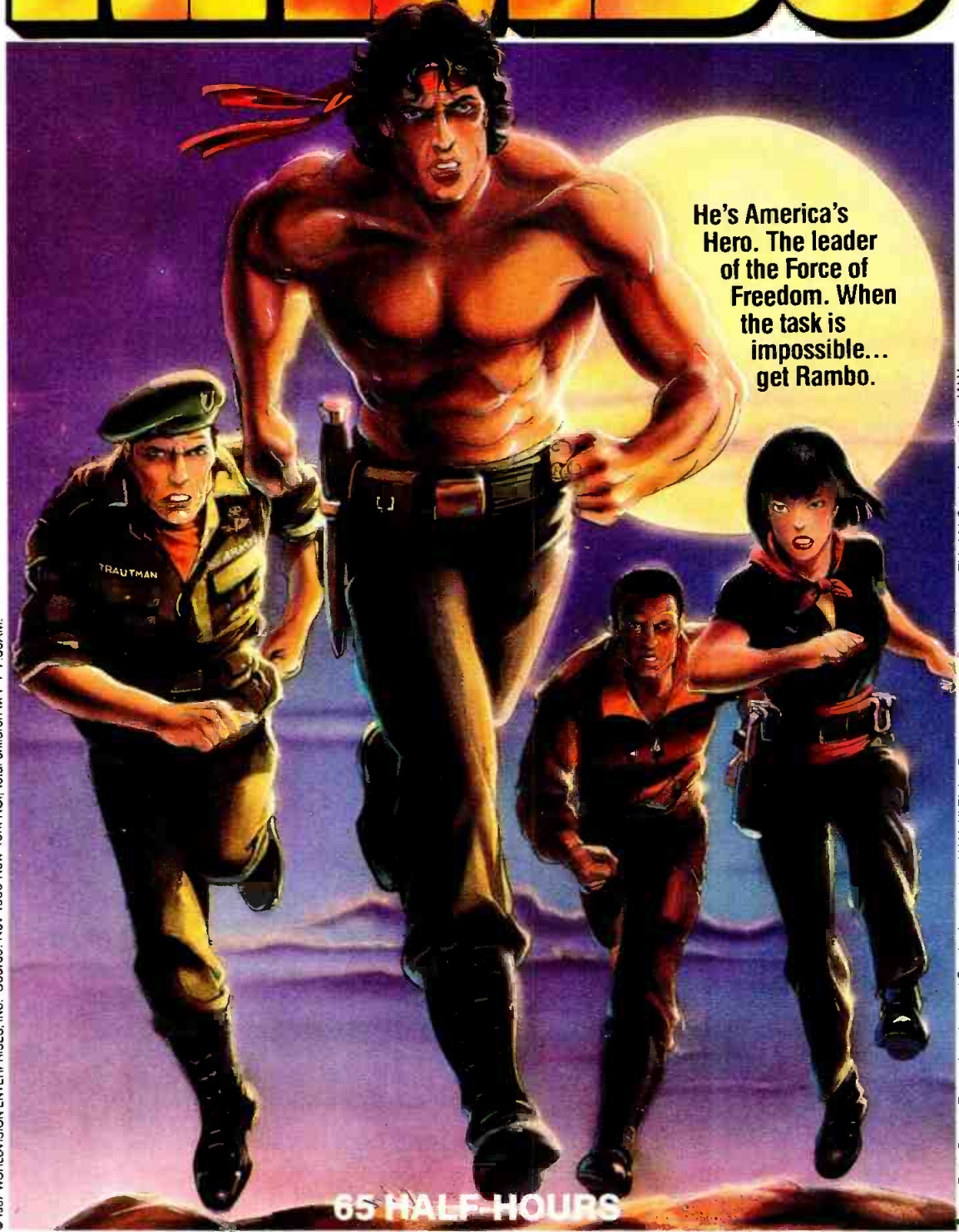
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THE ONE MAN ARMY IS #1 IN NEW YORK.

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65 HALF-HOURS

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**SOLD IN 75 MARKETS**

**177 HOURS**

**6 ADDITIONAL RUNS NOW AVAILABLE**



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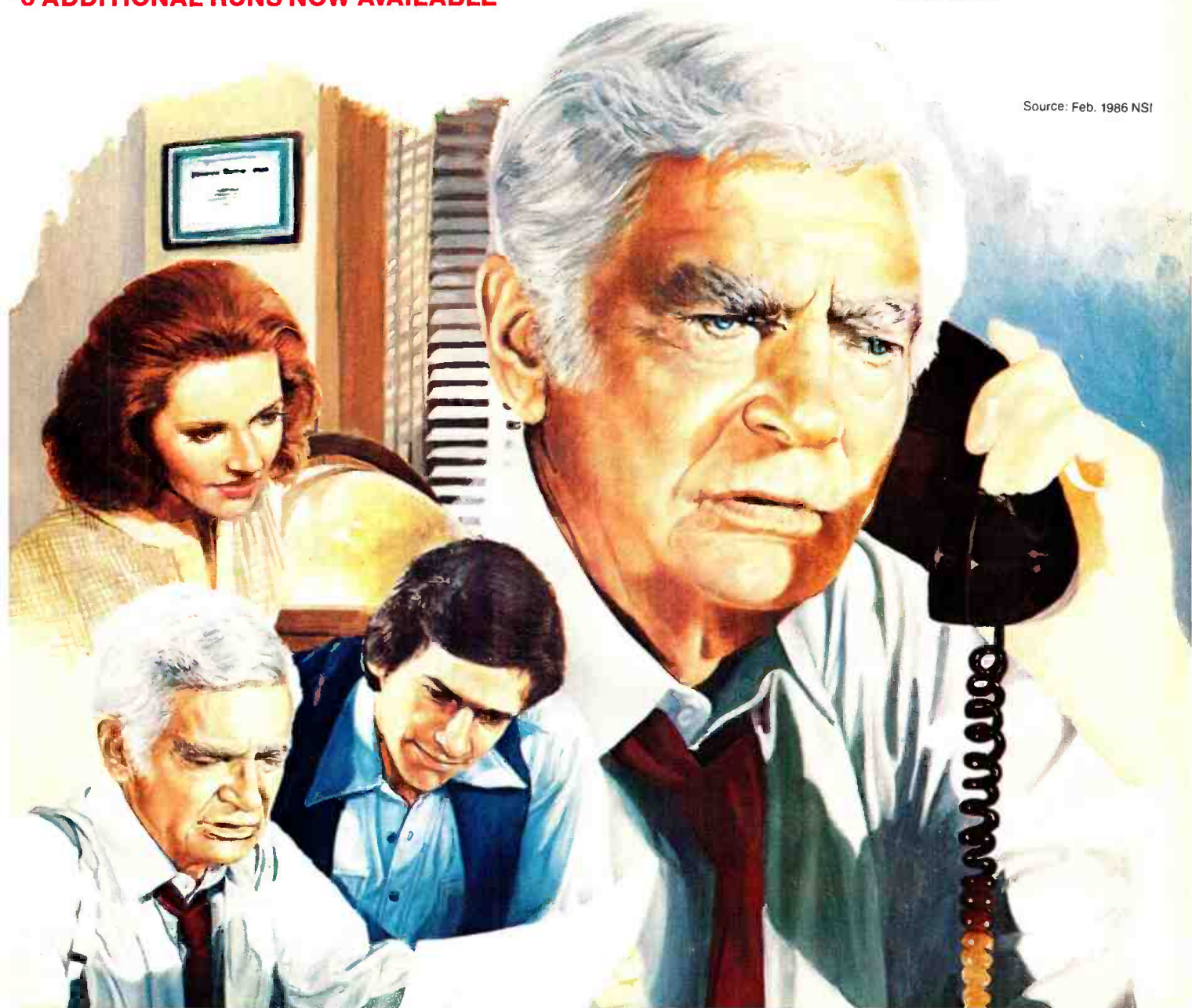
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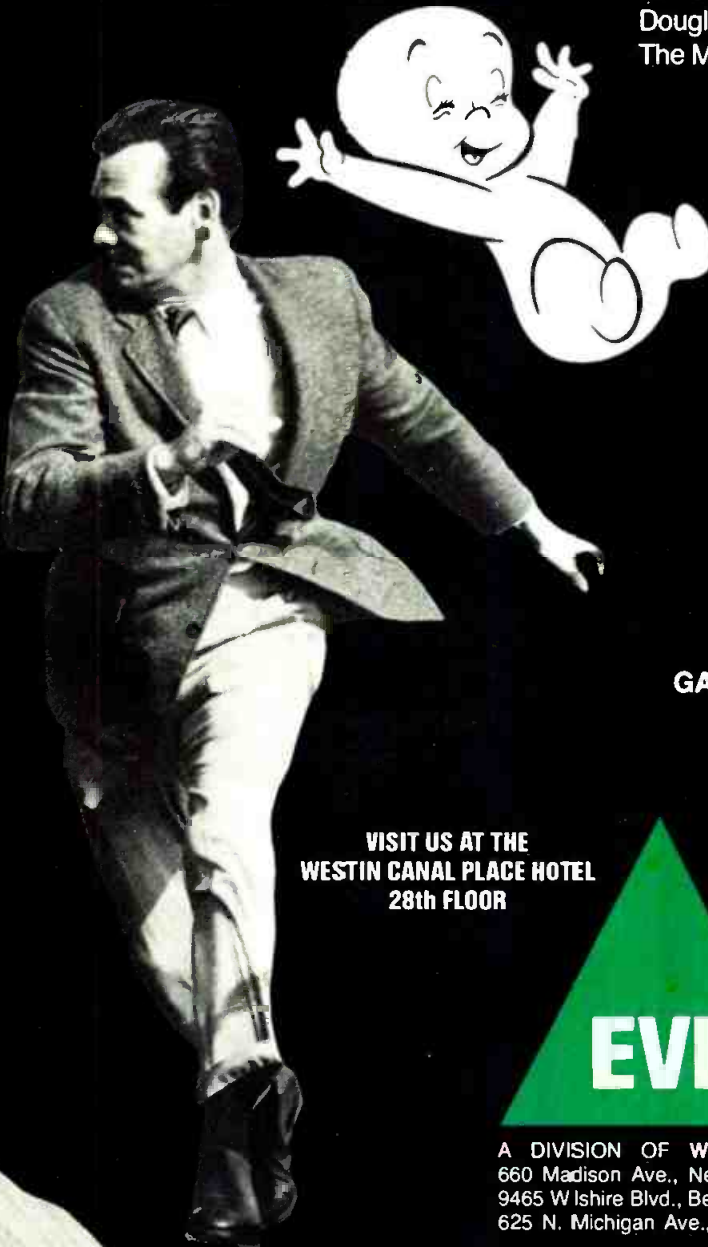
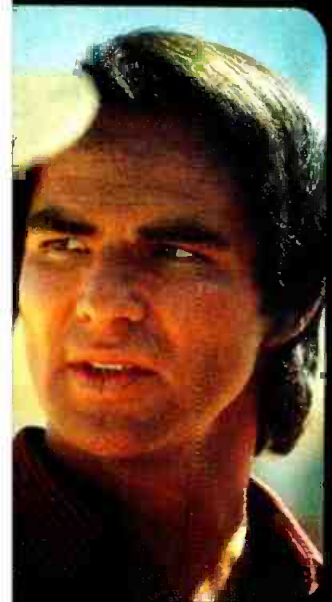
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# VOLUME 27

WARNER BROS. TELEVISION DISTRIBUTION  
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# Broadcasting Jan 19

## Fowler expected to resign FCC chairmanship Paley, Tisch positions made permanent Bearing down on NATPE

**FOWLER MOVE** □ FCC Chairman Mark Fowler is expected to send letter of resignation to President. **PAGE 75.**

**DRAWING LINES** □ House Energy and Commerce Committee Chairman John Dingell says FCC reliance on marketplace has gone too far; suggests return to public trusteeship. **PAGE 75.**

**PERMANENT REPLACEMENT** □ CBS board votes to make Paley chairman, Tisch president and chief executive officer. **PAGE 79.**

**NATPE 87** □ Business is the business of 24th annual NATPE convention. **PAGE 102.** First-run programming is one of syndication's strong suits heading into NATPE. **PAGE 106.** A list of exhibitors begins on **PAGE 136.**

**WIDE RANGING** □ Comments run the gamut on what the FCC should do about its proposed must-carry rules. **PAGE 187.**

**RKO SUIT** □ Nearly \$300-million stockholder suit is filed against RKO General and parent, GenCorp Inc. **PAGE 192.**

**FOX PASS** □ Fox Broadcasting announces intention to get in on the bidding for *Monday Night Football*.

**PAGE 209.**

**SOLD OUT** □ CBS sells out Super Bowl in various package arrangements; network expected to bring in \$43 million during six-hour telecast. **PAGE 212.**

**BARTER ARRANGEMENT** □ Talks among Coca-Cola Telecommunications, Paramount and LBS point to barter operations of three companies coming together under one roof. **PAGE 216.**

**CABLE VIEW** □ NCTA President James Mooney sheds light on what deregulated rate environment will mean. **PAGE 218.**

**SWIFT REMARKS** □ Representative Al Swift (D-Wash.) tells INTV audience that he is working on legislation to relieve broadcasters of comparative renewal process. **PAGE 224.**

**NEW VOICE** □ Marlin Fitzwater named to succeed Larry Speakes as White House press spokesman. **PAGE 240.**

**EXPERIENCE PREFERRED** □ NATPE President David Simon has seen the business of broadcasting from a variety of viewpoints in his rise to VP, programming, for Fox Television Stations. **PAGE 287.**

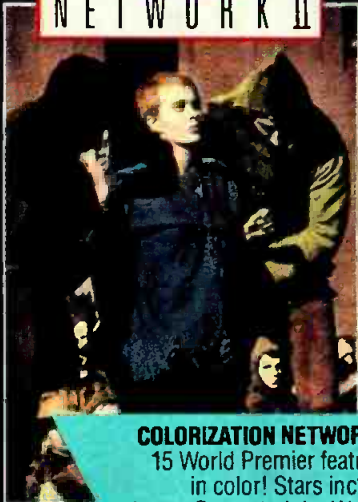
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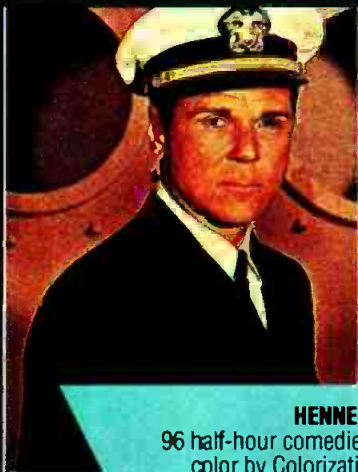
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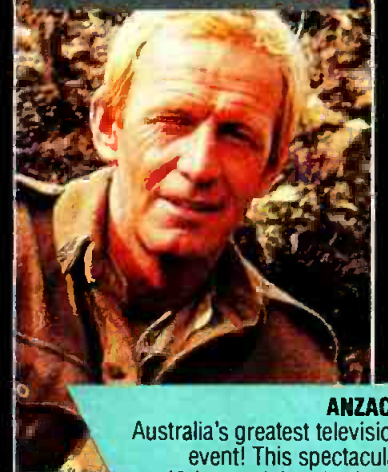
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Starring Paul Hogan,  
"Crocodile Dundee".



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LOS ANGELES: (213) 850-0525



## Dear sirs, you curs

FCC can expect more mail this week from Capitol Hill deploring commission's stay of its must-carry order. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has already made it clear he wants FCC to act expeditiously on petitions for reconsideration in proceeding (BROADCASTING, Jan. 12). Drive is under way in House by Representative John Bryant (D-Tex.) for support of chairman's petition.

## Broadcasters wanted

National Association of Broadcasters joint board of directors will be asked to approve several bylaw changes at its winter meeting Feb. 2-6 in Laguna Niguel, Calif. One issue is eligibility of NAB members to serve on association's radio and television boards. One proposal would require board member to be either station owner or manager. Not long ago issue was raised by upcoming contest for NAB's joint board chairmanship between Peter Kizer, consultant to Broadcast Communications of America (WTTV[TV] Indianapolis) and William Turner of KCAU-TV Sioux City, Iowa. Some NAB members questioned whether either had hands-on responsibilities ("Closed Circuit," Nov. 17, 1986). Also under study is elimination of bylaw requirement that broadcaster from television group can't run for board unless all stations in group belong to NAB.

## Hot ticket

Radio Advertising Bureau is "sold out," at least in its principal hotel, for Managing Sales Conference (MSC) Feb. 7-10 in Atlanta. Preregistration as of late Friday afternoon (Jan. 16) approached 1,400, exceeding RAB's original attendance limit of 1,200. All rooms at Hyatt Regency hotel, headquarters for MSC, have been booked, according to Wayne Cornils, RAB executive vice president, who said three other Atlanta hotels will take care of overflow.

## Another subcommittee

Senate Foreign Relations is creating new subcommittee that will include international communications in its responsibilities. Subcommittee on Terrorism, Narcotics and International Communications is being set up for

Senator Edward Zorinsky (D-Neb.). Zorinsky played key role in shaping Radio Marti as surrogate Cuban service. He has also shown interest in U.S. Information Agency and Board for International Broadcasting matters. As head of new subcommittee, he will probably find Intelsat matters on his plate, as well.

Question being asked on Capitol Hill is whether jurisdictional dispute will develop between Zorinsky's panel and Commerce Committee. That committee and its Communications Subcommittee expect international telecommunications to be major item on their agendas this year. Commerce Committee aide struck positive note: "We look forward to working with them."

## Dishing out

By HBO's reckoning, some 660 small cable systems (100 to 500 subscribers) receive no satellite-delivered cable services. To help such systems catch up with rest of industry and, not incidentally, to boost HBO subscribership, HBO is offering systems free 1.8-meter Ku-band earth stations capable of receiving HBO feeds on Satcom K-1.

Dishes are free, but one string's attached. System must guarantee payments for at least 50 HBO subscribers each month for five years. If system can't make 50-subscriber commitment, but promises to carry HBO, it can buy dish at cost—\$1,700.

## Getting together

Broadcast industry is advancing on two key fronts to help prevent interference on microwave bands widely used in newsgathering. One front is Los Angeles, where consummation of "home channel" frequency coordination plan is near. Last major holdout, KABC-TV, is reportedly about to join several-year-long effort to establish informal "home" microwave frequencies for market's broadcasters. Observers see Los Angeles as coordination model; of major cities, only Washington has comparable plan.

On second front, FCC's late 1986 order requiring broadcasters to share 2 ghz and 7 ghz microwave bands with cable industry has led coordination groups such as Society of Broadcast Engineers to make best of shotgun wedding. For example, working cooperatively with cable interests represented by National Cable Television Association, all-industry frequency coordination council meeting in Washington last week made progress

toward standard for computer database format used to share coordination information.

## Sick call

Look for Showtime/The Movie Channel to push marketing of pay services to hospitals, effort that had previously been farmed out to MSO's. Roughly six months ago Viacom subsidiary decided to buy back marketing rights and is now undertaking search for business development manager with knowledge of hospital business. Last survey of marketplace in 1985 showed 6,872 hospitals with 1.3 million beds.

## Conus offering

Conus Communications, two-year-old satellite newsgathering system begun by Hubbard Broadcasting, has decided to sell limited partnership units to "sophisticated institutional investors," according to official at Wertheim Schroder & Co., which will be handling offering. Some units have already been acquired by 12 out of 51 television stations currently affiliated with Conus.

Proceeds from new offering, expected to be between \$5 million and \$10 million, would, according to Stanley Hubbard, president of Hubbard, be used for "working capital of growing business" (roughly 20 affiliates were added in past 12 months) but that no special expansion plans were in works. Hubbard said that system just completed second affiliates meeting and that all stations renewed agreements, many for longer-than-previous terms.

## No sweat

Broadcasters concerned about meeting FCC's radio frequency radiation (RFR) exposure limits in license renewals and major modifications may be able to breathe easier, at least for now. Two FCC-Environmental Protection Agency site studies conducted last year in RFR "trouble spots" Portland, Ore., and Denver and to be released soon show stations that exceed FCC's RFR exposure recommendations can correct problems with relative ease. Previous site study in Seattle yielded similar result. But compliance could become far more difficult for broadcasters later this decade if EPA and industry standards-setting body, ANSI, recommend adoption of stricter RFR exposure limits now under their review.

# **KHJ-TV** **IS**

# **#1**

**MONDAY-FRIDAY, 4-6 PM.\***

**#1 Independent in WORKING WOMEN 18 +**

**#1 Independent in WOMEN 18-49**

**#1 Independent in WOMEN 25-49**

**#1 Independent in WOMEN 25-54**

**#1 Independent in TOTAL MEN 18 +**

**#1 Independent in MEN 18-34**

**#1 Independent in MEN 18-49**

**KHJ-TV is the new #1 in ADULT FRINGE Monday-Friday, 4-6 PM.**

**\* Source: ARBITRON, NOVEMBER 1986**

**RKO TELEVISION**  
A Division of RKO General, Inc.

**KHJ-TV**  
LOS ANGELES

REPRESENTED BY  
BLAIR TELEVISION



## What price freedom?

At an meeting of the National Cable Television Association board last fall, board members discussed how far the association should go in asserting the industry's First Amendment rights in trying to achieve greater freedom from regulation.

Some members, notably Continental's Amos Hostetter and American Cablesystem's Steve Dodge, felt NCTA should sit tight, fearing that if cable's First Amendment rights become too great and municipal regulation too lax, cable systems will be exposed to increased competition from overbuilds and SMATV operators. But others thought the association should go as far as it can in establishing the industry's First Amendment rights, believing it to be in the industry's long-term interest.

To help it formulate its position, the NCTA has scheduled three regional meetings at which people from every facet of the cable industry will give the First Amendment issue a full airing. The "western meeting" is slated for Los Angeles tomorrow (Jan. 20), when many cable operators and programmers will be in town for the presentation of the ACE awards (see below).

What's said at the regional meeting will

provide the fodder for further discussion at a meeting of NCTA's standing regulatory policy committee in Washington on Feb. 17. The committee chairman, Western Communications President Ed Allen, will report to the NCTA board when it meets in Scottsdale, Ariz., Feb. 23-24. At the meeting, NCTA will try to come to a consensus on what its First Amendment stand should be.

## PPV for TVRO

Satellite Direct Inc., Showtime/The Movie Channel's satellite broadcasting subsidiary, is pleased with the initial response from dish owners to the trial offering of Showtime/TMC's pay-per-view services, Viewer's Choice, to dish owners.

According to Tola Murphy-Baran, director of direct broadcast market development, Showtime/TMC, SDI began marketing the service in early December to 3,000 dish owners that already subscribe to Showtime and/or The Movie Channel through bill stuffers. Murphy-Baran would not disclose the buy rates, but she said SDI has been encouraged enough to gradually expand the market since the start of the program. "We are very optimistic we will be able to roll out

nationwide in a few months," she said.

SDI is keeping the service simple, offering one film a week three times a day (8 p.m., 11 p.m. and 2 a.m. NYT). Films, which are offered day-and-date with their release to the home video stores, go for \$4.95. The February lineup includes "Heartburn," "Karate Kid II" and "Nothing in Common."

Stephan Shulte, senior vice president, direct broadcast development, Showtime/TMC, who heads SDI, said SDI got into the PPV business to demonstrate that PPV could be offered through General Instrument's Videocipher II, the cable industry's de facto satellite scrambling system. Another company has been offering PPV service to dish owners using a nonstandard system, he said. One reason the system is being rolled out slowly, he said, is so the telephone system that SDI has set up to take the PPV orders will not be overwhelmed.

To offer the PPV service to dish owners, Showtime/TMC has had to go back to the motion picture studios and secure satellite broadcasting rights. According to Shulte, most studios have been cooperative. One that hasn't been is MGM, he said.

## Awaiting the ACE's

Hundreds of cable operators and programmers are in Los Angeles this week for the presentation of the Awards for Cable Excellence—the programming awards of the National Academy of Cable Programming.

The first 25 awards will be presented today (Jan. 19) at a luncheon ceremony at the Beverly Hills hotel. The remaining 30 will be handed out the following evening (starting at 9:05 p.m. NYT) at the Wilton Theatre in a ceremony that will be televised live by superstation WTBS(TV) Atlanta.

Hosting today's ceremony will be CNN talk show host Larry King, actor Hal Holbrook and comedienne Elayne Boosler. They will oversee the presentation of awards for informational, news and sports programming; talk show and music hosts; photography, lighting and art direction; costume design; editing; original music and make up.

Garry Shandling, star of Showtime's *It's Garry Shandling's Show*, and actress Bernadette Peters are slated to host the nationally televised awards ceremony. Both are ACE nominees. Presenting the awards for best programs, acting, directing and writing will be a long list of celebrities, including singer Sammy Davis Jr.; actors Raymond Burr, Lou Gossett and Carl Weathers, and actresses Shelley Duval, Lee Grant and Lee Remick.

Among the celebrities expected to attend in hopes of picking up an ACE are comedians Jim Belushi, John Byner, Billy Crystal and Robin Williams and actors Keith and Robert Carradine.

Only one winner was announced prior to the ceremonies—Ted Turner. At the Tuesday evening ceremony, the chairman of Turner Broadcasting System, who personi-

# Broadcasting

The Newsweekly of the Fifth Estate

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(International subscribers add \$20 per year)

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The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

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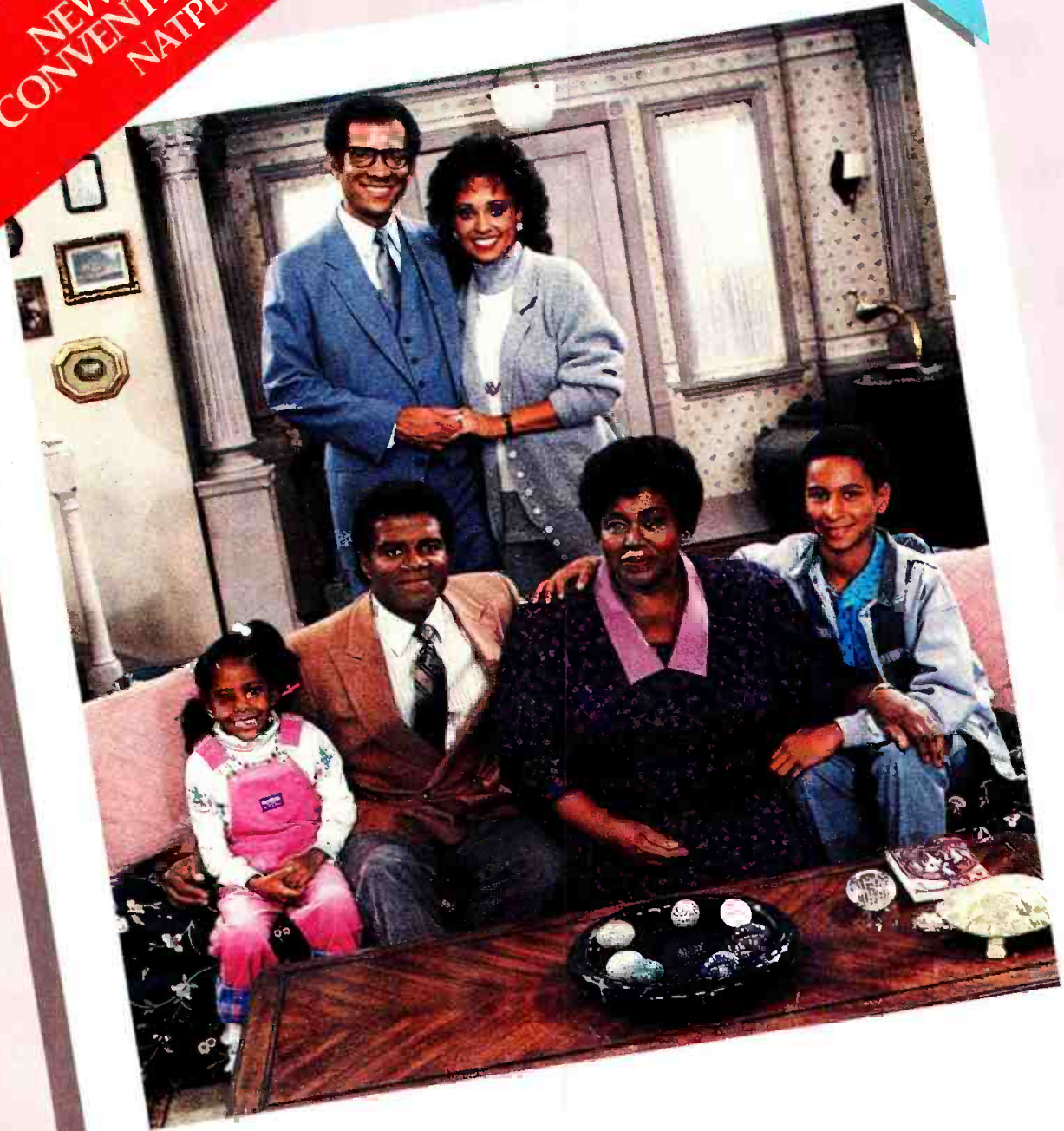
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NATPE '87



# “THAT’S MY MAMA NOW”

Ten years ago “That’s My Mama” burst on the scene, capturing not only ratings, but the hearts of America. With a warmth, wisdom, and wit that aimed straight for the funny-bone.

Now the stars you loved are back in the all-new first-run, half-hour series “That’s My Mama Now.” Starring Ted Lange (from the hit series “The Love Boat”) and Theresa Merritt.

The feeling’s still the same around Mama’s place. Plenty of laughter. Lots of love. And a houseful of good times.

Who says you can’t go home to Mama?

All new series available Fall 87.

*Coca-Cola*  
**TELECOMMUNICATIONS**

fies cable for many, will receive NACP's highest honor, the Golden ACE. It's given annually to the individual, company, network, project or program that "distinguishes cable communications by its unique contribution to the viewing public."

### London bound

Turner Broadcasting's general counsel Robert W. Ross has been tapped to fill in as Cable News Network's head international salesman in London, a position left vacant since the departure from the company last fall of European managing director Charles Bonan.

Ross has taken over as vice president-managing director of CNN International

Sales, a subsidiary of Turner Cable Network Sales (TCNS), and will direct all sales of CNN in Europe, the Middle East and Africa. Ross reports to TCNS President Terence F. McGuirk.

McGuirk, in a prepared statement, said "the appointment of an executive of Ross' stature to this new post reflects a renewed commitment by Turner Broadcasting to our future in the international marketplace."

Ross first joined TBS in October 1982 as vice president and general counsel from the Washington law firm of Pepper, Hamilton and Scheetz. Prior to that he was senior vice president of law and government at the National Cable Television Association and also had served as general counsel of the Office of Telecommunications Policy (the predecessor of the National Telecommunications

and Information Administration) under the Ford Administration. He was also an attorney in the FCC's Broadcast Bureau. He will keep his position as TBS vice president. No successor has yet been selected as TBS general counsel.

### Viacom goes Hong Kong

Viacom has appointed two top executives to provide management and consulting services to the Hong Kong consortium seeking that city's 750,000-home cable franchise (BROADCASTING, Oct. 13, 1986).

Valeria Castellana, general manager of Viacom's 57,000-subscriber Marin county, Calif., system since 1984, has been named vice president of Viacom World Wide Ltd. Cable/Hong Kong, and according to the company will act as chief operating officer of Cable Television Hong Kong (CTHK), the corporation seeking the franchise.

David Fox, now marketing director for Viacom's 106,000-subscriber San Francisco cable system, has been appointed marketing director of both Viacom's Cable/Hong Kong and CTHK.

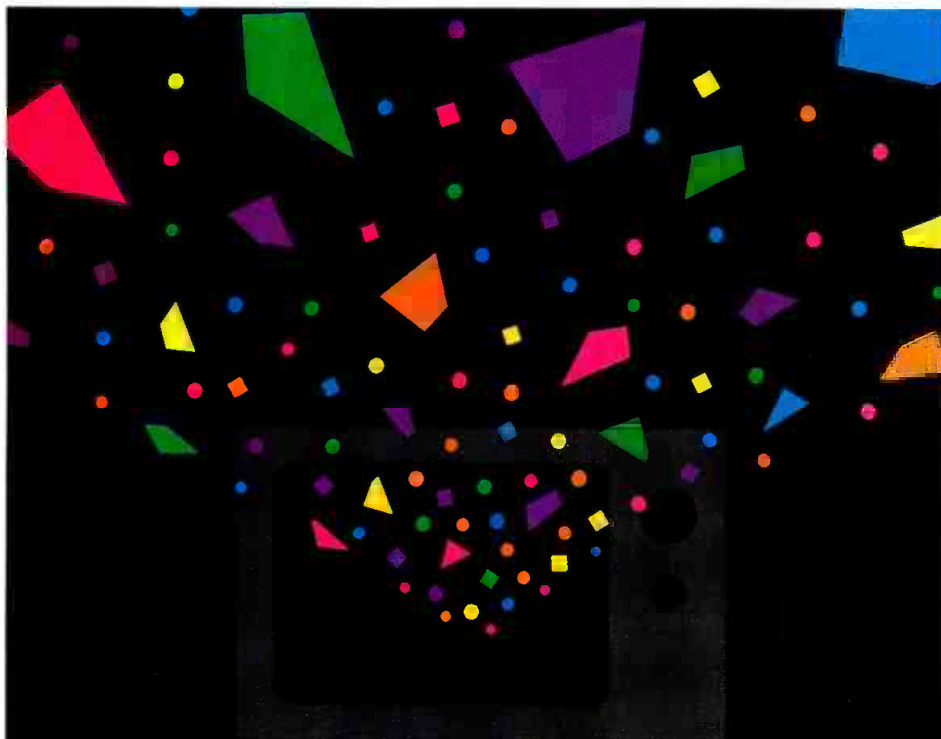
According to Viacom World Wide President Willard Block, the 35-channel Hong Kong system will be by far the world's largest when it is completed in the 1990's. The franchise, which will be granted this spring, provides for construction to begin early this year, with service beginning on a partial basis by the end of the year and construction to add approximately 75,000 new subscribers each year.

Viacom holds a small equity in the CTHK venture, with an option to expand its holding, according to Block, who would not detail the arrangements. According to Viacom, CTHK is a joint venture of Hong Kong Telephone (80% owned by the UK's Cable & Wireless), which owns the majority share; feature film producer Golden Harvest; TV program developer and distributor Edko Communications, and Sire Pacific, a trading company.

### Showtime saying 'No'

Showtime has begun airing 30-second anti-drug public service announcements aimed at 7-14-year-olds, to help publicize The Just Say No Foundation. The foundation, which was inspired by Nancy Reagan, Showtime said, is the governing organization of Just Say No clubs. Athletes and actors including Olympic swimmer Steve Lundquist, Olympic gymnast Mitch Gaylord and Rob Stone of *Mr. Belvedere* are participating in the PSA's, which are presented during Showtime's Familytime programming block, Monday-Friday, 4-6 p.m. (NYT) and Sunday 6-10 a.m. Peter Chernin, Showtime/The Movie Channel Inc.'s executive vice president of programming and marketing, called those featured in the PSA's "excellent role models whom our Familytime viewers will immediately recognize. We sincerely hope that these powerful spots will help put an end to the dangerous and tragic use of drugs by our nation's youth, and we are gratified to have the opportunity to do our share towards combatting this serious situation."

The spots will appear on Showtime until May, after which they will be donated to the foundation and made available free to basic cable services and Showtime's cable affiliates.



**F**rom the moment the first telecast made its way into a handful of living rooms, audiences were entranced, entertained and enlightened. Now, television reaches 98% of all households. That's why advertisers invest a whopping 21 billion dollars each year. How do we know? We've been watching audiences watch TV since 1949 — longer than *anyone*. And, as the medium and the audience grow and change, so do we. Developing new ways to define and describe who they are, what they watch, and what they buy. Arbitron. We know the territory.

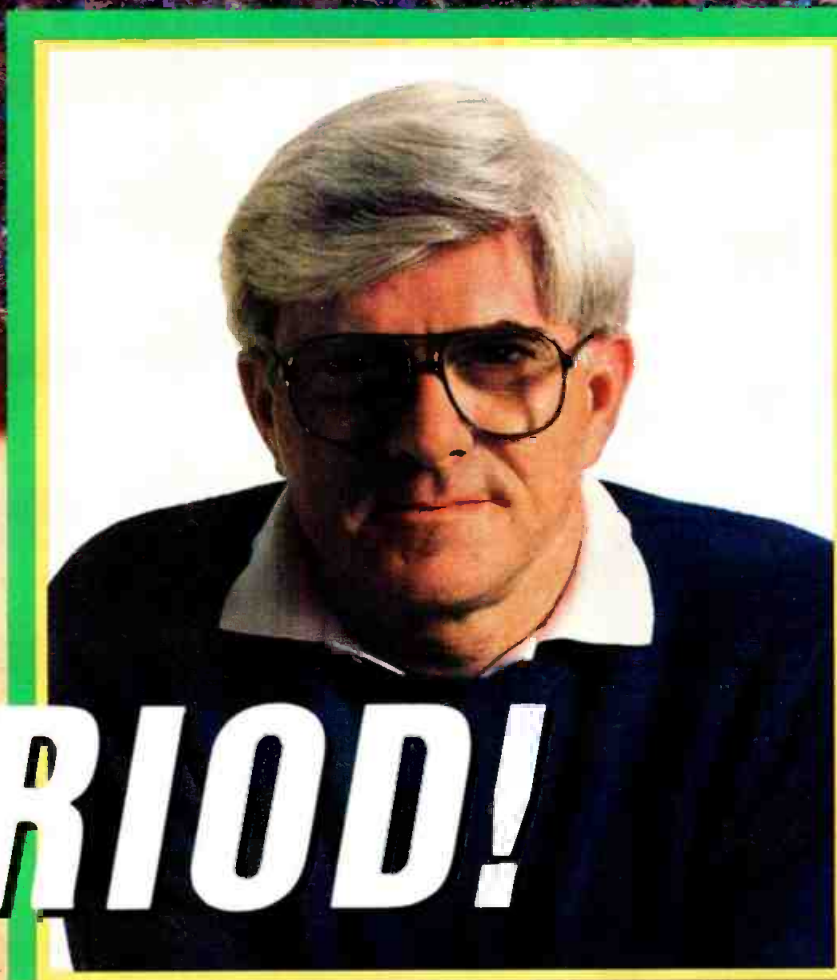
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# DONAHUE

# UP

# ...PERIOD!



## % OF CHANGE OVER NOV. '85\*

The November '86 Nielsen Sweeps show **DONAHUE's** highest rating and audience-delivery increases ever!

**DONAHUE** is **UP** significantly in all categories of Women; **UP** in Households and **UP** in Men.

**DONAHUE: UP**...one word says it all.

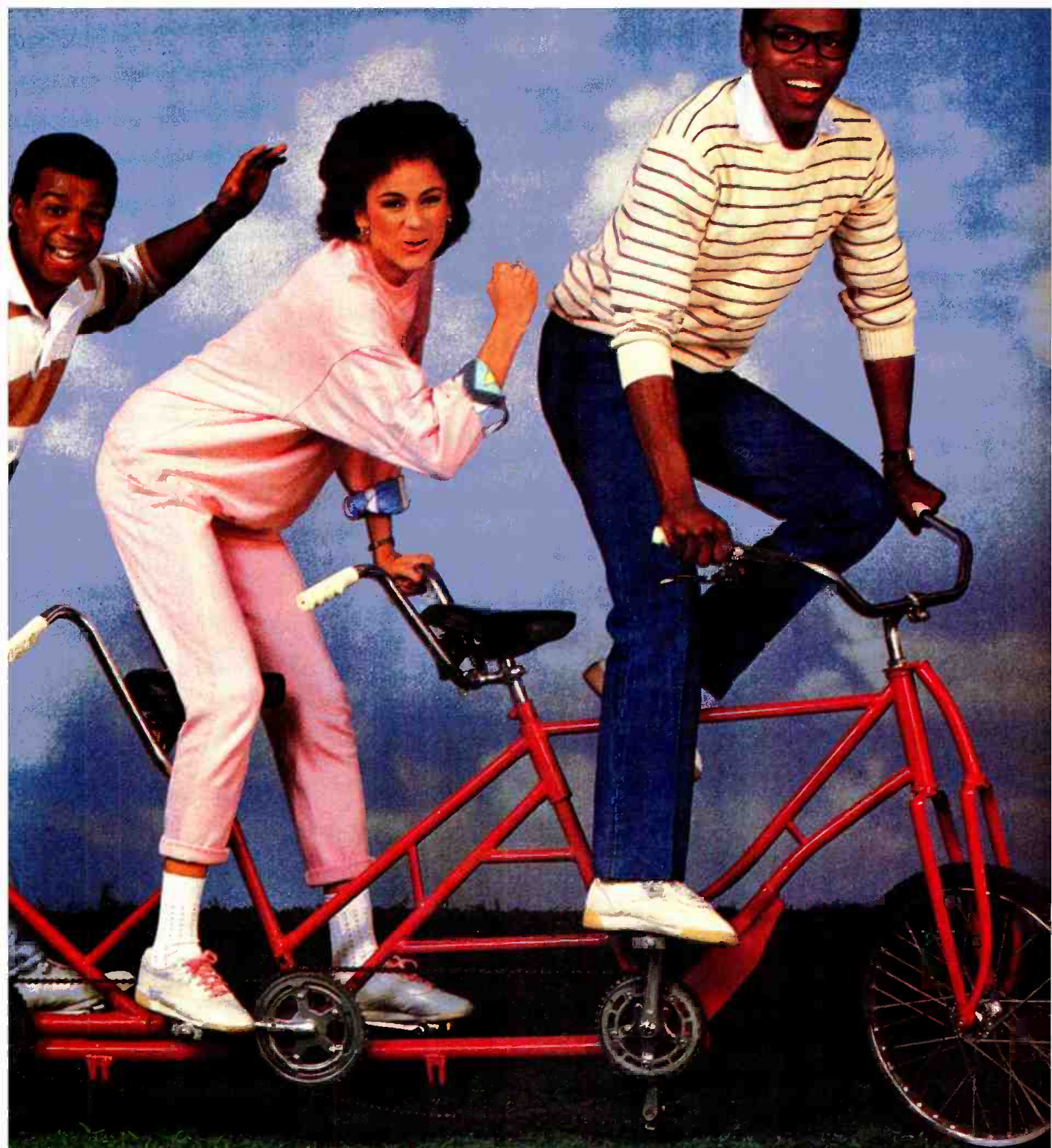
<b>UP</b>	<b>24%</b>	Households
<b>UP</b>	<b>26%</b>	Total Women
<b>UP</b>	<b>34%</b>	Women 18-49
<b>UP</b>	<b>33%</b>	Women 25-54
<b>UP</b>	<b>36%</b>	Women 18-34
<b>UP</b>	<b>59%</b>	Working Women
<b>UP</b>	<b>25%</b>	Total Men



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NEW ORLEANS  
CONVENTION CENTER  
NATPE '87

**“What’s Happening Now!!”  
A top of the line,  
fully loaded sitcom vehicle.**





When it comes to high performance, "What's Happening Now!!" is way out front in the fast lane.

With remarkable acceleration, it has roared to the top among all sitcoms.

Reserve your seat fast, because we're shifting into high gear for another break-away season. This is the one sitcom that shows no sign of slowing down.

*Coca-Cola*  
**TELECOMMUNICATIONS**

In association with LBS Communications

# Business Briefly

## TELEVISION

**Georgia State Tourism** □ Five-week flight will begin in late February in about 10 markets, including Greensboro, N.C.; Jacksonville, Fla., and Nashville. Commercials will be carried in daytime and fringe periods. Target: adults, 25-54. Agency: Pringle Dixon Pringle, Atlanta.

**Serta Co.** □ Mattress firm will kick off four-week flight in early March in 25 markets and resume in May in about 40 markets for another four weeks. Commercials will be carried in fringe periods. Target: adults, 25-54. Agency: Don Tennant Co., Chicago.

**Photo Corp. of America** □ Children and family photography firm launches campaign in early February in about 170 markets. Commercials will be positioned in all dayparts. Target: women, 18-34. Agency: Kothe, Howard & Roche, Charlotte, N.C.

**Lotte & Co.** □ Flights of various lengths will kick off in April in eight markets for Bubble-Eez confection and will

## Rep Report

WJTV-TV Jackson, Miss., and WSAV-TV Savannah, Ga.: To Petry Television from Blair Television.

WPXC-FM Cape Cod, Mass.: To Kadetsky Broadcast Properties (New England rep for new station).

increase to 20 markets by May. Campaign will continue through end of year in flights of various weeks. Commercials will run in early fringe and children's areas. Target: children, 6-11, and teen-agers. Agency: Don Tennant Co., Chicago.

## RADIO

**American Airlines** □ Four-week flight is

set to start in early February in markets in Southeast, including Tampa and Jacksonville, both Florida, and Birmingham, Ala. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Bozell Jacobs Kenyon & Eckhardt, Atlanta.

**Comair** □ Commuter airlines unit of Delta Airlines kicked off 10-week flight last week in five markets, including Grand Rapids and Lansing, both Michigan. Commercials will be placed in all dayparts. Target: adults, 25-64. Agency: BDA/BBDO, Atlanta.

## RADIO & TV

**United Fruit Co.** □ Chiquita grapefruit and Chiquita melon will be headlined in six-week campaign that started last

## AdVantage

**Here's the beef.** America's beef industry, represented by Beef Industry Council and Beef Board, is launching its most intensive advertising campaign in history in 1987 with investment of \$30 million this year. Campaign will make heavy use of national network television and radio flights throughout year, and will run ads in consumer magazines. Appearing as spokespersons in separate commercials and advertisements will be James Garner and Cybill Shepherd. Campaign, which began last week, was created by Ketchum Advertising/San Francisco and will stress theme, "Beef: Real Food For Real People." Target audience: adults, 25-54.

**Gearing up.** Rupert Murdoch's Fox Broadcasting Co. has chosen Los Angeles office of Chiat/Day Advertising as its advertising agency. Billing level is expected to rise to \$20 million as programing is added to schedule. Fox currently airs *The Late Show with Joan Rivers* and plans to program Saturday- and Sunday-night lineup this spring.

**Government spending.** According to just-released Masla radio study, government is product-services category that appears to be in best position for national/regional spot radio advertising growth in 1987. One reason, said Masla, is increasing number of state lottery accounts, such as New York's. Government category had registered largest percentage gain in national spot sales for January through September 1986 compared to same period in previous year (up 100%), said Masla Radio, which analyzed Radio Expenditure Reports' (RER) spot data. Three other "growth" product categories in 1986 that are expected to repeat in 1987, said Masla study, are retail stores, gasoline and oil and communications.

**Teachers par excellence.** American Advertising Federation academic division has established Distinguished Advertising Educator award and is soliciting nominations from advertising professionals for winner. First award will be conferred at AAF annual conference June 6-9. Award is to recognize individuals who have made major contribution to study of advertising; who have advanced knowledge, professional performance and standards of practice in business of advertising and who have given outstanding service to preparation of persons seeking advertising career. AAF has distributed official nomination forms and has set deadline of May 1 for responses. Address: AAF director of educational services, 1400 K Street, N.W., Suite 1000, Washington 20005.

**Teamwork.** Television commercials and magazine advertising will team up this month to promote Pepsi-Cola USA's Slice soft drink advertising in Super Bowl TV coverage on Jan. 25. Advertising in mid-January will run in issues of *US*, *People* and *Sports Illustrated*. Ads will direct TV viewers to watch Slice commercials, report score of game via toll-free number at time of Slice spot's appearance and gain automatic entry in \$10,000 sweepstakes. Magazine advertising and TV commercials were created by J. Walter Thompson, New York.

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BRINGS OUT  
THE KID IN  
ALL OF US.**



Great stars, great performances,  
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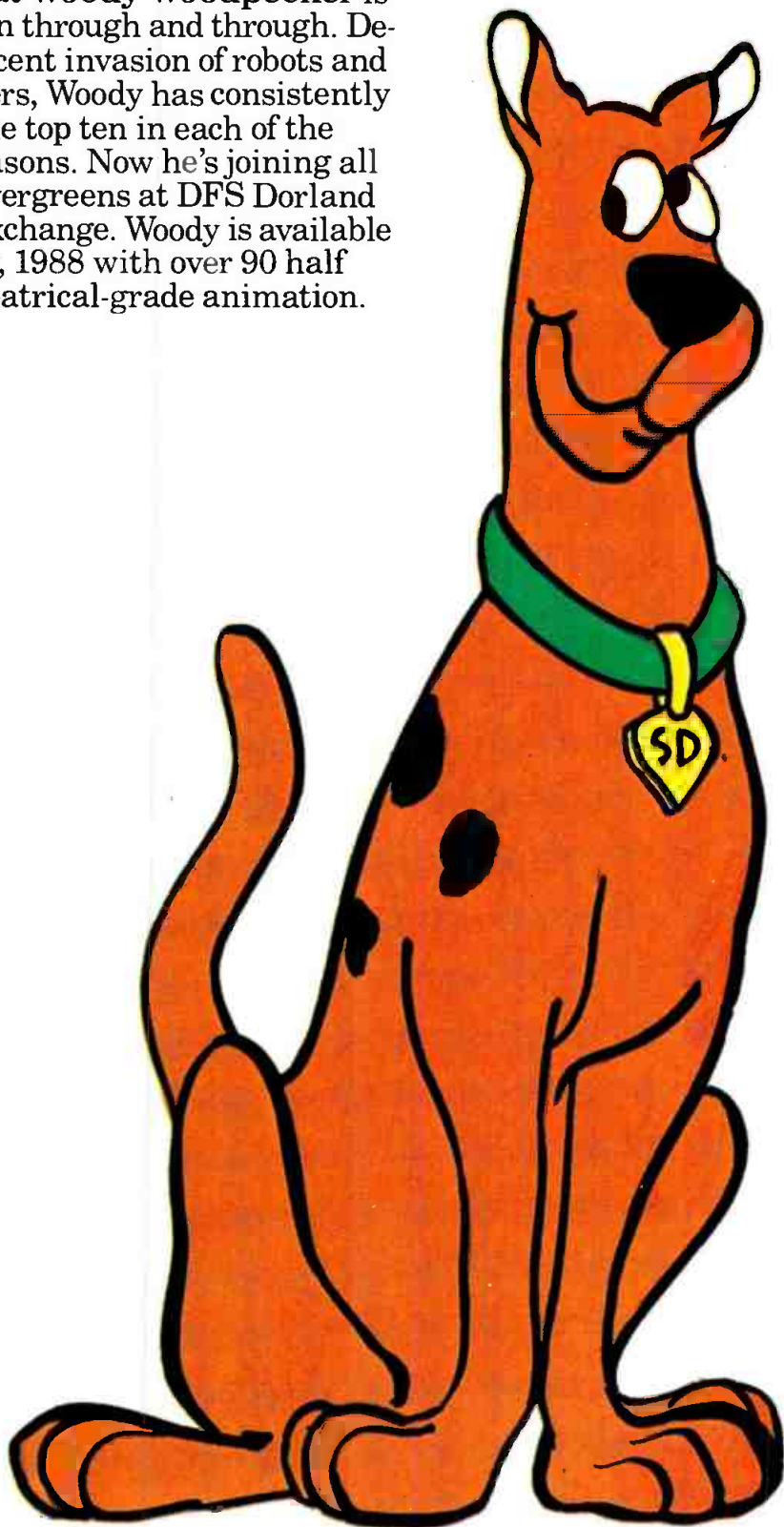


This season Woody's getting a new outfit...



...and he's in good company.

Any smart Program Director will tell you that Woody Woodpecker is an evergreen through and through. Despite the recent invasion of robots and space rangers, Woody has consistently placed in the top ten in each of the last five seasons. Now he's joining all the other evergreens at DFS Dorland Program Exchange. Woody is available for January, 1988 with over 90 half hours of theatrical-grade animation.



And these aren't  
the only evergreens  
in Woody's future...



**The loveable Scooby-Doo and the funny Flintstones.** Each has been a consistent top-10 performer for the last five seasons. Over 150 top-rated half hours each.

**Mischievous Dennis The Menace®** premiered in September '86 and is already one of America's strongest new kid shows, with 65 first-run episodes. Produced by DIC Enterprises, Inc.



# Evergreen and ever growing. Woody and his pals.

Watch your ratings grow with all these evergreen classics, many of which are strippable: *Bullwinkle* • *Rocky And His Friends* • *Underdog* • *Tennessee Tuxedo* • *Roman Holidays* •

*Dudley Do Right* • *Devlin* • *Bill Cosby's Picture Pages* • *Wheelie And The Chopper Bunch* • *Valley Of The Dinosaurs* • *Inch High* • *Private Eye* • *Uncle Waldo* • *Space Kidettes* • *Young*

*Samson* • *Sealab 2020* • *King Leonardo*

Plus evergreen favorites for the whole family: perennial rate-makers *Bewitched*, *I Dream of*



# At DFS Dorland Program Exchange.

*Jeannie, The Partridge Family and Abbott and Costello, all strippable.*

**Get your evergreens now.** With no cash outlay, you can start your ratings on a

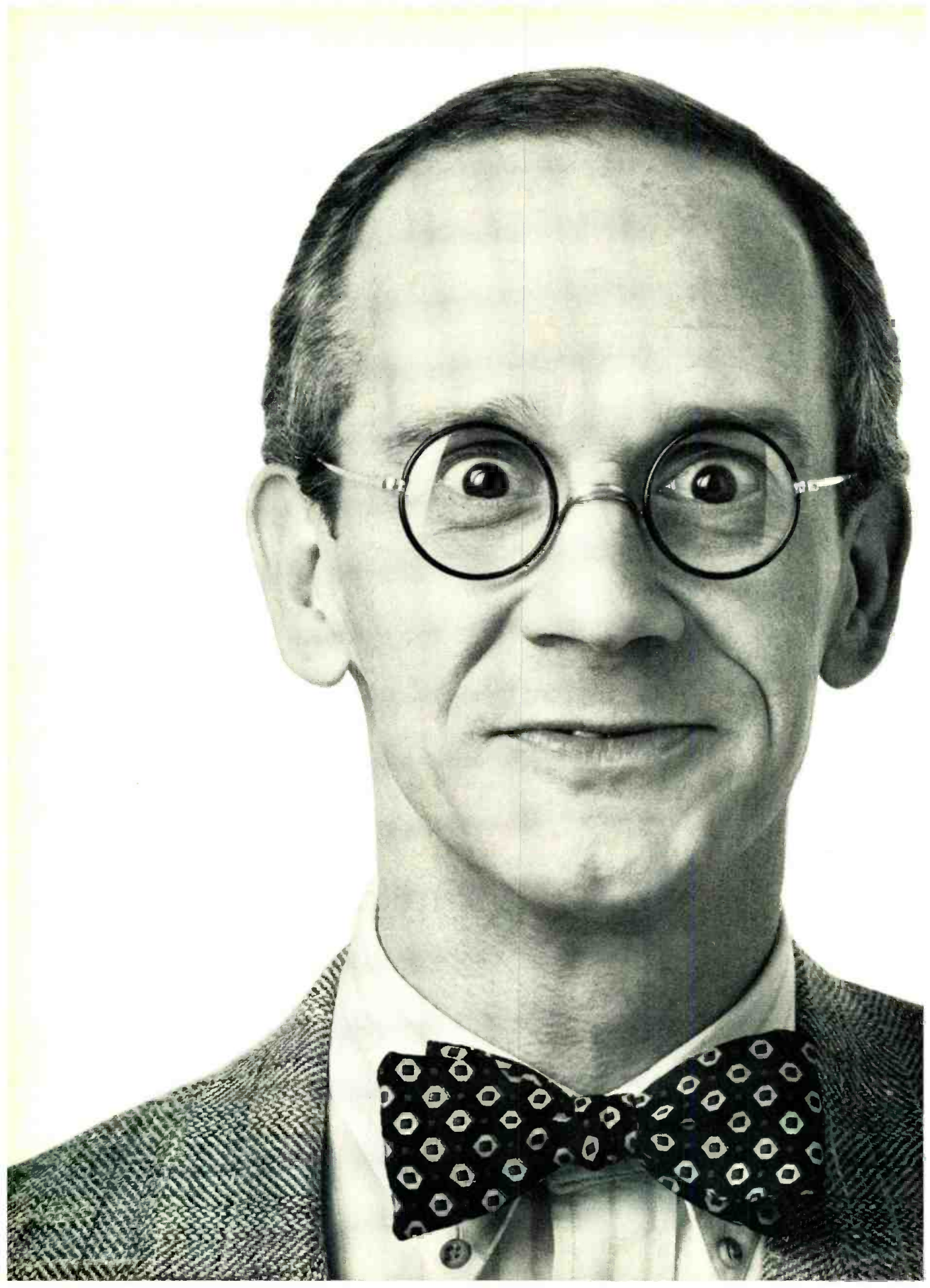
graph of steady growth. All these classic, ever-popular programs can add up to a mounting ratings success. **Ask now how you can get our evergreen programs into your lineup.**

Evergreens are always in season.

**DFS · DORLAND**  
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# “Unu gradigi taŭgi ĉio!”

The quote above is Esperanto for “one size fits all.” But Esperanto, which was created to be a universal language, failed.

Its problem, which also applies to “universal” video formats, was simple. One size does not fit all; a truth that we at Sony have great respect for.

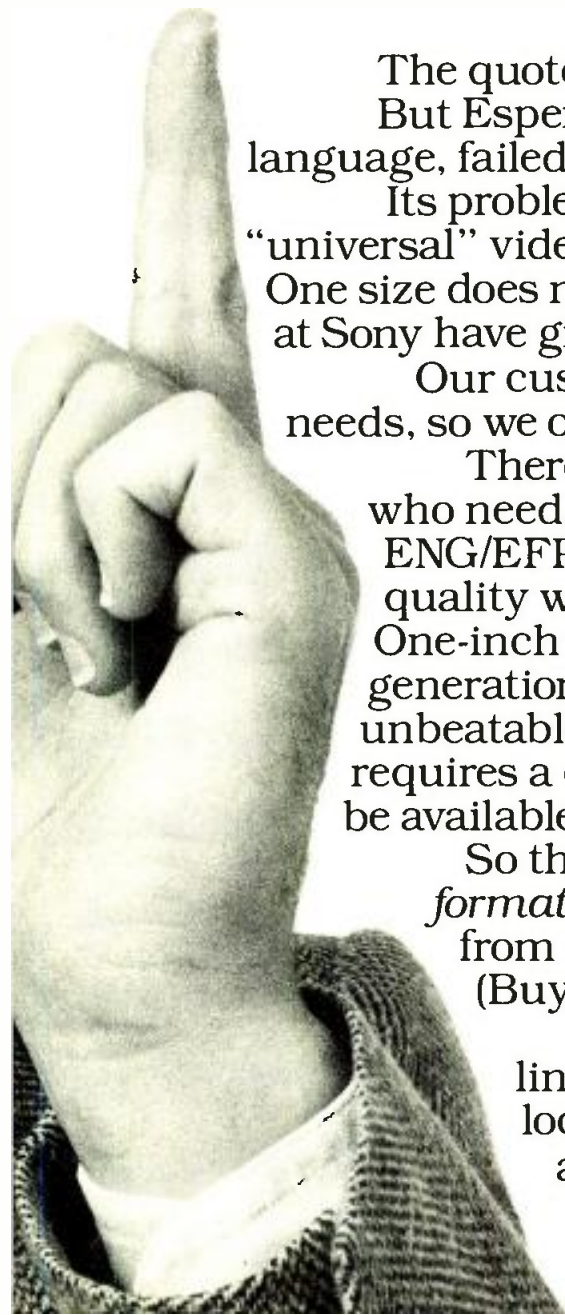
Our customers have different needs, so we offer a variety of solutions.

There's Betacam® for anyone who needs a compact, high quality ENG/EFP format. And Betacam SP for even higher quality with full compatibility and four audio tracks. One-inch type “C” provides unbeatable multiple generation performance; Broadcast U-Matic®, unbeatable price/performance. And for anyone who requires a digital component format, 4:2:2 digital will be available shortly.

So the next time you hear the words *universal format*, it might be wise to remember these words from the *universal language*: “Kliento atentu!” (Buyer beware!).

For more information on the complete line of Sony Broadcast products, contact your local representative. Or call Sony Broadcast at (201) 833-5231.

**SONY**  
BROADCAST



week in four markets. Commercials will run in all time periods on radio, and on television in daytime, fringe and prime segments. Target: women, 25-54. Agency: W.B. Doner, Baltimore.

**W.B. Roddenbery Co.** □ Syrup products will be spotlighted in two-week flight started last week in six radio markets. It will be followed by spot TV effort in early February in support of pickle products on TV in 14 Eastern markets. Radio commercials will be presented in all time segments and TV spots will be carried in daytime, fringe and prime segments. Target: women, 25-54. Agency: Evans/Morris Paller Inc., Atlanta.

**Century 21** □ One-week regional campaign in South to support real estate sales organization will begin Feb. 2 in more than 20 markets. Commercials will appear in daytime, fringe and prime time on television and in all dayparts on radio. Target: adults, 25-54. Agency: Barney & Patrick Advertising, Mobile, Ala.

**E.J. Brach** □ Company's peanut butter melt will be promoted in six-week flight scheduled to begin this week in four markets. All time periods will be used on both radio and television. Target: adults, 18-34. Agency: BBD&M/Cunningham & Walsh, Chicago.



**Atlanta combo.** Major Market Radio has signed to represent WFOX(FM) and WYX(FM), both Atlanta, as a combination. WFOX, owned by Shamrock Broadcasting, programs hits of the 60's, 70's and 80's. WYX, owned by New Cities Communications, programs a country format. Present for the signing were: (seated l-r) Warner Rush, president, Major Market Radio; Martin Sherry, general manager, WFOX, and Bob Green, general manager, WYX; (standing, l-r): Rob Olin, national sales manager, WYX; Paul Anovick, general sales manager, WYX; Eddie Esserman, general sales manager, WFOX, and Dave Kaufman, executive vice president and Eastern division manager, MMR.

January, 1987

**Telstar Corporation**  
(NASDAQ TSTR)  
has acquired  
**SelectTV**  
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We acted as financial advisor and provided equity financing to Telstar.

**Sillerman-Magee**

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Investors and Financiers to the Communications Industry

# Guaranteed To Make You Laugh!



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THE SHOWS AMERICA JUST CAN'T MISS

## The Laugh Machine

A fresh, new weekly half-hour comedy!

- Produced by the Dean of Comedy, George Schlatter!
- The only major first-run comedy that isn't a sitcom!
- Features America's most celebrated comedians and rising stars!
- Perfect early evening or prime-time vehicle; sitcom compatible for checkerboarding.
- Full promotional support including King World's exclusive Creative Services Satellite Reel!

26 first-run episodes now available for fall '87

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# 9 to 5 is working 'round the clock!

It's happening everywhere! 9 to 5 – working to improve household and key women demo shares. Now, you can put it to work for you.

**SA 7-7:30 PM New York (WNYW)** #1 in time slot. Outdelivers *It's A Living* competition by **58%** HH Share; **27%** W18+.

**SA 6:30-7 PM Chicago (WFLD)** Up **15%** W18+; up **30%** W18-49 over *Ted Knight* lead-in.\*

**SA 11-11:30 PM Detroit (WKBD)** Up **25%** HH Share; up **157%** W25-54 over Nov. 85's *What's Happening Now!!*™

**SA 6:30-7 PM Dallas (KDAF)** Up **33%** HH Share; up **100%** W18-49 over Nov. 85's *At the Movies*.

**SA 7:30-8 PM Washington (WTTG)** #1 in time slot. Up **5%** W18+; up **18%** W25-54 over *Three's Company* lead-in.

**SA 7:30-8 PM Atlanta (WSB)** Up **31%** W18+; up **43%** W18-49 over *Throb* lead-in.\*

**SU 6:30-7 PM Tampa (WFTS)** Up **100%** HH Share; up **200%** W25-54 over *What A Country!* lead-in.\*

**SA 6-6:30 PM Denver (KDVR)** Up **43%** HH Share; up **131%** W18-49 over Nov. 85's *Star Search*.

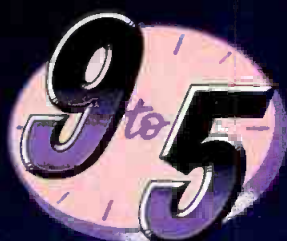
**SU 6:30-7 PM Charlotte (WCCB)** Up **33%** HH Share; up **88%** W18-49 over *It's A Living!* lead-in.

**SU 5-5:30 PM Birmingham (WDBB)** Up **40%** HH Share; up **50%** W18-49 over movie lead-in.

**SA 7:30-8 PM Syracuse (WTVH)** Up **50%** HH Share; up **50%** W18+ over *Throb* lead-in.

**SA 5-5:30 PM Davenport (KLJB)** Up **175%** HH Share; up **500%** W18-49 over Nov. 85's *Start of Something Big*.

**SU 11-11:30 PM Abilene (KTAB)** Up **13%** HH Share; up **33%** W18+ over Nov. 85's *Carol Burnett and Friends*.



**Minimum 85 episodes available to strip Fall '88.**



Fox is the one for comedy.

# Still the highest rated weekly half-hour in syndication. Will Wonder never cease?

Here's the exciting November story on the show that's making 4-8 PM nothing short of one-derful:

- # 1 New York WNYW: HH Rtg, HH Share, W18-34, W18-49, W25-54.
- # 1 Chicago WFLD: HH Rtg, HH Share, W18-49, W25-54.\*
- # 1 Philadelphia WTAF: W18-34, W18-49.
- # 1 San Francisco KTVU: W18-34, W18-49, W25-54.
- # 1 Boston WCVB: HH Rtg, HH Share, W18+.
- # 1 Houston KRIV: W18-34, W18-49, W25-54.
- # 1 West Palm Beach WFLX: W18-34, W18-49.
- # 1 Toledo WTVG: W18-34, W18-49, W25-54.
- # 1 Fort Myers WFTX: W18-34, W18-49.
- # 1 Wilmington WECT: W18-34, W18-49.
- # 1 Chico KRCR: HH Rtg, HH Share, W18+, W18-34, W18-49, W25-54.
- # 1 Clarksburg WBOY: HH Rtg, HH Share, W18+, W18-34, W18-49, W25-54.



And, Wonder worked wonders with Women and Household shares over 11/85:

	HH Share	W18+	W25-54	11/85 Program
Dallas KDAF	+50%	+44%	+33%	Benson
Cleveland WJW	+36%	+39%	+67%	Small Wonder
Pittsburgh WTAE	+27%	+9%	+6%	Small Wonder
Baltimore WBAL	+19%	+44%	+25%	Small Wonder
Phoenix KPNX	+25%	+74%	+214%	Small Wonder
Portland, OR KPDX	+80%	+33%	+38%	Movie
Milwaukee WITI	+89%	+55%	+125%	Local News
Orlando WOFL*	+50%	+9%	+40%	Black Sheep Squadron
Memphis WPTY	+100%	+120%	+83%	Small Wonder
Cedar Rapids KGAN	+44%	+30%	+67%	ABC News



Source: NSI/CASSANDRA (ARB/SOAD, APOLLO) 11/86.  
(National ratings based on NTI/FWSON, 15 weeks ending 12/21/86, among carrier-inclusive programming.)  
Subject to the limitations of the methodologies employed.

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Fox is the one for comedy.

## This week

**Jan. 19**—ACE Awards (Awards for Cable Excellence) ceremony and 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. Wiltern theater, Los Angeles. Information: (202) 775-3611.

**Jan. 20**—ACE Awards party, sponsored by *New York Women in Cable* and *New York Minorities in Cable*. HBO Building, New York. Information: Sheri London, (212) 661-4500.

**Jan. 21**—*American League of Lobbyists* luncheon. Speaker: Senator Christopher Dodd (D-Conn.), "A Democrat Looks at the 100th Congress." Sheraton Grand hotel, Washington. Information: Holly Pollinger, (202) 783-8440.

**Jan. 21-22**—*Satellite Broadcasting & Communications Association of America* government/policy committee meeting. Comsat theater, Washington. Information: (703) 549-7640.

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

**Jan. 22**—*Women in Cable, Chicago chapter*, presentation of annual video awards. East Bank Club, Chicago. Information: Mike Lehr, (312) 794-2410.

■ Indicates new entry

**Jan. 22**—"The Comparative Process," first of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

■ **Jan. 22**—"How to be an anchorman," featuring Bill Leonard, former president of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

■ **Jan. 22**—*New York Women in Communications* meeting. "Speak Up... Speak Easy." McGraw-Hill auditorium, New York.

**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. 24**—"Business in the Sunshine," seminar for Florida business editors and writers, sponsored by *Society of Professional Journalists, Sigma Delta Chi, Greater Miami chapter*.

**Jan. 24**—"A Conversation with Jim Lehrer (*MacNeill Lehrer NewsHour*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington, Va. Information: (703) 998-2713.

## Also in January

**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**—*Texas Cable TV Association* legislative meeting and reception. Caswell House, Austin, Tex. Information: (512) 474-2082.

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

**Jan. 27-Feb. 28**—New York World Television Festival, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**Jan. 28**—*Satellite Broadcasting & Communications Association of America* information and education committee meeting. Hyatt Regency, Dallas.

**Jan. 28**—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Hyatt, Cincinnati.

**Jan. 28**—*Information Industry Association, National Capital Area chapter*, meeting, "Deregulation: Bringing About New Information Technologies." Speaker: Richard Wiley, partner, Wiley, Rein & Fielding. Mayflower hotel, Washington.

■ **Jan. 28**—*Northern California Broadcasters Association* luncheon meeting, featuring Dianne Feinstein, mayor, San Francisco. Trader Vic's restaurant, San Francisco. Information: (415) 362-2606.

■ **Jan. 28**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Nickolas Davatzes, president-chief executive officer, Arts & Entertainment Network. Copacabana, New York. Information: (212) 765-2450.

**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. 28-29**—*Kansas Association of Broadcasters* legislative briefing and visit to members of Statehouse. Topeka, Kan.

**Jan. 29**—"The Comparative Process," second of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal*

*Communications Bar Association*. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

**Jan. 29**—*Pacific Pioneer Broadcasters* nostalgia night. Home Savings of America, Los Angeles.

■ **Jan. 29**—"Cronkite Evening News during the Vietnam War," featuring Leslie Midgley, former executive producer of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

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

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

**Jan. 30**—Deadline for entries in *National Cable Television Association's* ninth annual System Ace competition for local cable programming cablecast between Nov. 2, 1985, and Dec. 31, 1986. Information: NCTA, 1724 Massachusetts Avenue, N.W., Washington 20036; (202) 775-3611.

■ **Jan. 31**—"Exporting Telecommunications Deregulation? A Dialogue on International Regulatory Policies," sponsored by *American Bar Association, International Communications Committee Section of International Law & Practice*, in association with *Georgetown University, Center for Strategic and International Studies*. International Club, Washington.

**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.

## February

**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) 565-1877.

■ **Feb. 1**—Deadline for entries in 39th annual *Florida Associated Press Broadcasters* news competition. Information: (305) 594-5825.

**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**—*Minnesota Broadcasters Association* sales seminar. Thunderbird motel, Bloomington, Minn.

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

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

■ **Feb. 3**—*Advertising Club of Greater Boston* meeting featuring *Time* magazine's Laurence Barrett, national political correspondent. Ritz-Carlton, Boston.


**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**—*Ohio Association of Broadcasters* sales workshop. Radisson hotel, Columbus, Ohio.

■ **Feb. 4**—Presentation of 45th annual Alfred I. duPont Awards for broadcast journalism. Low Memorial Library, Columbia University, New York. Information:

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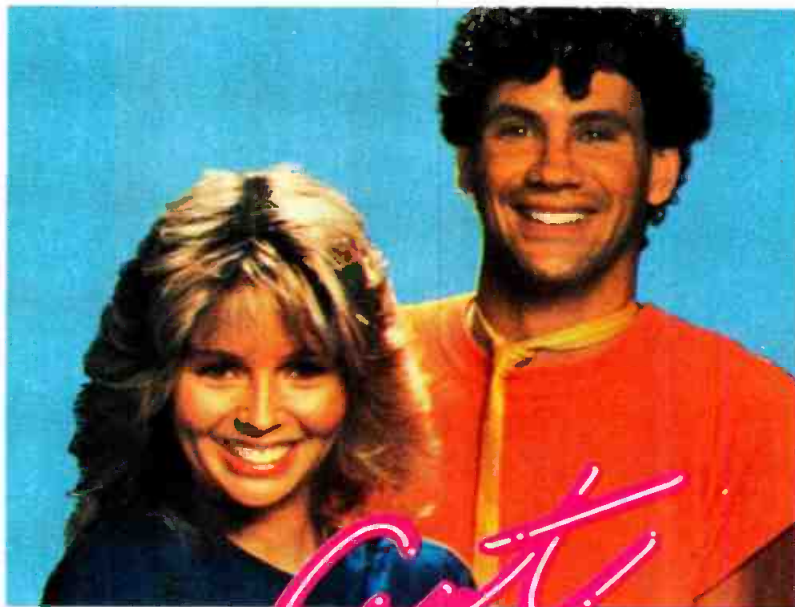
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- **Feb. 4**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Reese Schonfeld on television home shopping. Copacabana, New York. Information: (212) 765-2450.
- Feb. 4-5**—*Arkansas Broadcasters Association* meeting. Capital hotel, Little Rock, Ark.
- Feb. 4-8**—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.
- Feb. 5**—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC Entertainment president; Monica Collins, TV critic, *USA Today*, and Paul Schulman, advertising buyer/handicapper. Waldorf-Astoria, New York.
- Feb. 5**—"The Comparative Process," last of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.
- **Feb. 5**—"The Evolution of Network News," featuring Ernest Leiser, vice president-deputy director of news coverage, CBS News. Symposium sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.
- Feb. 5-6**—"The Technologies of the Electronic Mass Media," tutorial sponsored by *Washington Program of Annenberg Schools of Communication*. Washington Program, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.
- **Feb. 6**—Deadline for entries in JCPenney-University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia School of Journalism*. Information: (314) 862-7771.
- 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. 10**—*Electronic Media Marketing Association*

- meeting. Yale Club, New York. Information: (203) 625-0101.
- **Feb. 11**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Mark Monsky, news director, WNBC-TV New York. Copacabana, New York. Information: (212) 765-2450.
- **Feb. 12**—"The Documentary of an Endangered Species," featuring Burton Benjamin, former senior executive producer of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.
- Feb. 12-13**—"The Technologies of Communications Common Carriage," tutorial sponsored by *Washington Program of Annenberg Schools of Communications*. Washington Program office, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.
- Feb. 13-15**—*Oklahoma Association of Broadcasters* annual winter meeting with Society of Broadcast Engineers, Oklahoma City and Tulsa chapters. Doubletree hotel, Tulsa, Okla.
- Feb. 15**—Deadline for entries in 15th annual Clarion Awards sponsored by *Women in Communications Inc.* Information: WICI, Box 9561, Austin, Tex.; (512) 346-9875.
- 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**—*Texas Cable TV Association* annual membership meeting. Convention Center, San Antonio, Tex.
- **Feb. 18**—*Cable Television Administration and Marketing Society* first general manager seminar, to be

- held during Texas Cable Show (see above). Marriott, San Antonio. Information: Linda Dowell, (202) 371-0800.
- Feb. 18**—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.
- **Jan. 28**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring John Jay Iselin, president, WNET(TV) New York. Copacabana, New York. Information: (212) 765-2450.
- 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 '87, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.
- Feb. 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**—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.
- **Feb. 19**—"60 Minutes on 60 Minutes," featuring Richard Salant, former president of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.
- **Feb. 19**—*Vermont Ad Club* meeting, featuring John D.C. Little, MIT, on "The Impact of Marketing Variables." Radisson-Burlington hotel, Burlington, Vt.
- Feb. 19-20**—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.
- Feb. 19-21**—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nash-

- Jan. 21-25**—*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**—*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**—*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**—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.
- Feb. 18-20**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.
- Feb. 19-21**—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.
- March 25-28**—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.
- March 28-31**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 1991.
- March 29-31**—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.
- April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

## Major Meetings

- April 21-27**—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.
- April 26-29**—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.
- April 26-29**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.
- April 29-May 3**—*National Public Radio* annual public radio conference. Washington Hilton, Washington.
- May 17-20**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.
- May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.
- May 31-June 2**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.
- June 6-9**—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.
- June 9-11**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.
- June 10-13**—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.
- June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association*

- 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.
- June 11-17**—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.
- Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.
- Aug. 30-Sept. 1**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.
- Sept. 1-4**—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.
- Sept. 9-12**—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.
- Oct. 6-8**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.
- Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.
- Oct. 30-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.
- Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.
- Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

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

**Feb. 21**—Alpha Epsilon Rho, National Broadcasting Society, north central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Doerge, (608) 791-1180.

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

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

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

**Feb. 24**—Broadcast Pioneers annual Mike Award dinner. Plaza hotel, New York.

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

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

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

**Feb. 25**—Academy of Television Arts & Sciences, New York chapter, luncheon featuring Stuart A.

Hersch, chief operating officer, King World, on "Phenomenon of Oprah." Copacabana, New York. Information: (212) 765-2450.

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

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

**Feb. 26**—"See You on the Radio," seminar on using radio more effectively, sponsored by Houston Association of Radio Broadcasters. Luncheon speaker: CBS's Charles Osgood. Westin Galleria, Houston.

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

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

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

## March

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

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

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

**March 3-4**—Ohio Association of Broadcasters Ohio Congressional Salute. Hyatt on Capitol Hill, Washington.

**March 4**—Academy of Television Arts & Sciences, New York chapter, luncheon featuring David Hall, general manager, Nashville Network. Copacabana, New York. Information: (212) 765-2450.

**March 5**—International Radio and Television Society annual Gold Medal banquet. 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 11**—Electronic Media Marketing Association meeting. Yale Club, New York. Information: (203) 625-0101.

**March 12-13**—American Advertising Federation spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Willard hotel, Washington. Information: (202) 898-0089.

**March 15**—Deadline for entries in 10th annual Home-town USA Video Festival sponsored by National Federation of Local Cable Programmers and Fuji Photo Film's magnetic products division. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Omelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

**March 15-19**—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 16-17**—West Virginia Broadcasters Association spring meeting. West Virginia Marriott hotel, Charleston, W.Va.

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

**March 17-18**—New York State Broadcasters Association sixth annual call on Congress. Capitol Hill, Washington.

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

**March 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. Meridien, San Francisco. Information: (212) 486-1111.

**March 24-26**—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

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

**March 25-27**—Virginia Cable Television Association 21st annual convention. Homestead, Hot Springs, Va.

**March 25-28**—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.



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# The #1 Court

NOV 86 vs NOV 85  
HH SHARE

#1 IN CHICAGO	WMAQ M-F 4:00PM	+23%
#1 IN HOUSTON	KPRC M-F 4:30PM	+41%
#1 IN MIAMI	WSVN M-F 4:30PM	+53%
#1 IN ST. LOUIS	KSDK M-F 4:00PM	+6%
#1 IN KANSAS CITY	KMBC M-F 4:30PM	+4%
#1 IN CINCINNATI	WCPO M-F 5:00PM	+11%
#1 IN NORFOLK	WAVY M-F 4:00PM	+117%
#1 IN LOUISVILLE	WAVE M-F 5:30PM	+26%
#1 IN TULSA	KTUL M-F 3:00PM	+59%
#1 IN MOBILE	WALA M-F 3:30PM	+21%
#1 IN SYRACUSE	WIXT M-F 5:00PM	+15%
#1 IN PADUCAH	WPSD M-F 4:30PM	+18%
#1 IN SOUTH BEND	WSBT M-F 5:00PM	+19%
#1 IN WACO	KXXV M-F 4:00PM	+229%
#1 IN FT. MYERS	WBBH M-F 5:00PM	+43%
#1 IN MADISON	WISC M-F 4:30PM	+6%
#1 IN DULUTH	KDLH M-F 5:00PM	+15%
#1 IN TALLAHASSEE	WCTV M-F 4:30PM	+11%
#1 IN WICHITA FALLS	KSWO M-F 5:00PM	+38%
#1 IN BECKLEY	WVVA M-F 5:30PM	+80%





# n The Land!

NOV 86 vs NOV 85  
HH SHARE

#1 IN BOSTON	WBZ M-F 5:00PM	+25%
#1 IN ATLANTA	WSB M-F 4:00PM	+11%
#1 IN MINNEAPOLIS	KSTP M-F 4:30PM	+56%
#1 IN HARTFORD	WTNH M-F 4:30PM	+71%
#1 IN MILWAUKEE	WTMJ M-F 4:30PM	+24%
#1 IN BUFFALO	WGRZ M-F 5:30PM	+68%
#1 IN WILKES BARRE	WYOU M-F 5:30PM	+44%
#1 IN GREENSBORO	WXII M-F 5:30PM	+80%
#1 IN RICHMOND	WTVR M-F 5:30PM	+9%
#1 IN TOLEDO	WTVG M-F 4:30PM	+164%
#1 IN ROCHESTER	WOKR M-F 5:30PM	+55%
#1 IN JOHNSTOWN	WTAJ M-F 5:30PM	+32%
#1 IN GREENVILLE	WITN M-F 5:30PM	+238%
#1 IN COLO. SPRINGS	KKTV M-F 4:30PM	+23%
#1 IN FARGO	KTHI M-F 4:30PM	+33%
#1 IN WILMINGTON	WECT M-F 5:30PM	+17%
#1 IN BINGHAMTON	WBNG M-F 5:30PM	+6%
#1 IN SIOUX CITY	KTIV M-F 5:00PM	+14%
#1 IN LA CROSSE	WEAU M-F 4:30PM	+25%
#1 IN COLUMBIA	KOMU M-F 5:00PM	+25%

SOURCE: NSI/Cassandra NOV 86  
ARB/Apollo NOV 86  
NSI Overnights 10/30-11 26 86

THE  
PEOPLE'S  
COURT

From the producers of  
"Superior Court,"  
Ralph Edwards and Stu Billett,  
in association with

LORIMAR-Telepictures

Stillwater, Okla.

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

March 27—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous

"Datebook" continues on page 266.

# Open Mike

## Concerned over realignment

EDITOR: Publication of the advertisement, "A letter to the Cable TV Industry from Television Broadcasters" (BROADCASTING, Dec. 15, 1986, page 15), was an attempt to reach cable operators with a major concern of broadcasters. Clearly I understand the motivation behind the joint letter from the National Association of Broadcasters, Association of Independent Television Stations and National Association of Public Television Stations. Some cable television operators have been less than responsible in their approach to broadcast station positioning on cable channel lineups. It should be understood by broadcasters, however, that many operators, Heritage among them, value and respect relationships with local broadcasters. We recognize that local broadcasters are an important part of our total entertainment and information service.

We also respect the fact that broadcasters invest significant dollars in building image and interest for their channel designation.

It's not in cable's or broadcasters' best interests to hide or disadvantage local stations in cable channel lineups since cable operators want subscribers to have easy access to and be heavy consumers of all programming.

I ask broadcasters to recognize that irresponsible actions or words of some cable operators should not be used to condemn an entire industry. Many cable operators understand and accept the responsibility we have in delivering fair and equitable treatment to all signals carried on our systems.—Rod Thole, executive vice president, telecommunications group, Heritage Communications Inc., Des Moines, Iowa.

## Stamp of approval

EDITOR: Many thanks for your Jan. 5 editorial support for an Edward R. Murrow U.S. postage stamp. Murrow was a superb journalist and a responsible citizen whom Americans will be proud to commemorate.—Bill Swing, news director, KPTV(TV) Portland, Ore.



## BOTHA WITHOUT BIAS.

The Christian Science Monitor Reports is a weekly half-hour news program that provides an accurate, unbiased look at world leaders and important issues. And does it with a style that will let your viewers draw their own conclusions. In addition, it's the perfect complement to your weekend programming. And a quality showcase for advertisers. But don't take our word for it. View a sample. And draw your own conclusion.

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Lawrence B. Taishoff, publisher

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- Doug Halonen, Matt Stump, Kim McAvoy, John Eggerton, assistant editors.
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**1987**  
**THE YEAR OF**  
**ORION...**



### **HOLLYWOOD SQUARES**

*This season's #1 new prime access syndicated strip. Starring John Davidson. Sold in over 145 markets!*



### **HIGH ROLLERS**

*A new version of the exciting hit NBC gameshow, where the roll of the dice means big prizes and big money. Starring Wink Martindale. Your best bet for September '87 stripping... prime access, early fringe or morning.*



### **CAGNEY LACEY**

*The highly acclaimed Emmy Award-winning series. This is*

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INTERNATIONAL

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hour with  
and loyal  
ience  
each 103 epis-  
es currently  
table.



### **ORION III**

*A spectacular package of 20 Theatrical motion pictures including Back to School, Hannah & Her Sisters, F/X, Desperately Seeking Susan, Code of Silence . . . Sold in over 75 markets including all of the top 10!*



### **STAR VIEW I**

*Sold in over 40 markets! Eleven captivating made-for-television movies with today's hottest stars—Farrah Fawcett, Faye Dunaway, Robert Hays . . . and more!*



BUSTIN' LOOSE



OUT OF THIS WORLD



CHARLES IN CHARGE



MIAMI VICE



4th BIG YEAR!



BIONIC SIX



Home Shopping Game

# **MCA TV**

## **The One Place To Be**



KATE & ALLIE

### **OFF-NETWORK**

Miami Vice  
Kate & Allie  
Knight Rider  
The A Team  
Simon & Simon  
Gimme A Break  
Magnum  
Quincy  
Kojak  
Mystery Movies  
Columbo  
McCloud  
McMillan  
The Rockford Files  
House Calls  
Buck Rogers  
Battlestar Galactica  
Leave It To Beaver  
McHale's Navy  
The Munsters

### **FEATURE FILMS**

FilmFest I  
Universal Pictures  
Debut Network I & II  
Universal's Marvelous 10  
Universal Pictures  
Exploitable 13 &  
Prestige 13  
Universal's  
Most Wanted List  
The Hit List  
Universal Network  
Movies 85  
Champagne Movies 34  
Ninety Minute Movies  
Universal Grand 50  
Universal Star Spangled 33  
Comedy Festival I & II  
Paramount Pre '48  
Universal 123  
Universal 260  
77 Horror Greats

### **FIRST RUN**

Charles In Charge  
Out Of This World  
Bustin' Loose  
Home Shopping Game  
The Bionic Six  
Puttin' On The Hits  
Comedy Challenge

### **ENCORE PROGRAMS**

Harper Valley  
Operation Petticoat  
Baretta  
Alias Smith & Jones  
The Six Million  
Dollar Man  
The Bionic Woman  
Five Star Mystery  
The Bold Ones  
Ironside  
It Takes A Thief  
The Name of the Game  
Rod Serling's  
Night Gallery  
Run For Your Life  
Rich Man, Poor Man  
Book I & 2  
Best Sellers I & II  
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The Men From Shiloh  
Wagon Train  
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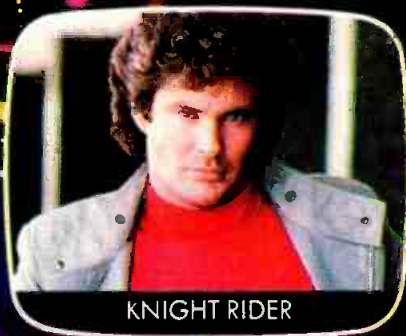
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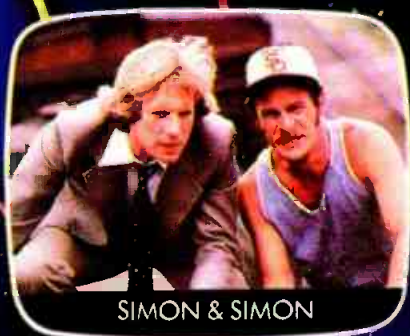
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**FILMFEST I**



KNIGHT RIDER



SIMON & SIMON

***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\*-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

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FOR BROADCAST.

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Announcing  
a New Dimension  
in Television Programming.

MTM. The company you've known for quality network programming, "Newhart," "Remington Steele," "St. Elsewhere," "The Mary Tyler Moore Show," "Lou Grant," "WKRP in Cincinnati" and "Hill Street Blues," now enters the syndication arena. With the same commitment to providing highly acclaimed entertainment for distribution.

**NATPE: Booth #929.**



**MTM**<sup>®</sup>  
TELEVISION DISTRIBUTION GROUP

The tradition of quality continues.

A children's television programming commentary from Allen Feuer, KLRT(TV) Little Rock, Ark., and Robert Bellamy, University of Arkansas

## Sharing the 'costs' of children's programming

The number of first-run animated children's television program strips has increased greatly in the last two to three years. The number of such programs could easily reach three dozen or more by the 1987-88 season. Of course, the increase in the availability of such product is a function of the success of the form. Producers, station operators, toy manufacturers and other sponsors have all financially benefited from the increasing market for children's programming. Such programming is a staple for independent stations and is more and more an integral part of the marketing plan for toy manufacturers. However, the recent glut of such programming threatens to endanger what has up to now been a generally lucrative situation for all parties.

To differentiate their product in an increasingly crowded market, syndicators are spending more money on the production of shows. They are recouping this increased investment by raising the indirect costs that stations have to pay for programs by increasing the number of runs that a station must agree to and through "time period franchising" in which a station guarantees a specific time spot to a specific program. Clearly, the syndicators are the primary beneficiaries of such contractual arrangements. While the station benefits only from having exclusive rights to a potentially successful program in its market (a rather elusive benefit in a cable market), such guarantees put the syndicator in a "no lose" or at least "hard to lose" situation while stations shoulder more of the risk.

Naturally, the producers and distributors of animated programs see the time spot and length-of-run guarantees as absolute necessities if they are to remain in business. They claim, and not without some justification, that they have to spend increasing amounts of money to maintain or gain a presence in an increasingly saturated market. The problem arises from the fact that a weakening of the stations' position ultimately affects every facet of the programming business.

Stations are being forced to "pay" too much for animated product through time and length guarantees that keep programs on the air even if they are unsuccessful in the market. This can disrupt an entire scheduling block if the station is forced to keep a weak program in a key time spot. Even if the station can change the time of the program, there is a tendency to "bury" it in a weak or inappropriate time spot which can seriously damage attempts to exploit undeveloped schedule blocks. Scheduling problems arising from the need to keep faltering shows on the air result in both a reduction in the



Allen S. Feuer (left) has been vice president and general manager of KLRT(TV) Little Rock, Ark., since 1983. He previously was general manager of WQTV(TV) Boston; WEYI-TV Flint-Saginaw-Bay City, Mich.; WROC-TV Rochester, N.Y., and executive vice president of Ed Libov Associates in New York, Chicago and Los Angeles.

Robert V. Bellamy, PhD is an assistant professor in the Department of Radio-TV-Film at the University of Arkansas at Little Rock, where he teaches and conducts research in such areas as broadcast programming and regulation. In 1986 he worked at KLRT(TV) as the recipient of a NATPE Faculty Development Grant.

amount of money that stations have and the number of time slots they have available for new product and, consequently, the lessening of their ability to bid on new programs. In essence, the producers/distributors of animated product hurt themselves by limiting the market for new product through deals for existing product. The relatively soft advertising market and the increase cost of all programming may also affect stations' continuing ability to pay for children's fare. This is particularly true of independents, which are the major customers for this type of programming. This problem seems likely to increase with the marketplace for television stations nearing the saturation point.

In addition to the direct or indirect financial costs of acquiring children's programming, stations potentially face social costs having to do with giving up control of their schedules to outside interests, which is exactly what goes on when a station guarantees specific time spots for set periods of time for specific programs.

There is a need for the producers, distributors and exhibitors of children's animated programming to more equitably share both the potential profit and the potential risk. They must understand that to get something, they must give something. We propose that a system of increased schedule flexibility for stations combined with a multitiered barter system will insure equity and help to strengthen ties among all elements of the industry.

As for scheduling flexibility, the syndica-

tors must quit forcing stations into running faltering programs in the better time slots. As mentioned, such a move eventually dries up the money and time slots that stations need to acquire new product. Stations should not have to commit two or more years to an untested product that may not (1) receive proper marketing support from the syndicator; (2) be able to capitalize on marketing ties from toy manufacturers or other sponsors, or (3) gain an audience in the market for whatever reason.

One year is the maximum time that a syndicator should expect a station to keep a particular program in a particular time slot. After one year, stations should have the right to cancel the program or move it to another time period without having to "make good" barter spots.

While the syndicators should not be "guaranteed" success, they should have some assurance that what they produce will get an ample opportunity to compete in the market and thus generate the necessary revenue to cover production and distribution expenses. We believe that this can be accomplished through the implementation of a multitiered barter system for children's programming. To demonstrate how this can work, assume that a program is being offered in a two-year deal on a 2/4 minute distributor/station barter split. Under a multitiered system, the 2/4 split becomes a 3/3 split in year one and 1/5 in year two. Such a system would accomplish the following: (1) If the program runs for two years, the syndicators would receive the same number of spots they do now. (2) Even if the program is canceled after one year, the syndicator is cushioned by the three minutes available to it in year 1. (3) Although stations would have a strong incentive to run programs beyond one year since they would have five-sixths of the advertising inventory in year 2, they would have no requirement to do so. For programs that run past two years, syndicators and stations could negotiate for the split, with a 2/4 seeming to be a reasonable compromise.

The model presented here could be adapted to other barter deals as long as the basic rationale remains constant (i.e., the syndicator gives up control over scheduling in exchange for more upfront barter time). While other controls are probably necessary before such a plan could become operational (for example, a renewal mechanism based on national penetration and ratings to insure that successful programs are not pulled from the market by syndicators when the barter split switches to the stations' favor), all players in the children's programming industry need to rethink current policies and begin to move toward more cooperation if the industry is to remain as lucrative and as important as it has been in the last few years.

# STRONG STORIES, TIMELESS CHARACTERS



# DUCKTALES

**PREMIERING FALL '87**

That's the secret of every Disney success, from the first animated short, through the feature-length classics to the sixty-five brand new episodes of DUCKTALES.

## **HIGH ADVENTURE WITH A DASH OF COMEDY AND A TOUCH OF WHIMSY.**

DUCKTALES begins with long-time favorite Disney characters, Scrooge McDuck—the original billion dollar bird—and the nephews, Huey, Dewey and Louie, all pitted against their traditional arch-rivals, the Beagle Boys. Added to this long-time appeal is a brand-new character—Launchpad McQuack—a “retired” test pilot designed to give the Disney tradition some very up-to-the-minute company.

Story lines take DUCKTALES around the world in truly international escapades. From earthquakes in subterranean caverns to temple ruins in steaming jungles, from supersonic airborne pursuits to romance in an Alaskan goldrush, DUCKTALES is an all-family adventure.

## **QUALITY: THE DISNEY PASSION.**

In a day of slap-dash animation, when it's difficult to tell whether you're watching robots that move like people or people who move like robots, Disney's lifelike motion and brilliant

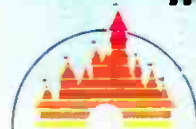
coloration shine above all others. The reason is really quite basic—and expensive. We use 40% more cels per minute—and with more multiple action frames—than the usual simply animated show. All story concepts, and scripts are done in Burbank, as is all post production. Only the cel painting is done overseas, under the watchful eyes of our own on-site inspectors. This unique combination of at-home and off-shore production ensures maximum production value.

## **PROMOTION AND MERCHANDISING: THE DISNEY ADVANTAGE.**

Already DUCKTALES has the full attention of Disney's Licensing and Merchandising divisions. Larger-than-life Launchpad McQuack characters are being designed for Disneyland and Disney World, as are new lines of DUCKTALES promotional garments for sale by our licensees.

## **RATINGS AS SPECTACULAR AS THE PRODUCTION.**

DUCKTALES has the clearances that build major audiences. On more than 130 stations covering over 90% of the country, DUCKTALES is already cleared in 10 of the top 10 markets, 48 of the top 50 and 90 of the top 100. No other syndicated series has, or ever had, clearances so strong.



**Buena Vista  
Television**

**DUCKTALES: YOU MADE THE BEST CHOICE.  
GIVE IT YOUR BEST AFTERNOON POSITION.**

# DO YOU REMEMBER THE FIRST TIME?

## THE FIRST TIME

**Disney**  
**MAGIC I**

THE  
WONDERFUL  
WORLD  
OF  
**Disney**

© 1985 The Walt Disney Company

### **A PROGRAMMER'S DREAM COME TRUE.**

**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 "cume" 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!**

### **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.**

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



**YOU DREAMED.**



**THE FIRST TIME YOU CHEERED.**



**THE FIRST TIME YOU CARED.**



**THE FIRST TIME YOU LAUGHED YOURSELF SILENT.**



**THE FIRST TIME YOU DARED.**

**BY SUNDAY MOVIE.** KGO boosts its time 1 rating by 60%, compared to its regular programming introduced last November.<sup>1</sup>

**V. Houston: ir of prime-time winners.**

takes a double win running WONDERFUL, D Saturday and Sunday evenings. e average. WONDERFUL WORLD increases ad-ins by 83%, while outperforming last nber's Saturday night by 25%. Sunday is up 12%.

**WONDERFUL WORLD: bankable strip.**

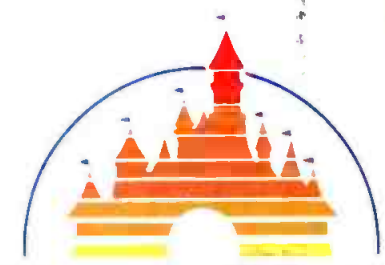
re most difficult kind of competition, the -from-behind hard scramble for success, a DERFUL WORLD strip works every time. In

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. KRBC, 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>

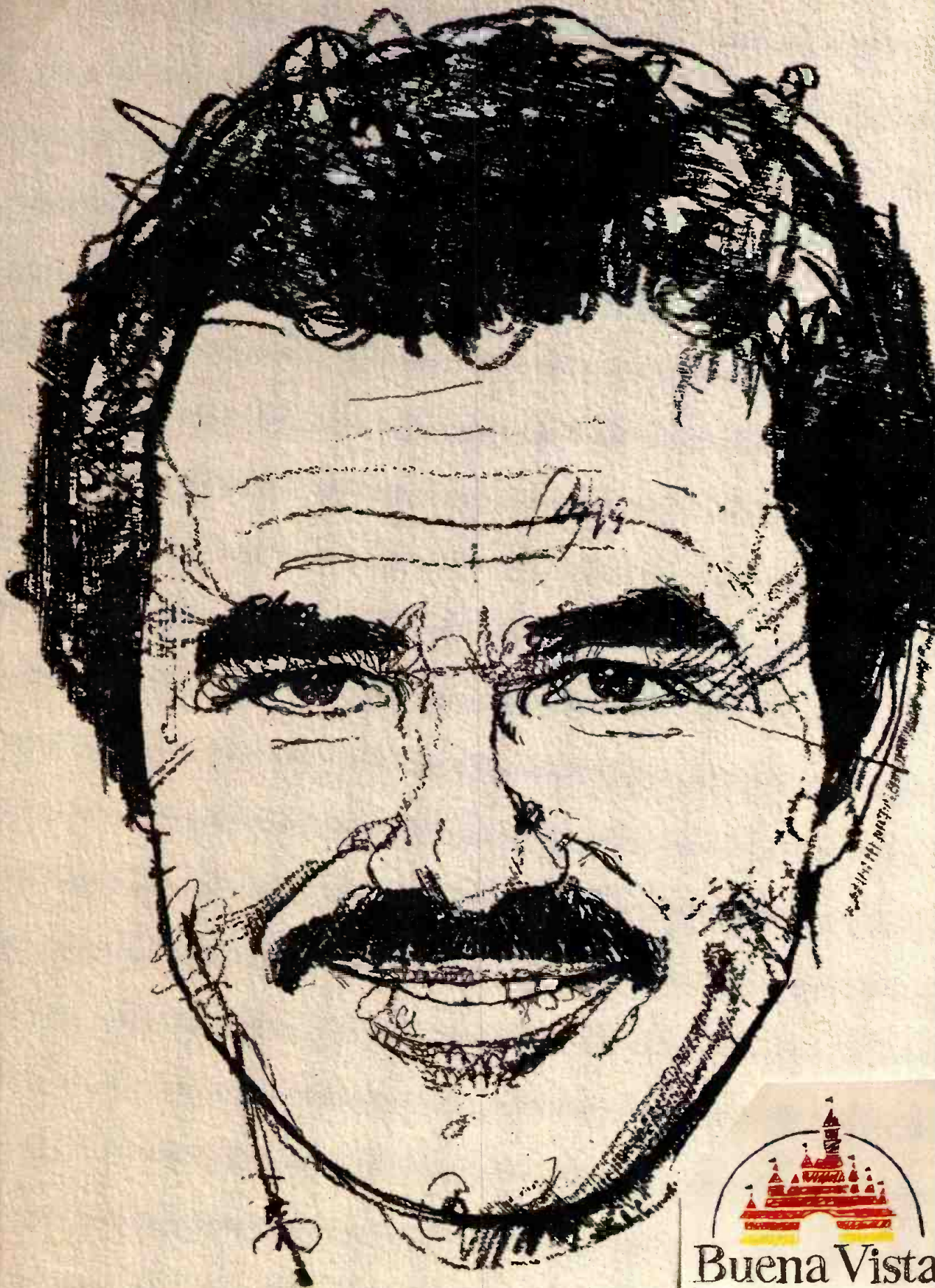
**THE DISNEY MAGIC IS BACK FOR THE ENTIRE FAMILY.**

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

1. Source: NSI 11/12-14/86      4. Source: NSI 9/14/86-11/23/86  
 2. Source: NSI 10/12/86      5. Source: NSI 9/21/86-11/23/86  
 3. Source: Nielsen Cassandra 10/86      6. Source: Arbitron Apollo 10/86



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

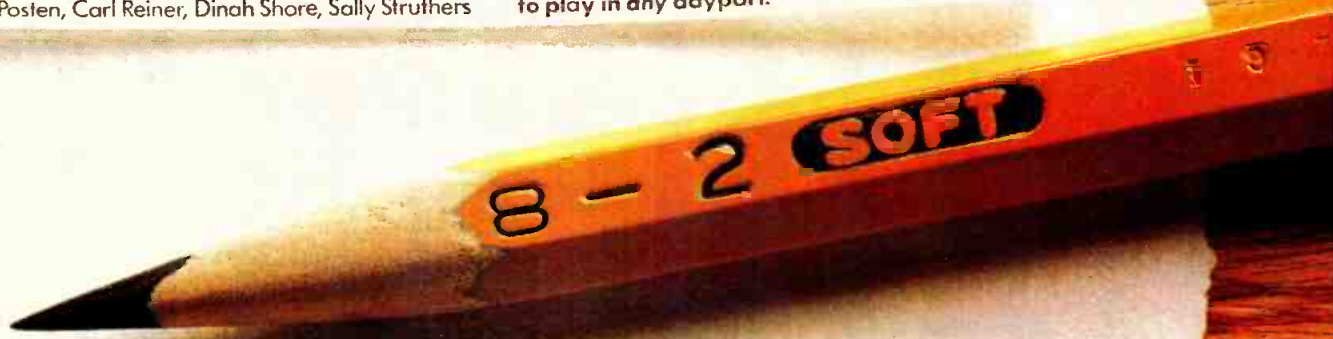
WIN, LOSE OR DRAW combines the high-energy competition of a game show with the entertainment of improvisational comedy, then tops it off with celebrity star power that only a producer like Burt Reynolds can command.

Already signed to appear, more than 9 months in advance of production, are Loni Anderson, Bert Convy, Tony Donza, Dom DeLuise, Jomie Forr, Norman Fell, Marilyn McCoo, Ricardo Montalban, Martin Mull, Tam 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.



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# Broadcasting Jan 19

Vol. 112 No. 3

## FCC Chairman Fowler signing off

After almost six years at the helm of the FCC, Chairman Mark Fowler is stepping down.

Word had it that Fowler planned to make known his intention to resign, perhaps by the spring, in a letter to President Reagan late last Friday (Jan. 16).

Sources said the White House has not yet picked a successor for the chairman. But Commissioners Mimi Dawson and Dennis Patrick were said to be the leading candidates. Both commissioners want it, and both have strong support in high places, although Patrick appears to have the advantage. A former White House aide, he is believed to be able to count on the backing of former Secretary of Interior William Clark (a former California Supreme Court justice to whom Patrick was a law clerk) and Robert Tuttle, White House director of presidential personnel. Yet Dawson was not expected to yield without a fight. Sources said Dawson's former boss, Senator Bob Packwood (R-Ore.), made a pitch on her behalf in a personal audience with President Reagan last Friday (Jan. 16), before Fowler's resignation was to have been announced.



Already said to be under consideration for Fowler's slot is James Hughes, 41, currently general counsel for BDM International, a defense consulting firm in the Washington suburb of McLean, Va. Hughes was co-chairman of the Senate campaigns of Senator Paul Trible and John Warner, both Virginia Republicans.

Fowler's resignation was pre-saged by a flurry of rumors, which threatened to reach gale force by Thursday evening. Authoritative sources insisted that Fowler had been wooed by the White House to continue. The job, which he has been filling without Senate confirmation since his previous term expired last June, was his, and he wanted it, the sources said, and Tuttle had gone so far as to tell BROADCASTING that Fowler would be re-nominated ("Closed Circuit," Jan.

12). Yet it was also said that the White House wanted Fowler to serve through the remainder of Reagan's term; the administration, it was said, did not want to have to send up another nomination for Fowler's slot at some time in the future. Fowler, the sources said, ultimately decided that he didn't want to make the two-year commitment. His future plans are unknown.

## FCC too far from public trustee concept, says Dingell

**He feels marketplace philosophy has gone too far; calls for return to regulation in public interest**

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) went on the stump last week, calling for a return to the public trustee concept of broadcasting. Dingell, who spoke at a Federal Communications Bar Association luncheon in Washington, blamed the FCC for creating an environment hostile to the public interest standard. And he predicted that public sentiment will soon doom the FCC's "marketplace manifesto which treats government-issued broadcast licenses as nothing more than chips to be traded in a casino society—a selfish and unproductive society where the amassment of private wealth takes precedence over the broad public interest in providing diverse and high quality programming to the American people."

The chairman faulted a number of FCC actions but was particularly critical of its must-carry decision. He said the "order was a tortuous attempt to reconcile a fundamental aversion to must carry with the reality that the public interest as expressed in the 1934 Communications Act required such rules." Dingell described the first sentence of the order as "bureaucratese for: 'We know we must do this, but our heart is not in it!'"

(The comment elicited a laugh from FCC Chairman Mark Fowler and Commissioner Patricia Dennis, who attended the luncheon along with Commissioners Dennis Patrick and Mimi Dawson.)

He took an even harsher stand on the A/B switch requirement in the must-carry rules. To pretend that the switch provision creates a



level playing field, Dingell said, "is to live in an ivory tower." Still, the carriage part of the rules, the chairman said, would have added some stability to the marketplace.

But much to the chairman's chagrin, the FCC voted to stay its new signal-carriage rules. "It simply ignored petitions asking for

a stay of only the A/B switch requirement. New independent stations and public stations remain unprotected in a marketplace that is seriously unbalanced. For example, it is reported that 130 cable systems have dropped 62 public television stations since the *Quincy* decision in July 1985." He wants the commission to act expeditiously. "Further delay on this vital matter is intolerable," Dingell said. The problem, he explained, is that the agency's marketplace ideology is in "fundamental contradiction" of the Communications Act. And as a result, he argued, the "agency can no longer be regarded as a source of technical expertise and objective empirical analysis of the broadcast industry when it acts solely on a pre-arranged agenda of eliminating regulation." Dingell said that initially broadcasters welcomed the public interest standard, but that things have changed.

"A new breed of broadcasters—ushered in by the rash of takeovers which the FCC itself has encouraged—apparently believes that the airwaves exist solely for the commercial profit of entrepreneurs. Moreover, in this climate, takeover pressures and other financial concerns are leading broadcasters with a history of public service to re-examine their commitment to public interest programming."

Dingell dismissed arguments that the pub-

### Top of the Week

lic trustee concept violates the broadcasters' First Amendment rights. The Supreme Court's *Red Lion* decision refuted that contention, he said, by upholding the fairness doctrine on the grounds that there were fewer broadcasting frequencies than aspirants to use them, a condition that he said still exists. "One need only look at the escalating price of broadcast properties and the number of comparative renewal cases pending at the FCC to know that scarcity still exists in broadcasting."

In case after case, the chairman said, the FCC's actions have circumvented the intent of the Communications Act. He said the FCC tried to undermine the fairness doctrine. "It has produced a report accepting—without a shred of genuine evidence—the broadcasters' specious argument that stations have refused to cover controversial issues in order to avoid the requirement of providing viewers with contrasting views on the issues."

What's more, Dingell noted, the FCC is challenging the doctrine in court. "It is outrageous for the FCC to attack its own rules in court. Indeed, it is the responsibility of governmental agencies to defend their rules and policies when those rules and policies are challenged in court."

He is also troubled by the agency's role in reviewing license transfers. "The commission has abandoned any obligation to review transfers resulting from proxy fights—with the specious argument that such transfers are not

'substantial' changes in control. It has done this despite legislative history that this avoidance of full review was intended to deal only with situations where the matters considered are of minor concern," Dingell charged. The FCC is also using new private trustee arrangements to facilitate broadcast takeovers, he said, although the trusteeships are to "be used only in those rare cases where additional time for full public review might somehow be detrimental to the public interest."

Yet another principle that may suffer at the hands of the FCC, Dingell said, is diversity of ownership. Here the FCC is attacking its own policies designed to encourage "all Americans to participate in ownership," he said. Dingell was referring to the commission's current re-evaluation of its preference policy for women and minorities. "The issue today," said Dingell, "is how to promote

But there are signs that deregulation is in decline, the congressman said. "I am heartened, for instance, that the National Association of Broadcasters has issued a position paper recognizing that broadcasters do indeed have public interest responsibilities and rejecting the marketplace approach to broadcast regulation," Dingell said. Legislation, he added, that would join some deregulation, such as elimination of comparative renewals, with a reaffirmation of broadcasters public interest responsibilities "might be possible. I have looked with sympathy on such an approach in the past."

Representative Al Swift (D-Wash.) has expressed an interest in exploring such legislation (see story, page 224), Dingell noted adding that he hopes Swift will succeed. □

## FCC contemplates dropping rules that prohibit radio-TV combos

**If carried out, move could allow Capcities/ABC and NBC to keep stations they've been told to divest; liberalized duopoly rules also proposed**

Capcities/ABC and NBC may have gotten the break they need to retain radio stations: they are currently under orders to divest to come into compliance with the FCC's existing crossownership rules.

The FCC voted unanimously last week to launch a rulemaking seeking comment on whether it should do away with rules prohibiting the creation or transfer of radio-television combinations ("Closed Circuit," Dec 22, 1986).

Without the rulemaking, Capcities and NBC would have to sell radio stations they currently own in markets where they also own TV's since they lost grandfathered protection when their licenses changed hands in the Capcities-ABC and NBC-GE mergers. The networks still control the affected radio stations because the FCC granted them 18 months from the time they closed on the transfers to divest. Capcities is supposed to divest by July, NBC by December. With the rulemaking out, the networks may, according to FCC officials, seek permission to retain the stations, at least pending resolution of the rulemaking. The logic, according to one FCC source, is that it might not make sense to require a divestiture when the agency is considering abolishing rules making the divestitures necessary.

As part of the same proceeding, the FCC also proposed to relax its duopoly rules for radio, which dictate how close together commonly owned stations may be. (Under current rules, a broadcaster can't own commercial radio stations in the same service if their 1 millivolt-per-meter contours overlap. The FCC said it had "tentatively concluded" to relax the rules to consider 5 mv/m contours as the relevant measure of separation for AM's, and 3.16 mv/m contours for FM's.)

While the FCC Mass Media Bureau had also been prepared to launch a proposal to permit total ownership of 24 radio stations, AM, FM or both (the rule currently limits ownership to 12 AM's and 12 FM's), Chairman Mark Fowler reportedly opted to put off its consideration. Representative Mickey Leland (D-Tex.) had been attempting to derail that aspect of the rulemaking, contending it would undermine an as-yet unused provision of the 12-12-12 rule that permits a

### NBC buys WTVJ(TV) Miami for \$270 million

Another television station was added to the NBC/GE group of six last week when CBS affiliate WTVJ(TV) Miami (ch. 4) was purchased for \$270 million by a joint venture of NBC and General Electric Property Management. The announcement surprised the industry, perhaps most of all Edmund Ansin, whose company, Sunbeam TV, is the licensee of WSVN(TV) (ch. 7) the current NBC affiliate in Miami and who was not informed of the purchase until several hours before it was announced last Friday afternoon. In an already complex marketplace, the NBC/GE purchase immediately throws into question where CBS will place its affiliation. The purchase also illustrates a decline in value for WTVJ(TV), which earlier this year had been contracted to be sold to Lorimar-Telepictures for \$405 million.

NBC Group Executive Vice President Robert Walsh told BROADCASTING that the company was approached by Wometco Broadcasting President Anthony Cassara after the Lorimar-Telepictures deal fell through: "We talked and we agreed it was overpriced at that number (\$405 million)." Walsh said negotiations reached a conclusion last week when NBC officials met the principals of Kohlberg Kravis Roberts & Co., the New York-based investment firm that owns Wometco.

"This is the smartest acquisition in the broadcast business since GE bought RCA," said Jeff Epstein, First Boston vice president. "Clearly they will own a station worth \$350 million." One reason, some think, that NBC was able to get a favorable deal is that there were a limited number of buyers, since most other buyers would have been vulnerable to CBS switching affiliation to another station in the market. CBS itself had talked with Taft Broadcasting about possibly purchasing co-located VHF independent WCIX-TV (ch. 6). The only groups that would not have been subject to that problem were NBC, CBS and Taft (or perhaps the Robert M. Bass group)—Capital Cities/ABC already has 24.4% coverage with owned stations and could not acquire a V in Miami without exceeding the FCC limit of 25%.

CBS still has the WCIX-TV option open to it and last week Taft raised the station's tower by 400 feet, increasing its coverage roughly seven to 10 miles to the north, a populated area previously outside clear signal coverage. In the following weeks, there may be some tough negotiating between CBS, Taft and WSVN's Ansin, especially since the station that does not obtain affiliation will be facing the highly competitive independent market. WSVN can remain an NBC affiliate until January 1989, having just signed a two-year agreement that began this month.

broadcaster to own an additional two stations in each service as long as the two are more than half owned by minorities. (According to an aide to Leland, if broadcasters were permitted to own up to 24 radio stations in a single service, "that would obviate anyone ever having to use the minority incentive.") Fowler reportedly agreed that raising the limit would "defer" the minority incentive. Fowler also reportedly believed that the proposal should be shelved at least until after resolution of the pending reconsideration of the constitutionality and advisability of the practice of granting preferences to females and minorities in broadcast licensing proceedings and the agency's distress sales and tax certificates (BROADCASTING, Jan. 5).

In a press release, the FCC said it had "tentatively concluded" that AM-FM-UHF TV combinations and AM-TV (either UHF or VHF) should be permitted. At a press conference, James McKinney, FCC Mass Media Bureau chief, said the rulemaking also "invites comment" on whether "it makes sense to ask that same question [whether combinations should be permitted] regarding FM and VHF in the same market." The FM-TV question will reportedly be broached in a footnote to the text of the rulemaking.)

At the meeting, Commissioner James Quello questioned whether the agency should be extra careful about loosening the rules outside the top 50 markets.

Commissioner Patricia Dennis noted that the FCC's previous actions relaxing national and regional ownership restrictions had been premised in part upon the existence of the local ownership rules. "So I am somewhat concerned," Dennis said. "And I hope that diversity of viewpoint is somehow part of the equation as we look at this."

Commissioner Mimi Dawson said she saw the agency's action as a good "first step." Dawson, who is planning to issue a separate statement, reportedly would prefer to launch a notice of inquiry to examine all of the FCC's local ownership rules—including the newspaper-broadcast and cable-broadcast crossownership prohibitions—at once. She also reportedly believes that co-ownership, in some cases, may promote rather than inhibit diversity.

At the press conference, McKinney said the agency could still make the networks divest their radio stations, even if the agency follows through and drops the crossownership bars. McKinney also thought the FCC could postpone the divestitures, pending resolution of the rulemaking. "If ABC or NBC requested it, I'm sure the commission would consider it," said McKinney. "How they would come out on it, I cannot answer."

McKinney also thought that the earliest the FCC would be able to resolve the proceeding was summer. "Probably later than that," McKinney added. "This is very complex."

■ In other actions, the FCC proposed to change rules governing TV satellite stations to limit authorizations to rural areas "which cannot economically support a full-service operation." Among its other proposals: to "remove restrictions limiting locally originated programming." The FCC also requested

comment on how to define "rural" for the rules. In addition, it said that, should it decide to stop authorizing satellites in urban areas, existing satellite stations in those areas would be grandfathered and "then encouraged to seek full-service broadcast sta-

tus."

■ The FCC launched an inquiry on permitting AM broadcasters to use synchronous transmitters to increase their coverage. Among other things, it seeks comment on whether synchronous transmitters should be

## Changing of the guard

The Senate Commerce Committee held its first executive session of the 100th Congress last week, as committee members met with their new Democratic chairman, Ernest Hollings (below, right) of South Carolina, to approve subcommittee assignments among other things. Joining Hollings was the committee's former chairman and now ranking Republican, John Danforth of Missouri (below, left).

Commerce's Communications Subcommittee, whose membership was expanded from nine to 11, will be chaired by Daniel Inouye (D-Hawaii), who is expected to work closely with Hollings. Inouye also heads the Senate Select Committee assigned to investigate the Iran arms sale. Despite the demands of that assignment, the senator hopes to move quickly in developing his subcommittee's goals. Said to be interested in focusing on international telecommunications issues, Inouye is expected to launch a broad inquiry into how the U.S. can enhance its position in the world. Another early order of business for the subcommittee may be an examination of the use of negative political ads.

Inouye served on the subcommittee in the last Congress with Democrats Hollings, Wendell Ford (Ky.) and Al Gore (Tenn.), all of whom are returning. They'll have two additions, J. James Exon (D-Neb.) and John Kerry (D-Mass.). Kerry is new to the Commerce Committee.

Republicans returning to the subcommittee: Bob Packwood (Ore.), now ranking minority member; Larry Pressler (S.D.) and Ted Stevens (Alaska). Republicans Pete Wilson (Calif.) and John McCain (Ariz.), the latter new to Commerce, are also on the subcommittee. Also on Commerce, Tennessee's Gore will chair the Consumer Sub-



committee with jurisdiction over the FTC and advertising issues.

In the Senate Judiciary Committee, membership of its Copyright Subcommittee, which was reduced from nine to seven, was announced last week. Joining Chairman Dennis DeConcini (D-Ariz.) are Democrats Patrick Leahy (Vt.), Edward Kennedy (Mass.) and Howell Heflin (Ala.). DeConcini, Leahy and Kennedy served on the subcommittee in the last Congress (BROADCASTING, Jan. 5). As for Republicans, the ranking minority member on the subcommittee is Orrin Hatch (Utah). He'll be joined by Alan Simpson (Wyo.) and Charles Grassley (Iowa). Hatch and Simpson are returning to the subcommittee.

Hollings, who heads the appropriations subcommittee with jurisdiction over the FCC, will be joined by Democrats Inouye, Dale Bumpers (Ark.), Lawton Chiles (Fla.), Frank Lautenberg (N.J.) and Jim Sasser (Tenn.). Sasser is new to the subcommittee. On the minority side, Warren Rudman (N.H.), former chairman of the subcommittee, is now the ranking Republican. Returning to the subcommittee are Stevens, Lowell Weicker (Conn.) and Mark Hatfield (Ore.). Republican Robert Kasten of Wisconsin is a new addition.

The appropriations subcommittee with responsibility for funding for public broadcasting, chaired by Florida's Chiles, includes Democrats Robert Byrd (W.Va.), William Proxmire (Wis.), Hollings, Quentin Burdick (N.D.), Inouye, Tom Harkin (Iowa) and Bumpers, who is an addition. Republicans are Weicker, Hatfield, Stevens, Rudman, Arlen Specter (Pa.), James McClure (Idaho) and Pete Domenici (N.M.).

subject to multiple ownership limitations and on what technical standards should be adopted.

■ In addition, the FCC set forth its AM relief agenda. Topping its priorities will be the outstanding proceedings on synchronous transmitters, modification of the main studio and program origination rules, the ownership proceeding and consideration of interference limits for radio frequency lighting devices. (It added that, "when resources permit," it will consider whether to issue a no-

tice of inquiry on radio interference from "incidental radiation devices" such as electrical appliances and motors.)

It said the "longer term" actions under consideration were proceedings on technical parameters related to interference protection and aimed at permitting existing AM day-timers to operate at night, "if necessary using a power level below the current minimum."

On the "deferred" list: consideration of new antenna designs, which it said must be

put off until "sufficient" test data has been obtained; possible changes in channel and station classification and power, and the possibility of reexamining whether a standard should be set for AM stereo. The FCC said the AM stereo question was being deferred pending completion of a National Telecommunications and Information Administration study on marketplace selection of a standard. McKinney said NTIA had been hoping to complete the study by the end of this month. □

## SyndiTel 87's first run draws large crowd

### Organizers of syndicated press tour assess first-time gathering of syndicators, program stars and press

SyndiTel '87, the syndication community's first unified attempt to focus attention on first-run programming, generated a larger-than-expected turnout last week, but just how effective it was remains to be seen.

The gathering of representatives from 24 syndication companies, 112 of their stars and 140 members of the press under one roof at The Palace theater in Hollywood Wednesday night (Jan. 14) also marked the first time two normally competing organizations cooperated on a project. "NATPE and INTV forged a historic alliance to organize this event as a service to our station members, to our program distributor associate members and to the viewing public," said NATPE President David Simon during joint opening remarks with INTV President Preston Padden. Padden called first-run syndication "the most dynamic and important new sector of the television industry," while Simon described it as "the quiet revolution."

Organizers of the four-hour dinner program, timed to coincide with a television critics tour in Los Angeles, wanted to "heighten the consumer press awareness of first-run syndication" by acquainting them with the talent and executives, a spokesman said. Host Dick Clark encouraged the press to emphasize the "positive" elements of first-run. And the stars, after parading on stage, went into the audience to conduct interviews, often made difficult by the cramped and noisy conditions. With the event coming between INTV and NATPE, and the critics showing signs of strain after two weeks of nonstop activities, the spokesman said it was a "very complex" program to stage.

However, Robert Oswaks, vice president for advertising and promotion at Orion Television Syndication and a member of the SyndiTel steering committee, said the event provided a good forum "for getting all the celebrities and press together," and added that he expects it to lead to greater attention for first-run programming.

Owen Simon, vice president of creative services for Group W Productions and a steering committee member, said the show "accomplished its goal" and called it "a big step forward" for the industry. But he said it is still too early to tell whether the event will

repeated during the summer press tour in late July or early August. The steering committee first wants to poll the 24 syndication companies that organized SyndiTel "to get their feelings," he said. Organizers added they also want to see what type of media coverage the event generates.

Syndicators plan to gather this week in New Orleans during the NATPE convention or immediately thereafter in Los Angeles to

assess the future of SyndiTel, the spokesman said. If there is a second event, he said, it would be held at a hotel and focus more on specific stars and shows, with interviews and screenings confined to a more comfortable setting. A summer SyndiTel, he added, would also provide distributors with a better opportunity to screen their shows. Many of the programs represented at last week's event will not premiere until fall. □



**SyndiTel celebrants.** Among those attending the syndication event in Los Angeles were (top picture, l to r): David Simon, vice president-programing, Fox Television Stations, and president of NATPE International; Phil Corvo, executive director of NATPE; Dick Clark, president, dick clark productions, and master of ceremonies for SyndiTel; Preston Padden, president, Association of Independent Television Stations, and Charlie Edwards, chairman of board of INTV.

Among the celebrities (left picture): Scott Baio (l) of *Charles in Charge* and Melissa Sue Anderson (r) of *Sea Hunt*. Right picture: Yakov Smirnoff (l) of *What a Country* and Robin Leach of *Lifestyles of the Rich and Famous*.

# CBS board makes Paley, Tisch appointments permanent

**Acting' portion of titles is dropped for chairman and CEO**

Virtually the same CBS Inc. board that installed Thomas Wyman as chairman four years ago last week reinstated in that post the company's founder, William Paley, who had held the position on a temporary basis since Wyman was asked to leave last Sept. 10. The drama of Paley's return, however, was overshadowed by the simultaneous appointment as president and chief executive officer of Laurence Tisch, the company's largest shareholder with 24.9%, who some feel may eventually want to buy the company. The board's search committee that had been constituted to find permanent replacements for both men—Tisch had also held his post in an "acting" capacity since Wyman's removal—was disbanded, reportedly without ever conducting any interviews of candidates.

Last Wednesday's announcement, following the company's monthly board meeting, said that Paley would continue to concern himself with programming at the CBS television network. Paley told BROADCASTING he has been out to the West Coast several times recently: "I see our people. I have visited with some of the producers trying to find product that we like. So it's the old grind, and I am sort of back at it again. I think everybody at CBS Entertainment is pulling



Paley



Tisch

together, but our efforts won't be seen in any real way until next fall."

Initially, the 64-year-old Tisch had termed his staying on as president and chief executive officer "unthinkable." But over the last few months he indicated a change of mind, first made public in an interview with BROADCASTING ("At Large," Oct. 27, 1986). He also at that time said: "I'm enjoying what I doing and I think I'm doing a good job. . . I think my relationships with the people here are good, and I think it's working. And I think it's going to be a happy

relationship."

Tisch, who is also chairman and chief executive officer of Loews Corp., was not at last Wednesday's board meeting at which the decision was formally approved. But at a meeting the previous evening, he reportedly made certain concessions that convinced the board to keep him in the post. The major concession was that he reportedly told the board he would not further streamline the company by selling off any of its major divisions. Tisch had previously initiated the sale of most of the company's educational and

## Will CBS join ABC on the profit downside?

The likelihood that two of the three major television networks will lose money in 1987 is an increasing possibility, although whether CBS will join ABC in the red may not be certain until the fourth quarter. Currently it is known that much of that network's inventory for the next nine months has been sold at prices below those of 1986, while costs have either increased or failed to decline commensurately.

William Suter, securities analyst for Merrill Lynch, says that while the ABC television network might report a profit, the network would actually be operating at a loss. The discrepancy is due to a decision made by top management, shortly after the Capcities/ABC merger, to "write down" by over \$500 million the balance sheet value of NFL football and certain other programming rights. In future years, including 1987, there is less program value to be expensed against revenue. Suter guessed the accounting decision will help the network-reported numbers by roughly \$100 million in 1987. Dennis McAlpine, who follows the Fifth Estate for Oppenheimer & Co., says he thinks ABC would report a loss, even with the accounting benefit.

For CBS the possibility of unprofitability is less certain, although most people expect the answer to be close either way. One month ago Rich McDonald, a securities analyst for First Boston Corp., wrote a report that estimated the television network would lose \$10 million to \$20 million this year. The evaluation reportedly said that even if CBS ratings did not slip any further in the coming 12 months, its revenue would still decline, from \$2.3 billion to \$2.2 billion, in part because of an "overly cautious strategy" in the upfront marketplace in which, the evaluation said, both daytime and prime time units were sold at discounts to the year before: ". . . the amount of time to sell in scatter for the first three quarters of 1987 would have to command substantial premiums, upfront, to bring the network into

profitability."

One CBS executive noted that since the report was written the network had won the first two (prime time) weeks in January; the scatter market had improved (BROADCASTING, Dec. 29, 1986), and CBS improved its lead in daytime, where a substantial portion of TV network profits are made. The 1987 budget for the broadcast group as a whole calls for cost increases to be held to 2% to 3%. First Boston's McDonald was away from his office and was unavailable for comment on those developments.

Whether the final CBS numbers end up on one side or the other of break-even may not be all that important, said Alan Gottesman, a securities analyst for L.F. Rothschild, Unterberg, Towbin: "Up 10 [million dollars] or down 10, that is rounding error. Besides, if you are going into tough Hollywood negotiations it is not the best idea to record all your profits. There are lots of choices you can make about how much of costs to apportion to original airings or to reruns, how to record licensing agreements. All the choices are legitimate as long as they are done on a consistent basis." Gottesman said that because the network had such latitude, if it wanted to show a profit but couldn't, "the best thing they could do is hire a new CFO [chief financial officer]. Based on the way they are reporting now I would guess they will end up on the plus side." The analyst said he thought NBC would end up making \$300 million.

Most other analysts also think that the CBS television network will show a "modest" profit. The final results will depend greatly on what happens in the fourth quarter, comprising the yet-to-be negotiated upfront pricing and the later scatter market. Until then, Mark Reily, securities analyst for Eberstadt Fleming, said, one important factor may be how well the Fox Television Network does. "They will be adding five more prime time hours onto the 66 already out there."

professional publishing operations for \$500 million to Harcourt Brace Jovanovich and was said to be interested in finding buyers for the magazine publishing and records operations. At the board's previous meeting, an informal proposal to sell the CBS Records Group for \$1.25 billion had been rejected by the board.

Other elements of Tisch's management style over the last four months apparently met board approval, including recent eliminations of hundreds of positions in the corporate and broadcast group staffs. Layoffs are continuing. Within the past two weeks, the advertising and promotion operations of the broadcast group under Louis Dorfsman, vice president, creative director, advertising and design, had been effectively eliminated. Roughly a dozen positions were affected by the cuts, although Dorfsman will reportedly continue at the company. Some expect cuts in the overseas news bureaus, which were recently visited by Tisch and newly appointed CBS News President Howard Stringer.

Despite the intensified cost cutting at the broadcast group, at least one insider said Tisch's leadership was a good sign for that segment of the company: "He is the first chief executive officer in a long time who is really interested in broadcasting and recognizes that this is the centerpiece of the com-

pany." Reacting to Tisch's appointment, Philip Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., and chairman of the CBS Television Affiliates Board of Advisers, said: "I was really pleased with it. The nice part about it is that it will stabilize things [at the network]. It should eliminate a lot of insecurities." The day after the announcement, Tisch flew to St. Thomas, Virgin Islands, for a CBS affiliates board meeting.

Tisch's substantial ownership of CBS stock is still a live issue. The FCC has ruled that control of CBS did not pass to Loews with Tisch's assumption of the "acting" CEO role. If it had ruled otherwise, CBS might have been forced to divest certain stations whose crossownership has been grandfathered. Fairness in Media is challenging the FCC decision in court.

The CBS board decided last week to renominate the current slate of directors at the company's annual meeting—which this year will be held several weeks later than usual, in May—and allow incumbents Walter Cronkite and Marietta Tree to continue on the board beyond the age of 70. This exception to company policy regarding age was seen as an attempt to signal to outsiders that little will change at the company, even with Tisch at the helm. □

Stations, and Washington-based station broker Ron Ninowski.

So far most of the testimony in Philadelphia has been presented by Grant Broadcasting officials and advisers, including recently appointed finance director, Richard Lieberman, who was formerly chief financial officer for John Blair & Co. Also heard from was Paul Hughes, head of Viacom Entertainment. Viacom decided to file its own motion reportedly seeking to prevent GBS from using Viacom product on the three stations. Hughes, it was said by one of those present in the courtroom, testified that Viacom had sent GBS a cease-and-desist order which was ignored.

Grant is scheduled to testify at a hearing this Friday, at which he may explain whether he has found any equity investors to add money to the stations. Also, he may be asked by attorneys for the syndicators and noteholders how many of the programming contracts GBS intends to break. Currently, GBS has little cash and is said to have missed its last \$2.2-million payment to noteholders. Although it is now paying for programs being run on the three stations, one lawyer said the payments were "not satisfactory," indicating that less than 100% was being paid. Sources close to GBS indicate that the company anticipates that if it is not allowed to restructure, current operations would produce a \$15 million-\$20 million shortfall in 1987, on top of the one last year.

More than one participant in the proceedings thinks that a possible outcome of the bankruptcy proceeding would be a court order allowing GBS management to restructure on the condition that it liquidate WGBO-TV, which has the worst credit problems. Such a move would also affect the former limited partnership owners of the station, who still retain a 50% interest.

No matter what the outcome, few syndicators expect to come out whole. The court could allow GBS to reject certain contracts and also allow it to renegotiate prices on the programming it keeps. There is also the possibility that if the stations are turned over to the noteholders, they, too, might try to renegotiate contracts. □

## Grant bankruptcy saga unfolding

**At hearings in L.A. and Philadelphia, noteholders, syndicators agree to disagree; Milt Grant to testify; GBS misses debt payment**

The fate of Grant Broadcasting System has been debated in Los Angeles and Philadelphia over the past few weeks. Bankruptcy hearings in the latter city have already been the scene of testimony by several broadcasting and syndication executives, and next Friday, Jan. 23, GBS President Milt Grant is expected to make his case that current management should be allowed to continue to operate the company's three independent TV stations.

In Los Angeles last Tuesday (Jan. 13), representatives of the syndicators that are currently owed more than \$24 million and of the holders of \$170 million, face value, of debt securities met to determine whether any debt repayment might be divided voluntarily among the creditors. Although different versions of who made what proposal emerged from the meeting, no common plan was agreed upon. The noteholders are the preferred creditors (and legally have first claim on the assets of GBS) in this bankruptcy proceeding, begun by Grant on WBFS-TV Miami, WGBO-TV Chicago and WGBS-TV Philadelphia (BROADCASTING, Dec. 15, 1986).

Also last Tuesday, lawyers for syndicators met to try to settle some divisiveness within that group. Among the points of disagreement are whether syndicators should take over the stations, and if so, whether any of the syndicators should be given a management fee or an option to buy the stations.

MCA was said to have proposed a plan to operate at least some of the stations, apparently with an option to buy them (BROADCASTING, Dec. 15, 1986). Another issue dividing the syndicators is whether the bankruptcy proceedings (filed for each station separately) should be dealt with separately or consolidated. Some syndicators have program commitments distributed unevenly among the stations while others prefer the debt problem to be handled simultaneously.

Robert Hadel, vice president, MCA, whom the syndicators chose last week to head their nine-member creditors committee, said that differences among the syndicators were being "overplayed," and that most syndicators had agreed on a plan of action. He said the committee would introduce several motions in court this week, perhaps including a request to prevent the noteholders from foreclosing on their liens, and questioning "...some transactions that took place during the life and history of the stations."

The noteholders have indicated that if the court turned the stations over to them, they might choose HR Broadcasting, headed by Albert Krivin, chairman and chief executive officer, to run the properties. Krivin was formerly senior vice president of Metromedia and is also a consultant to several group broadcasters and a director of Hal Roach Studios. HR recently purchased independents WCGV-TV Milwaukee and WTTO(TV) Birmingham, Ala. Currently advising the noteholders are HR; Hal Christiansen, former executive vice president, Fox Television

## NAB task force study on radio due for discussion in Laguna Niguel

**Group grapples with improving radio advertising sales, radio autonomy within association**

The National Association of Broadcasters may soon embark on a campaign to boost the image of radio with the advertising community and the public. A special NAB task force is expected to present a report to NAB's radio board at the winter joint board of directors meeting Feb. 2-6 in Laguna Ni-



zuel, Calif., that will suggest such an endeavor as well as other actions designed to 'move radio to the forefront.'

Among some of the ideas the task force has looked at would be to establish a separate radio executive committee or a radio advisory council. It was also reported that some task force members feel NAB's radio division should have its own president, an idea that split the committee and one that was said "not to be in the cards." Last June, the radio directors said they favor the development of "strong radio leadership." But in the meantime the board's chairman would serve as the chief spokesman for the radio industry.

The so-called unification task force, whose primary assignment is to insure that the goals of the merger agreement, signed last year between NAB and the National Association of Radio Broadcasters, being carried out, has met every month for the past five months. Another session will be held before the board meeting to complete a report.

The report will propose that NAB join with the Radio Advertising Bureau in conducting a study (commissioned by the RAB, which has asked NAB to participate) on how to elevate the position of radio with the advertising community and the public. The study is expected to cost about \$32,000 (NAB would pay half) and will be used to enable NAB and RAB to develop a strategy for an image campaign.

The campaign is being viewed as the first step toward further cooperative ventures with RAB. "There seems to be a consensus building on cooperation between RAB and NAB on issues of vital importance," said Jerry Lyman, radio board vice chairman and

president of RKO Radio. A major thrust of the task force's deliberations was said to focus on radio sales and ways that NAB can enhance radio's position. "Nobody thinks NAB ought to be in the sales business," said Task Force Chairman John Dille of Federated Media, Elkhart, Ind. But instead "we want to find ways to foster RAB's efforts." Still there are some on the task force that favor a stronger sales role for NAB.

Task force member Bernie Mann of Mann Media, High Point, N.C., the former NRBA president, noted that radio gets only 7% of total advertising expenditures and that it's been that way for 20 years. "Our goal is to get radio on the road to increase its share of the pie," Mann said, adding that the task force also discussed how to organize NAB to use its manpower better. He said that the task force was not planning to present a report that would be rubber stamped by the board; indeed, he said there were some issues on which it hasn't reached a conclusion.

Still at issue is the suggestion that a separate five-member radio executive committee be created. Dille said that proposal was talked about, but that it will probably be modified. Currently, NAB Radio Chairman Bev Brown, of KGAS(AM) Carthage Tex., Lyman and Bill Clark, of Shamrock Radio, who serves on the executive committee as the NRBA representative, meet each month prior to the executive committee session. Clark's seat sunsets in two years and it has been suggested that a third person be added at that time to serve in an advisory capacity. Dille said they may recommend that the immediate past radio chairman fill that role. There has also been some discussion about erecting a radio advisory council to include NAB's radio leadership and others.

As for the debate over whether radio needs its own spokesperson or even a president, the task force is undecided. There is an overwhelming sense, said one member, that "radio needs to become more visible nationally." And, said one source, "there's a feeling that maybe a spokesperson makes sense." But the idea of radio having its own president, in the words of one source, "is a dead issue." It seems most likely that the NAB-RAB campaign would feature a radio spokesperson.

Brown told BROADCASTING that radio is "properly represented on the executive committee," and that there is no need for another layer. Brown said he, Lyman and Clark would continue their meetings until Clark's seat is phased out. While he didn't oppose the creation of a radio advisory council, Brown doesn't think it's necessary. The spokesman for the radio industry, Brown said, should be a broadcaster. "That's the way it is at NAB and that's the way it was at NRBA. I think that's best."

A key element of the NAB-NRBA merger agreement is to see that radio's interests are aggressively pursued by NAB and that a more autonomous radio department be created. "We kicked around a lot of ideas," Dille said, noting that the group's chief task was to make sure that the spirit of the agreement was being carried out. "I think early on we concluded that the unification is working right and that in the main everything is being done." Now that it's working, Dille added, "we want to push forward." That view was seconded by task force member Carl Wagner, executive vice president for radio and cable, Taft TV and Radio Co., Cincinnati, who feels that "everything is in good order." Wagner is also RAB vice chairman. □

## Will stations selectively preempt network programming?

**In light of possible cuts in affiliate compensation, reps join syndicators in suggesting that stations think of dumping at least some network programs**

One of the topics expected to surface at NATPE this week will be possible sales avenues opening up because of proposed cuts in affiliate compensation by television networks. With the networks promising fewer dollars to affiliates, and with stations dealing with a tougher sales environment, affiliates may be ready to run some syndicated product in place of network programming on a regular basis, the thinking outside network circles goes. The sales pitch from syndicators is said to have begun in earnest last fall.

And the syndicators are now being joined by national sales representative firms which would have more time to sell to national advertisers if affiliates preempt parts of their schedules. The reps' rationale is that there is an economic incentive to preempt network schedules because there are enough quality first-run shows to replace network programming. John Von Soosten, vice president of programming at Katz Communications, says

there are half-hour syndicated sitcoms that could be used to fill in for weaknesses in network schedules. "And there are plenty of those these days," he said.

Dean McCarthy, vice president of programming at HRP, which represents an all-affiliate lineup, said he is recommending preemptions in certain cases and added that there could be more opportunities for preemptions in the future. HRP will impart advice on preempting network schedules in the current economic climate in a presentation to its affiliate stations on Wednesday at NATPE. McCarthy said the rep would advise selectivity in preemptions.

Among those who are pitching replacements for troubled spots in network schedules is Tribune Entertainment, which, according to Dan Greenblatt, office of the president, has had a number of inquiries from CBS affiliates about replacing *The Morning Show with Geraldo Live!*, a one-hour talk show. The latter, hosted by Geraldo Rivera, will not be available until the fall of 1987.

Preempting network schedules is not new. Dick Kurlander, vice president and director of programming at Petry Television, said it is a

"way of life for many stations already." In 1982 at NBC-affiliate WBZ-TV Boston, for example, 210 hours of programming were preempted. For the most part, those preemptions consisted of replacing sports and movies with specials.

Late-night programming is also preempted by large numbers of affiliates. According to Matt Shapiro, vice president of programming at MMT Sales, in the top 75 markets, 75% of CBS affiliates delay or preempt that network's late-night fare. At ABC, 52% of affiliates in the top 75 markets delay or preempt *Nightline*.

With diminution of compensation in the future, Kurlander predicted that preemptions will grow. "There is no loyalty nor should there be" when compensation goes by the wayside, he said. But Kurlander and others cautioned stations against preempting too much and the networks against jeopardizing their relationships with affiliates by cutting compensation. "A station's relationship with its network is crucial," said Kurlander. The loss of the compensation structure between the two parties could make for a "free for all," he said.

Since the beginning of the season, ABC-

affiliate WKRC-TV Cincinnati (ADI 29), has been carrying the first-run weekly syndicated sitcom, *Throb* (from Worldvision), at 9:30 p.m. on Friday in place of *Last Electric Knight*, which usually runs at 9. The station switched that show with *Sledgehammer*, which usually runs at 9:30, to make the move.

But preemptions are not always successful. ABC affiliate WCBD-TV Charleston,

S.C., replaced regular programming at 8:30 p.m. on Tuesday and Friday in 1984 to create more time for sales. According to Jim Kizer, program director, the preemptions ended in January 1986 because the shows could not generate large enough audiences. "Buyers don't want a five rating." The preemptions were originally ordered, and then canceled, by the station's sales department. If such a request were made again, Kizer said he

would preempt.

But other stations are not so sure that preemptions are worth it. Group W Television President Bill Baker, who has responsibility for both a syndication division, Group W Productions, and the Group W stations, said preemptions are to be avoided: "In tough times, the network-affiliate relationship is critical." He said "nothing" would change his mind about that, including a decrease in

## Constitutionality of fairness doctrine still up in the air

### Appeals court decisions don't answer question; FCC must address problem in one, other should go to district court

The question of whether the fairness doctrine is constitutional remained unanswered last Friday, after a three-judge panel of the U.S. Court of Appeals in Washington issued opinions in two cases broadcasters had hoped would produce rulings declaring the doctrine violates the First Amendment. In one, the panel directed the FCC to consider the question. In the other, it told the industry groups that brought it to take their case to U.S. district court.

The opinions were sufficiently ambiguous—or "neutral," as a commission attorney put it—to give both sides of the issue reason to cheer. If there was a loser, it was the FCC, which had hoped the court would resolve the issue for it. The commission, in its August 1985 report on the doctrine, said it violates the First Amendment and no longer serves the public interest. But, in response to political pressure that it acknowledges, it said the doctrine's future was for Congress to decide.

The appeals court panel did not wash its

hands of the issue entirely. In a case brought by the Radio-Television News Directors Association and a number of other media organizations, the panel said it would consider the question of whether the commission's failure to initiate a rulemaking to eliminate the fairness doctrine was, in view of its findings in the fairness report, arbitrary and capricious. It was in the RTNDA case the panel directed the industry groups to file their constitutional challenge with the district court. The panel said it agreed with the public interest groups opposing the challenge that the commission's fairness report's conclusions do not constitute the kind of agency action that is subject to review in the appeals court.

The commission was directed to consider the constitutionality of the doctrine in an order in which the panel remanded the commission's decision that Meredith Corp.'s WTVH(TV) Syracuse, N.Y., had violated the fairness doctrine when it broadcast a series of ads promoting the construction of a nuclear power plant. But the panel offered the commission an opportunity to avoid the constitutional issue. It said the commission need not "confront" it if it decides that, in light of

the fairness report, "it may not or should not enforce the doctrine because it is contrary to the public interest."

The panel also said the commission no longer has the option of concluding that the doctrine is required by law. In its fairness report, it indicated that issue was in doubt. But since then, the panel noted, another panel of the court held, in *Telecommunications Research and Action Center*, that the doctrine is not mandated by law. The opinion also said that congressional references to the doctrine in the 1968 Appropriations Act do "not appear to mandate" the doctrine.

The panel, as it did during the oral argument in the case, appeared critical of the commission for failing—out of concern for Congress's feelings—to confront the constitutional issue. "We're talking political reality here," the commission's then-general counsel, said in the oral argument. But the panel, in the opinion written by Judge Laurence Silberman, said the commission "confuses its quasi-judicial role with its quasi-legislative one," adding: "Whether or not it may refuse to initiate a rulemaking in light of its fairness report... it may not simply ignore a constitutional challenge in an enforcement proceeding." The commission's failure to consider Meredith's claim that enforcing the doctrine against it deprives it of its constitutional rights, Silberman said, "seems to us the very paradigm of arbitrary and capricious action." Joining Silberman in the opinion were Judge Stephen Williams and William James, senior U.S. district judge of Billings, Mont.

Michael Bader, counsel for Meredith, hailed the decision as "a big victory." He noted the commission has already held that the doctrine violates the First Amendment. If the commission "withdraws" its conclusion, Bader said, "they will have to say it's political."

Timothy Dyk, RTNDA counsel, said the panel in its two opinions "has shown considerable interest in the permissibility of continued enforcement of the doctrine" in the face of charges such enforcement is arbitrary and capricious. The court, he added, "is going in the right direction."

If the industry critics of the doctrine found comfort in the opinions, Andrew Schwartzman, of Media Access Project, who opposed the industry in both cases, found some, too. He was not entirely pleased, he said. But he said that, "as of today, broadcasters' efforts to get a constitutional challenge before the courts is stymied." □

### Coke, Gulf + Western in barter ad venture

Coca-Cola Telecommunications Inc. and the Gulf+Western Entertainment Group, which includes Paramount Pictures Corp., have agreed to form a joint venture to sell national barter advertising in all Paramount, Columbia/Embassy and Coca-Cola syndicated programming. The announcement followed reports the two companies have been negotiating to buy out Grey Advertising's majority interest in LBS to consolidate their barter programming operations (see story, page 216).

Herman Rush, chairman and chief executive officer of Coca-Cola Telecommunications, issued a statement late last week confirming discussions have taken place. "We've talked to many barter companies, including LBS, but there is no deal at this time regarding LBS," he said, adding that Coca-Cola and Paramount "may buy a barter company, or we may build our own barter company." Rush declined to say which avenue the two studios are more likely to pursue. "I don't have a crystal ball to see into the future," he said. However, Lucie Salhany, president of Paramount Domestic Television, said once the barter company is formed, it "has the option to buy new companies." Coca-Cola and Paramount decided to consolidate barter operations to give them more bargaining strength with national advertisers, according to Salhany. "We will have shows in every daypart," she said.

The move will also put the studios in better position to form a programming service, Salhany said. While the service would not be on the same scale as Fox Broadcasting's, she said, it would give the partners the ability to take advantage of what distributors see as the "next wave" in syndication—prime time preemptions on affiliates created by reduced network compensation.

Under the co-venture arrangement, Coca-Cola and Paramount will retain syndication rights to their programs. The amount each will contribute to the new venture, its name and other details will be decided after NATPE when the partners know how much barter time they control, Salhany said.

# THE PEAK PERFORMERS



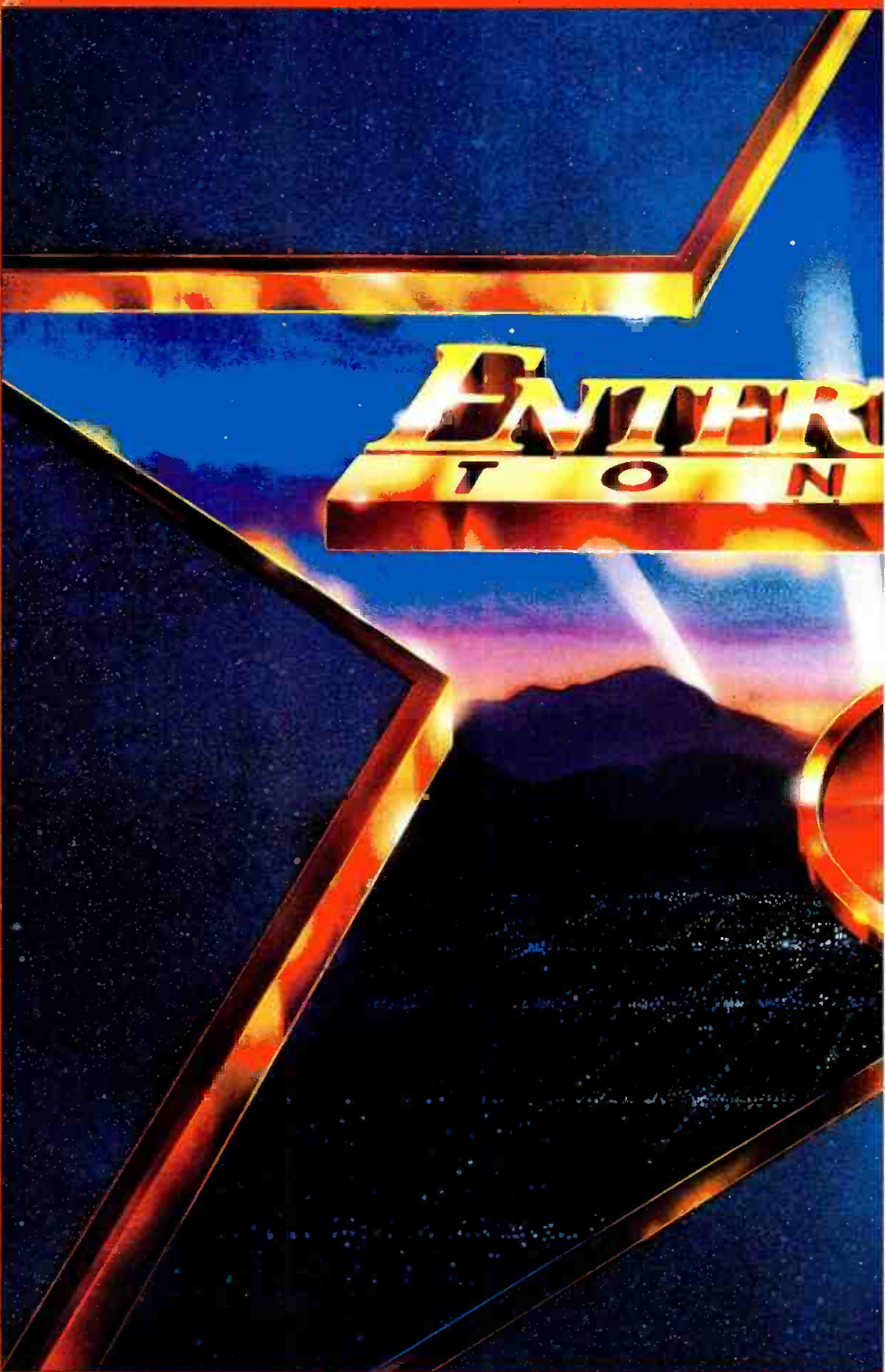
A  
Gulf+Western®  
Company

*Star*

For those who  
think programming  
is a gamble,  
we'd like to suggest  
a sure thing.



Hype, hope, and hoopla.  
That's all most new shows  
really have to offer. Invest in a  
program that's been a proven  
winner for six straight years.  
Already renewed for the sev-  
enth, "Entertainment Tonight"  
isn't just a good bet. It's a  
sure thing.



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PEAK PERFORMER  
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*Star*

**The show that's  
boldly taking TV  
syndication where  
no show has  
gone before.**

Accelerate your ratings, demos and sales to warp speed as the legend continues. With 26 first-run hours, including a two-hour world premiere movie, "Star Trek: The Next Generation" is the greatest programming opportunity in the history of the universe.

# STAR TREK THE NEXT GENERATION

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# TREK GENERATION



**ANOTHER  
PEAK PERFORMER  
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# MARBLEHEAD MANOR

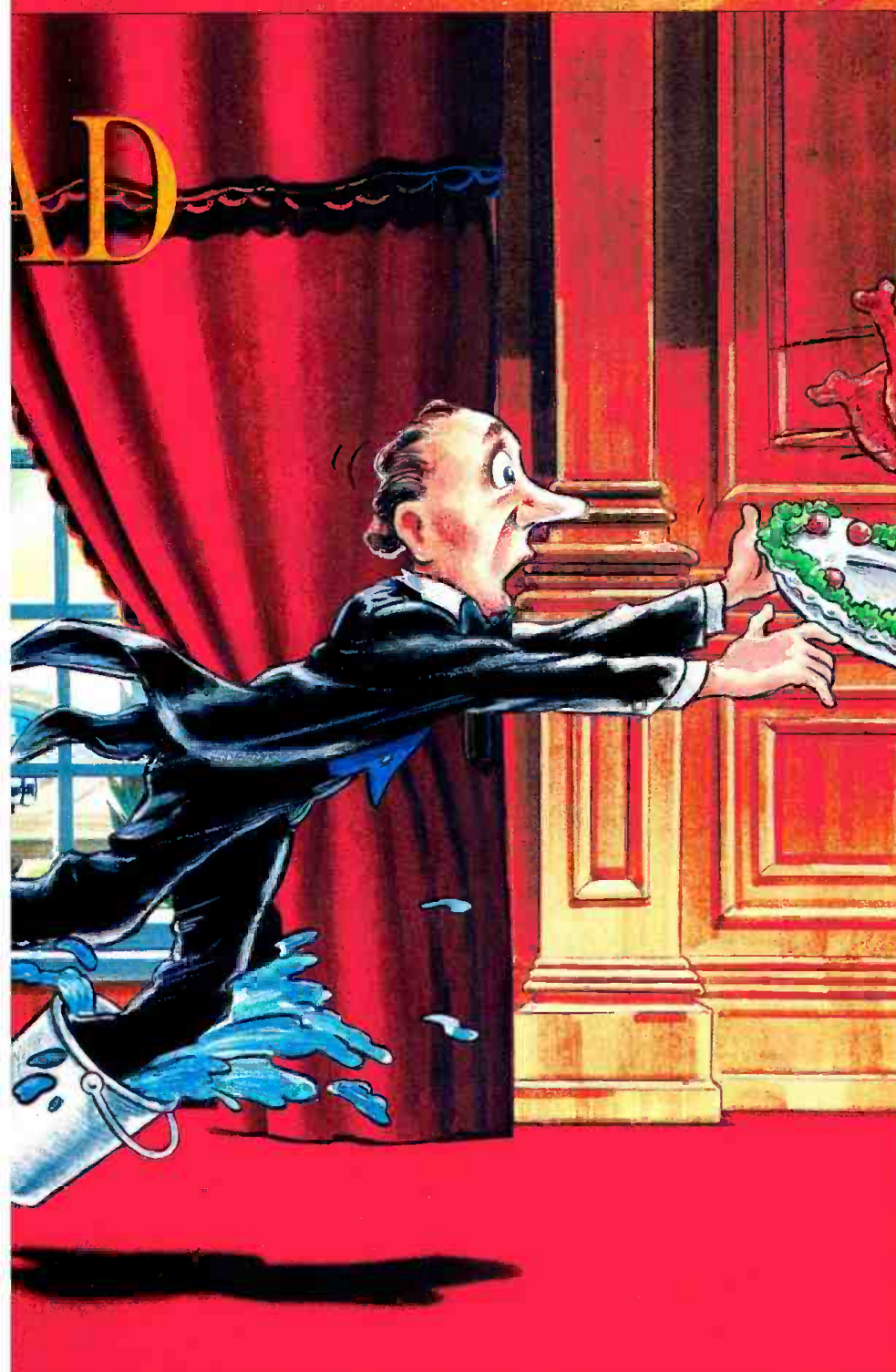
NEW COMEDY

**The hottest new  
property in  
syndication is right  
in your own  
backyard.**

Welcome to "Marblehead Manor"—a place where even the help needs help. Already purchased by 85 stations and the NBC owned stations for access, this original first-run comedy is ready to bring the house down in your market. So hurry, while there's still time to make your move.



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ANOTHER  
PEAK PERFORMER  
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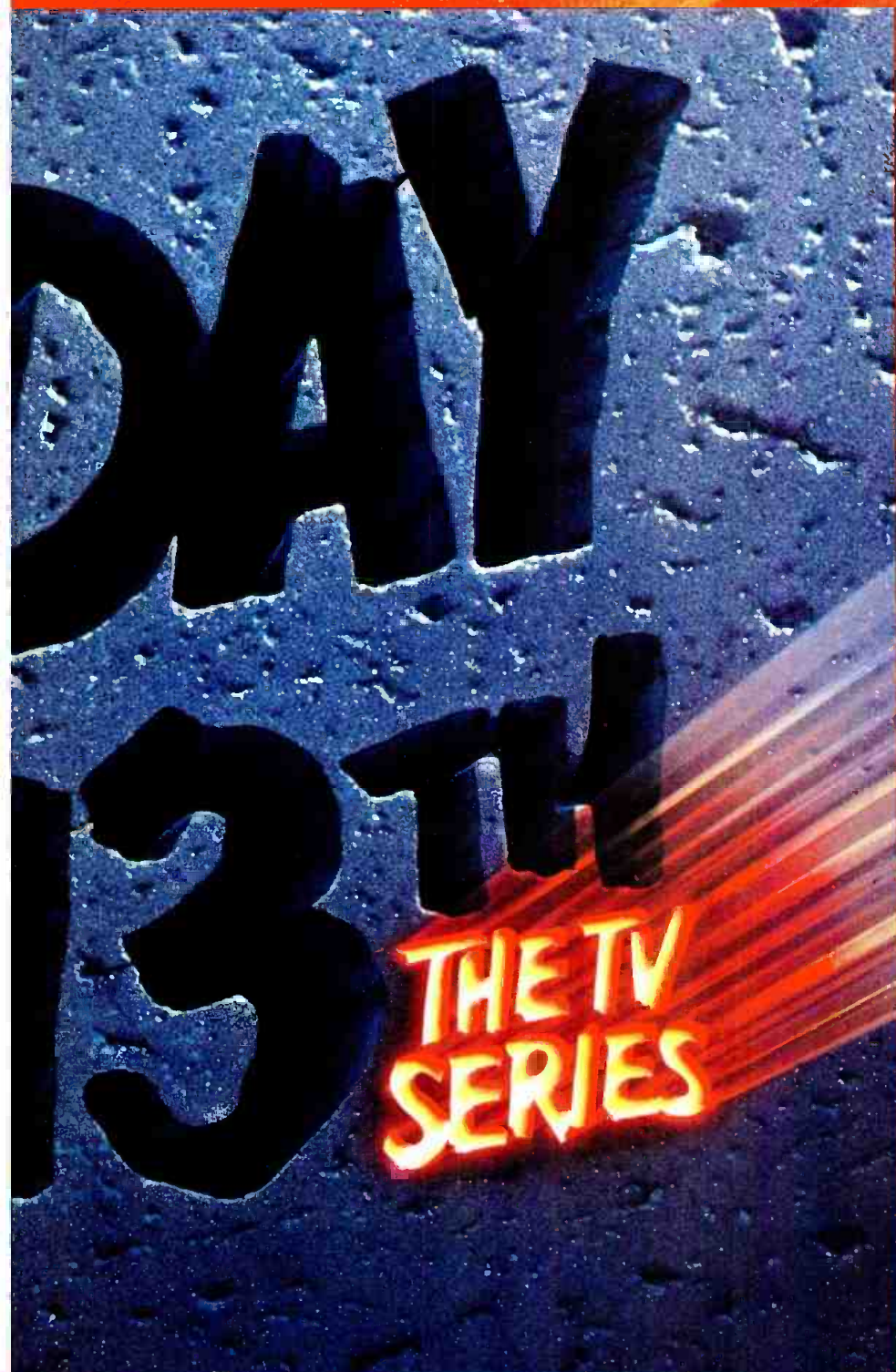
*Par*

**Finally a late night  
show wher people  
don't talk.  
They scream.**

Don't panic. "Friday The 13th"  
may still be available in your  
market. But if you want to  
create fear in the hearts of your  
rivals, you'd better be quick.  
"Friday The 13th" has sold  
so fast, it's scary.

**FRIDAY  
THE**

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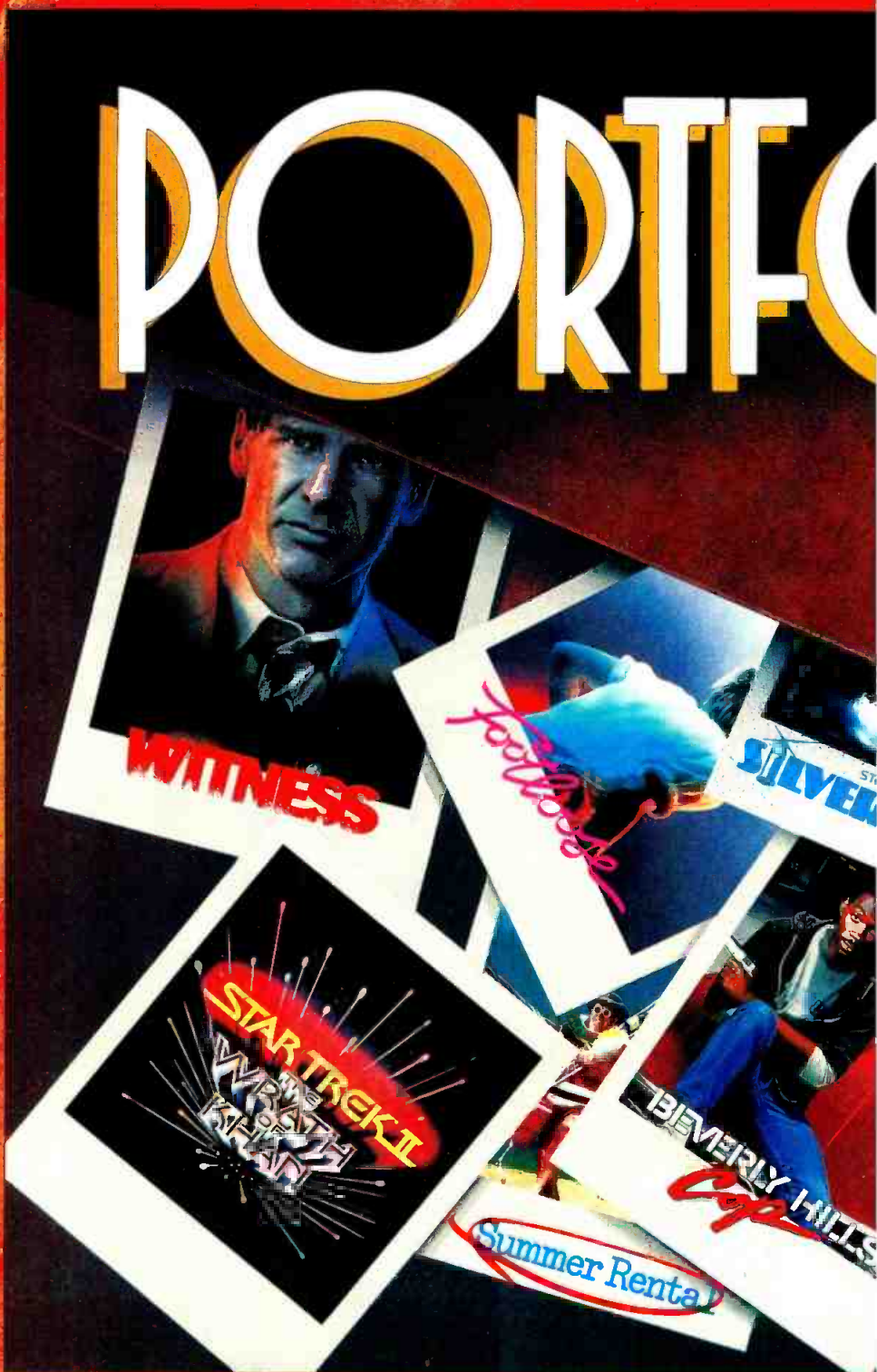
**ANOTHER  
PEAK PERFORMER  
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# PORTFOLIO

We made our movie package sound like an investment. Because that's what it is.

Paramount Portfolios have always generated high interest. Some stations said Portfolio X was better than Portfolio IX. Some said Portfolio XI was better than Portfolio X. And some are saying Portfolio XII is better yet. Of course, at Paramount we like to think the best is yet to come. With blockbusters such as Top Gun, Crocodile Dundee, Star Trek III, Star Trek IV and Ferris Bueller's Day Off in current release, your future investment is already guaranteed.



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# OLIO XIII



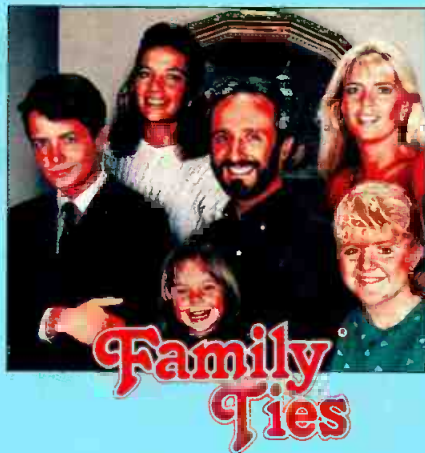
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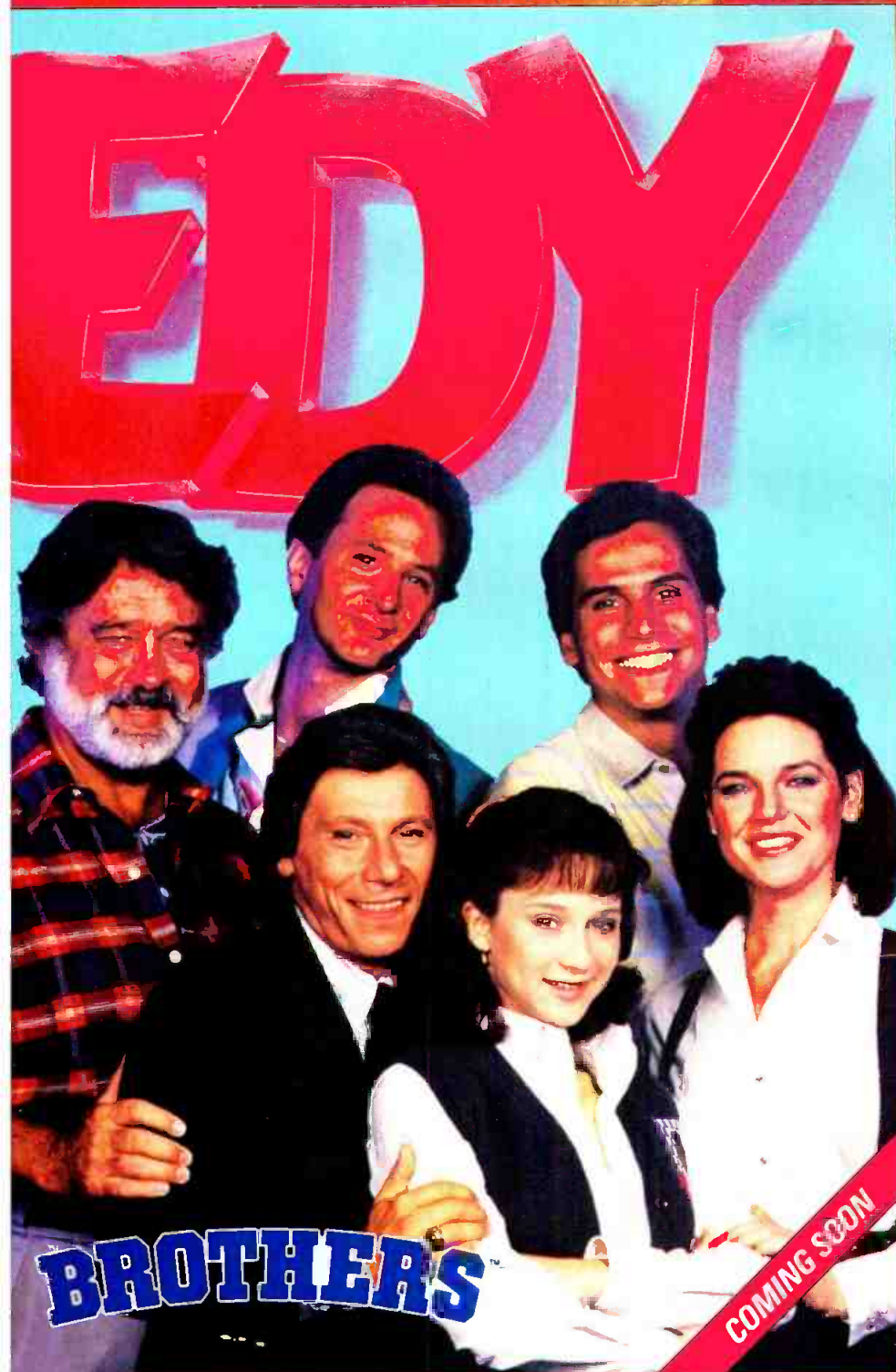
# COMEDY

And now, a word  
about something  
we take very  
seriously.

Continuing our tradition of great comedy, Paramount is proud to offer three of the most watched, most loved programs in television history. "Family Ties," "Cheers" and "Webster." And in the same spirit, we are equally proud to announce that the newest member of our comedy family will be available soon. "Brothers"



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**BROTHERS**

COMING SOON



**MORE  
PEAK PERFORMERS  
FROM PARAMOUNT.**

Paramount

CLASICS



Most programs  
come and go.  
Only the best  
come and stay.

When you think about comedy,  
think about Paramount.  
After all, who can match our  
current network line-up, our  
new first run properties and  
these unchallenged classics?  
So if you're looking for laughs  
—and wisdom!— come to us.  
We deliver.

There are many legends of  
rock and roll. But only one is a  
television program. Now back  
for its 8th year, "Solid Gold" is  
a classic example of program-  
ming that improves with age.  
So save the last dance for us.

The  
COMIC TRADITION



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# SICS



SOLID GOLD 87










**MORE  
PEAK PERFORMERS  
FROM PARAMOUNT.**

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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- Jan. 26  **NATPE.** Coverage of the U.S.'s largest programing bazaar, in New Orleans, Jan. 21-25.
- Feb. 2  **SMPTE.** In advance of this engineering conference, devoted strictly to television technology, a rundown of what will be on the agenda, from the presentation of technical papers to an exhibit of advanced technologies. In San Francisco, Feb. 6-7. And, as the nation's **National Religious Broadcasters** gather in Washington for their 44th annual convention, BROADCASTING provides the delegates with a complete agenda of the Feb. 1-4 event.
- Feb. 9  This issue promises to break all records in presenting BROADCASTING's annual roundup of station sales and cable deals during the past 12 months, **Changing Hands 1986**. And, as the seventh annual **Managing [Radio] Sales Conference** gets under way in Atlanta, we present a rundown of what to expect at this major meeting, sponsored by the Radio Advertising Bureau.
- Feb. 16  **Top 50 Agencies.** The wave of mergers and consolidations in the advertising agency world in 1986 created a new order, which is further defined in BROADCASTING's annual report on the top 50 agencies by broadcast and cable billings. Plus a preview of one of cable's fastest growing conventions, the **Texas Cable Television Association** convention in San Antonio.
- March 2  **Baseball.** BROADCASTING's annual roundup of who's paying how much for the broadcast rights to Major League Baseball's 26 teams.
- March 23  **Pre-NAB.** A sneak preview of the agenda and exhibitors for the Fifth Estate's largest gathering, the **National Association of Broadcasters** convention in Dallas.
- March 30  **NAB.** The complete rundown of events on tap for the NAB convention, plus a booth-by-booth examination of the companies on the exhibit floor.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

**You Belong in BROADCASTING  Every Week**

*\* Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

# NATPE 1987

Programing television stations with an eye on the bottom line

T H E P R I M A R Y S O U R C E



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*Split Second is currently in production and available now!*

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# NATPE taking care of business in New Orleans

**Convention's no-nonsense theme is reflected in sessions; some 8,000 attendees, 266 exhibitors expected**

The 24th annual NATPE International program conference gets under way this week (Jan. 21-25) in New Orleans, where an estimated 8,000 television station and syndication executives will gather to discuss the issues of the day: station bankruptcies, escalating programming costs, children's programming, block booking and other current issues. The theme of this year's convention is "The Business of Doing Business."

NATPE has conducted some business of its own during the last year, announcing Aug. 1 that it will move its headquarters from New York to Los Angeles—to be closer to the production end of the business and to its president, David Simon, vice president of station programming for the Fox affiliates, who is based in Hollywood.

And after two years of planning, the organization has also laid the groundwork to

move the yearly meeting to the end of February beginning in 1988 (Feb. 26-29)—a move intended to give sellers longer to prepare pilots and everyone more time to recuperate from the convention of the Association of Independent Television Stations, which has recently preceded NATPE's. This year's INTV convention was held in Los Angeles two weeks ago. NATPE will switch locales for the meeting to Houston in 1988 and 1989, and then to Miami in 1990 and 1991.

At this year's convention, 266 distributors have signed for space on the exhibit floor, an increase of 20 over last year.

The keynote address will come Thursday from Francis T. Vincent Jr., president of the Coca-Cola Co.'s entertainment business sector.

With much of the attention at the convention focused on economic problems, NATPE last week added a panel session—on Thursday, 5 p.m.—on station bankruptcies in the wake of the Chapter 11 filing by Grant Broadcasting. The panel will be moderated

by a bankruptcy judge and include representatives from syndication, stations and the legal community.

While the bankruptcy issue is a new problem facing the organization's members, NATPE officials said they also anticipate seeing an old issue resurface this week: mandatory children's programming. Although the issue is not on the agenda, broadcasters are expected to let their views on the subject be known to congressional staffers and FCC members who appear on panel sessions. Calls for mandatory children's programming requirements, some broadcasters believe, will rise again in this Congress.

The convention will not be entirely without lighthearted moments. On Saturday, Dr. Ruth Westheimer will appear on a panel to discuss the people meter. The session is titled, "The Meters, the People and Dr. Ruth." And the Sunday agenda, the convention's final day, is relatively clear, culminating in a Super Bowl party produced by WAGA-TV Atlanta. □

## The agenda for NATPE 87

### Wednesday, Jan. 21

**Rep firm and station group meetings.** 8 a.m.-8 p.m.

**NATPE/BEA educational seminar.** 9 a.m.-4:30 p.m. Conventer Center. Host: Lew Klein, Gateway Communications. *Sales Representation.* 9:15 a.m. Presented by Peter Goulazian, Richard Goldstein and Paul Arzen, Katz Television Group. *Television Program Distribution.* 10:45 a.m. Presented by Bruce Rosenblum and Leonard Bart, Lorimar-Telepictures. Luncheon. 12:15 p.m. Keynote speaker: Jack Blessington, CBS. *Network Television.* 1:30 p.m. Presented by David Poltrack, CBS. *Local Television.* 3 p.m. Presented by Gus Bailey Jr., wxjv(tv) Jacksonville, Fla.

**International seminar.** 3-5 p.m. Moderator: Larry Gershman, Hollywood producer. Panelists: Brian Donegan, Devillier/Donegan Enterprises; Bob Jones, KYW-TV Philadelphia; David Simon, Fox Television; Mel Smith, Tribune; Don Taffner, D.L. Taffner Ltd.

**NATPE educational board meeting.** 4-5 p.m.

**International reception.** 5:30-7 p.m.

### Thursday, Jan. 22

**General session.** 9-10 a.m. *Block Booking/Block Buying.* Moderator: Richard Barovick, Loeb and Loeb and Hess. Panelists: Joel Chaseman,

**Crescent City crew.** BROADCASTING's editorial and advertising staffs will be headquartered at the New Orleans Hilton at NATPE. The Jan. 19 issue will be available in the publication bins of the New Orleans Convention Center when the show opens and the Jan. 26 issue will be in the bins on Jan. 24. In attendance will be Scott Barrett, Jim Benson, Dave Berlyn, David Frankel, Kwentin Keenan, Kim McAvoy, Steve McClellan, Charles Mohr, Jeanne Ormohundro, Larry Taishoff, Skip Tash, Tim Thometz, Don West and David Whitcombe.

Post-Newsweek Stations; Dick Colbert, Colbert Television Sales; Henry Gillespie, Turner Program Services; Harry First, New York University Law School, Sy Yanoff, WNEV-TV Boston.

**General session.** 10:05-11:05 a.m. *Washington Update.* Moderator: Michael Gardner, Akin, Gump, Strauss, Hauer & Feld. Panelists: FCC Commissioners Dennis Patrick and James Quello; John Lane, Wilkes, Artis, Hedrick & Lane; Alfred Sikes, Commerce Department.

**General session/brunch.** 11:15 a.m.-1 p.m. Welcome: David Simon, NATPE president, Fox Television Stations. Keynote address: Francis T. Vincent Jr., Coca-Cola. Entertainment: Jack Daniels and the Original Cornet Band.

**Exhibit hall.** Open 1-6 p.m.

**General session.** 5 p.m. *Chapter 11 Bankruptcy: Is it Real?* Panelists: Joseph Eisenberg, Levine & Eisenberg; Michael Kearns-Weiss, Loeb & Loeb & Hess.

### Friday, Jan. 23

**Affiliate meetings.** 8:30-9:30 a.m. *ABC* Moderator: Mike Seagly, wzzm-TV Grand Rapids, Mich. Panelists: Mickey Hooten, Hearst Broadcasting; Mark Mandala, George Newi. *CBS* Moderator: Kay Hall, wdbj(tv) Roanoke, Va. Panelists: Herb Gross, Bob Horner, Tom Leahy, Tony Malara, Scott Michels, Neal Pilson, David Poltrack. *Independents* Moderator: Vicki Gregorian, wvi-TV Boston. Panelists: Charlie Edwards, Gaylord Broadcasting; Jamie Kellner, Fox Television Network; Preston Padden, Association of Independent Television Stations. *International* Moderator: Gunnar Rugh-eimer. Panelists: Charles Denton, Central Independent Television; Francesco DeCresceno, Milan; Larry Gershman, Hollywood; Arne Wessberg, Channel One. *PBS* John Felton, wptv(tv) Miami. Panelists: Cindy Browne, ktca-TV Minneapolis; Bob Davidson, Eastern Educational Network; Ron Devillier, Devillier/Donegan Enterprises; Dr. David Leroy, PMN TRAC; Frank Miller, Lionheart Television; Art Singer, New Hampshire Public Television. *Cable* Moderator: Chuck Gingold, Lifetime. Panelists: Paul Corbin, Nashville Network; David Kenin, USA Network; Geraldine Laybourne, Nickelodeon; Jack Petrik, wrbs(tv) Atlanta.

**Concurrent seminars.** 9:40-10:40 a.m. *Absolutely the Last Annual*



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Fame. The highest rated first-run syndicated series among *all* dramas, action adventures and situation comedies!  
136 episodes available now.



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## Another Big November for the Show That Wins Hour After Hour Year After Year

- **AMARILLO KVII 9 A.M.**  
No. 1 in Rating, Share, All Women Demographics
- **BATON ROUGE WAFB 3 P.M.**  
No. 1 in Rating, Share, All Adult Demographics
- **BIRMINGHAM WVTM 8 A.M.**  
28% Share, 35% Women 18-49 Share, 41% Women 25-54 Share
- **BOISE KBCI 4 P.M.**  
No. 1 in Households, Women Demographics
- **BOSTON WBZ 10 A.M.**  
Up 147% in Women 18-49, 100% Women 25-54 vs year-ago NBC programming
- **BURLINGTON-PLATTSBURGH WCAX 9 A.M.**  
No. 1 in Rating, Share, All Women Demographics
- **CHARLOTTE WBTV 9 A.M.**  
No. 1 in Rating, Share, Women
- **CHATTANOOGA WTVC 9 A.M.**  
No. 1 in Rating, Share, Men, Women
- **CINCINNATI WLWT 4 P.M.**  
No. 1 in Rating, Share, Women
- **DALLAS WFAA 4 P.M.**  
No. 1 in Women 18-34, Women 18-49, Women 25-54
- **DENVER KUSA 10 A.M.**  
No. 1 in Rating, Share, All Women Demographics
- **DES MOINES KCCI 3 P.M.**  
No. 1 in Rating, Share, Women 18-49, Women 25-54
- **EUGENE KVAL 3 P.M.**  
No. 1 in Rating, Share
- **EVANSVILLE WEHT 4 P.M.**  
No. 1 in Households, Women, Men
- **FARGO KXJB 3 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **FLINT-SAGINAW WNEM 11 A.M.**  
No. 1 in Rating, Share, All Women Demographics
- **FT. WAYNE WANE 4 P.M.**  
No. 1 in Rating, Share, Women, Men
- **GRAND RAPIDS-KALAMAZOO WWMT 5 P.M.**  
No. 1 in Rating, Share, Women

- **GREEN BAY WFRV 3 P.M.**  
No. 1 in Rating, Share, Women
- **GREENVILLE-SPARTANBURG WSPA 4 P.M.**  
No. 1 in Women, Women 25-54
- **HARRISBURG-LANCASTER WGAL 10 A.M.**  
No. 1 in Rating, Share, All Women Demographics
- **INDIANAPOLIS WISH 4 P.M.**  
No. 1 in Rating, Share, Women, Women 25-54
- **JACKSON WJTV 8 A.M.**  
No. 1 in Homes, All Women Demographics
- **KANSAS CITY WDAF 9 A.M.**  
Solid No. 2, up 100% in Homes vs year-ago
- **LA CROSSE-EAU CLAIRE WEAU 3:30 P.M.**  
No. 1 in Rating, Share, Women, Women 25-54
- **LINCOLN-HASTINGS KOLN 4 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **MIAMI WSVN 9 A.M.**  
Solid No. 2, Share up 43% vs previous programming
- **MILWAUKEE WISN 3 P.M.**  
No. 1 in Rating, Share, Women
- **MINNEAPOLIS-ST. PAUL KSTP 11 A.M.**  
Solid No. 2, Share up 70% vs previous network programming
- **MOBILE-PENSACOLA WKRG 9 A.M.**  
No. 1 in Households, Women
- **OMAHA WOWT 4 P.M.**  
No. 1 in Rating, Share, Women, Men
- **ORLANDO WCPX 10 A.M.**  
No. 1 in Rating, Share, Women, Women 25-54

- **PHOENIX KPNX 3 P.M.**  
No. 1 in Rating, Share, Women, Women 25-54
- **PITTSBURGH KDKA 4 P.M.**  
No. 1 in Rating, Women
- **ROANOKE-LYNCHBURG WDBJ 4 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **ROCHESTER WHEC 5 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **SAN DIEGO KFMB 3 P.M.**  
No. 1 in Rating, Share, Women
- **SACRAMENTO KCRA 9 A.M.**  
No. 1 in Rating, Share, All Women Demographics
- **SALT LAKE CITY KUTV 11 A.M.**  
No. 1 in Rating, Share, Women, Men
- **SHREVEPORT KTBS 3 P.M.**  
No. 1 in Rating, Share, Women, Men
- **SIoux CITY KTIV 4 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **SOUTH BEND WSJV 4 P.M.**  
No. 1 in Rating, Share, Women, Men
- **SPOKANE KHQ 4 P.M.**  
No. 1 in Rating, Share, Women
- **ST. LOUIS KSDK 3 P.M.**  
No. 1 in Rating, Share, Women, Men
- **TAMPA-ST. PETERSBURG WTVT 4 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **TRAVERSE CITY-CADILLAC WPBN 4 P.M.**  
No. 1 in Rating, Share, Women, Men
- **TUCSON KOLD 3 P.M.**  
No. 1 in Rating, Share, All Women Demographics
- **TULSA KOTV 4 P.M.**  
No. 1 in Rating
- **WASHINGTON WUSA 4 P.M.**  
No. 1 in Women, beating Magnum P.I., Dating Game and Love Connection
- **WICHITA-HUTCHINSON KSNW 9 A.M.**  
No. 1 in Rating, Share, Women, Men
- **WICHITA FALLS KSWD 3 P.M.**  
No. 1 in Rating, Share, Women, Men



Host: GARY COLLINS

Source: NSI Nov. 1986  
Nov. 1985

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**T**he centuries-old struggle between the Deeds and the Cromleys is being renewed on Salem Island, unleashing passions and intrigues, strange forces and dark secrets.

For the first time, a dramatic series utilizes the latest technological developments to create extraordinary special effects that advance the plot and astound viewers.

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*With broad audience appeal—and especially attractive to young adults, both female and male—"Salem's Children" is flexible enough to capture its time period in a variety of dayparts.*

*A brand new innovative series—from Group W Productions in association with Taft Entertainment.*



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**George Back Barter Workshop.** Moderator: George Back, All American Television. Panelists: Dan Cosgrove, ASTA; Phil Howort, LBS Communications; Roger King, King World; Cassandra Reese, Kraft Inc.; John Rohrbeck, KNBC(TV) Los Angeles.

**Program Management Skills.** Presented by Bill Brower, Brower Associates.

**General session/brunch.** 10:45 a.m.-12:15 a.m. *Sitcoms and First Run.* Moderator: Barry Thurston, Embassy/Columbia Television. Panelists: Steve Bell, KTLA(TV) Los Angeles; Wes Harris, NBC Owned Stations; David Salzman, Lorimar-Telepictures; Don Taffner, D.L. Taffner Ltd.; Rich Frank, Buena Vista. Host: Deb McDermott, WKRN-TV Nashville.

**Exhibit hall.** Open 12:30-6 p.m.

**Alumni club reception.** 6-7 p.m.

## Saturday, Jan. 24

**General session/breakfast.** 8:30-10 a.m. *Today's Executive Producer: The Business of Creation.* Moderator: John Goldhammer, Goldhammer Productions. Panelists: Dick Clark, Ralph Edwards, John Rich. Production conference report: Bob Jones, KYW-TV Philadelphia. NATPE Educational Foundation report by Lew Klein, Gateway Communications.

**Three concurrent sessions.** 10:15-11:15 a.m. *The Economic Revolution.* Moderator: Consuelo Mack, Buena Vista's *Today's Business*. Panelists: Jeff Epstein, First Boston; Alec Gerster, Grey Advertising; Ken Gorman, Viacom; Paul Kagan, Paul Kagan Associates.

**New Era in Regulations: How the Mid-Term Elections Affect Broadcasting.** Moderator: Dick Block, DBA Enterprises. Panelists: Charles Firestone, UCLA Communications Law Program; Tom Herwitz, Fox Television Stations; Thomas Ryan, House Energy and Commerce Committee; Andrew Schwartzman, Media Access Project; John Summers, National Association of Broadcasters.

**View from the Fourth Estate.** Moderator: Charlie Rose, CBS Television. Panelists: Jon Banner, *View*; Michael Lambert, 20th Century Fox Television; Gary Lieberthal, Columbia/Embassy Television; David Persson, *Electronic Media*; Sol Paul, *Television/Radio Age*; Dick Robertson, Lorimar-Telepictures; Joseph Zaleski, Viacom Enterprises; Les Brown, *Channels*; Syd Silverman, *Variety*; Don West, BROADCASTING Magazine.

**Three concurrent sessions.** 11:20 a.m.-12:20 p.m. *New Business Opportunities.* Moderator: Ken Rees, wcco-TV Minneapolis. Panelists: Bill Craig, Midwest Cable & Satellite; Willis Duff, Audience Research & Development; Paul Raymon, WAGA-TV Atlanta; Ryan Tredennick, WJXT(TV) Jacksonville, Fla.

**The Meters, the People and Dr. Ruth.** Moderator: John von Soosten, Katz Television. Panelists: Pierre Megroz, ScanAmerica; Joe Philport, AGB Television Research; Rick Spicer, R.D. Percy; Dave Traylor, A.C. Nielsen; Dr. Ruth Westheimer.

**The First Year is the Worst Year.** Moderator: Jim Lutton, WFSB(TV) Hartford, Conn. Panelists: Farrell Meisel, WOR-TV New York; Ann Pace, WJXT(TV) Jacksonville, Fla.; Barry Thurston, Columbia/Embassy Television; Deb Zeyen, Group W Television.

**Exhibit hall.** Open 12:30-5 p.m.

**Iris awards celebration.** 6-8 p.m. Performing Arts Center. Hosts: Oprah Winfrey and John Davidson. Entertainment: Ray Charles.

## Sunday, Jan. 25

**NATPE board meeting and elections.** 9:30-10:30 a.m.

**Exhibit hall.** Open 10 a.m.-4 p.m.

**Distributors meeting.** 3:30-4 p.m.

**Super Bowl party.** 4-9 p.m.

# First-run programming fueling syndication market

**Among new first-run offerings are revivals of 60's shows; sitcoms remain in abundance; game, talk shows face tough competition; animated market drying up**

According to executives at rep firms, syndicators and stations, this year's NATPE convention is set to explode with programming. The explosion, it is predicted, will manifest itself in terms of sales, co-production deals and a general excitement on the convention floor. The syndicators, some pointing to the prices Viacom's *Cosby* has attracted as a defense against predictions of gloom and doom, are hoping the 1988 election year will pump new advertising money into an otherwise flagging broadcast advertising economy, and thus into their business.

Helping to sustain the hopes of syndicators and broadcasters will be a sort of "first-run fever." Syndicators have invested heavily in first-run this year. In all, there will be 82 different first-run programs, representing an increase of 26% over last year's group of 65 programs, something Dick Kurlander, vice president and director of programming at Petry Television, points to as the current state of syndication. Many of the first-run shows have not been shown to stations and therefore lack clearances, something that

could spur buyers and sellers alike at NATPE, he says.

Among the new first-run offerings will be Paramount's *Star Trek: The Next Generation*, produced by the network division, and *Friday the 13th: The Series*, which will have Frank Mancuso, producer of the theatrical movies, as its executive producer; MGM's revivals of the *Sea Hunt* and *Rat Patrol* series, and the first combination of a game show and home shopping, *The Home Shopping Game* from MCA-TV.

For the past few years, the Association of Independent Television Stations convention has informally kicked off the program selling season. But many distributors said privately that things were slow at the convention. Outside the programming suites, in the hallways of Hollywood's Century Plaza hotel at INTV, much of the talk concerned the bankruptcy filings by WTTV(TV) Bloomington, Ind., and WQTV(TV) Boston, as well as continued discussions of an earlier filing by Grant Broadcasting. But distributors were treating the news as evidence that the independent television station business was maturing, and that long-term, the failures only bode well for the business.

There is a down side to the upbeat predictions for NATPE, however, that few will deny; indeed, 1987-88 is being called by

some the "most competitive" year in syndication's history (BROADCASTING, Jan. 5). Syndicators, in a sense, are victims of their own successes—there were not many failures among the new shows this past fall, leaving stations with few holes to fill. And for each of those holes there will be a number of new and returning shows competing for spots on stations' schedules.

Among them will be a bumper crop of first-run sitcoms at NATPE, although not as large a number as some had anticipated. According to a pre-conference presentation by Katz, of the 51 sitcoms that had, at one time, been expected, only 30 will be there. In early fringe, two and possibly three more first-run talk shows will vie for time periods that *Donahue* and *The Oprah Winfrey Show* now call their own. As to animated strips, there will be a total of 13 shows competing for slots on schedules in 1987, although the overall is weak.

The following is a review of the product in the principal programming genres on display at NATPE this week.

### *Sitcoms in abundance*

Many are calling 1987 the year of the sitcom, despite the problems endured by sitcoms in checkerboards this past fall. According to Katz, in eight of the nine markets

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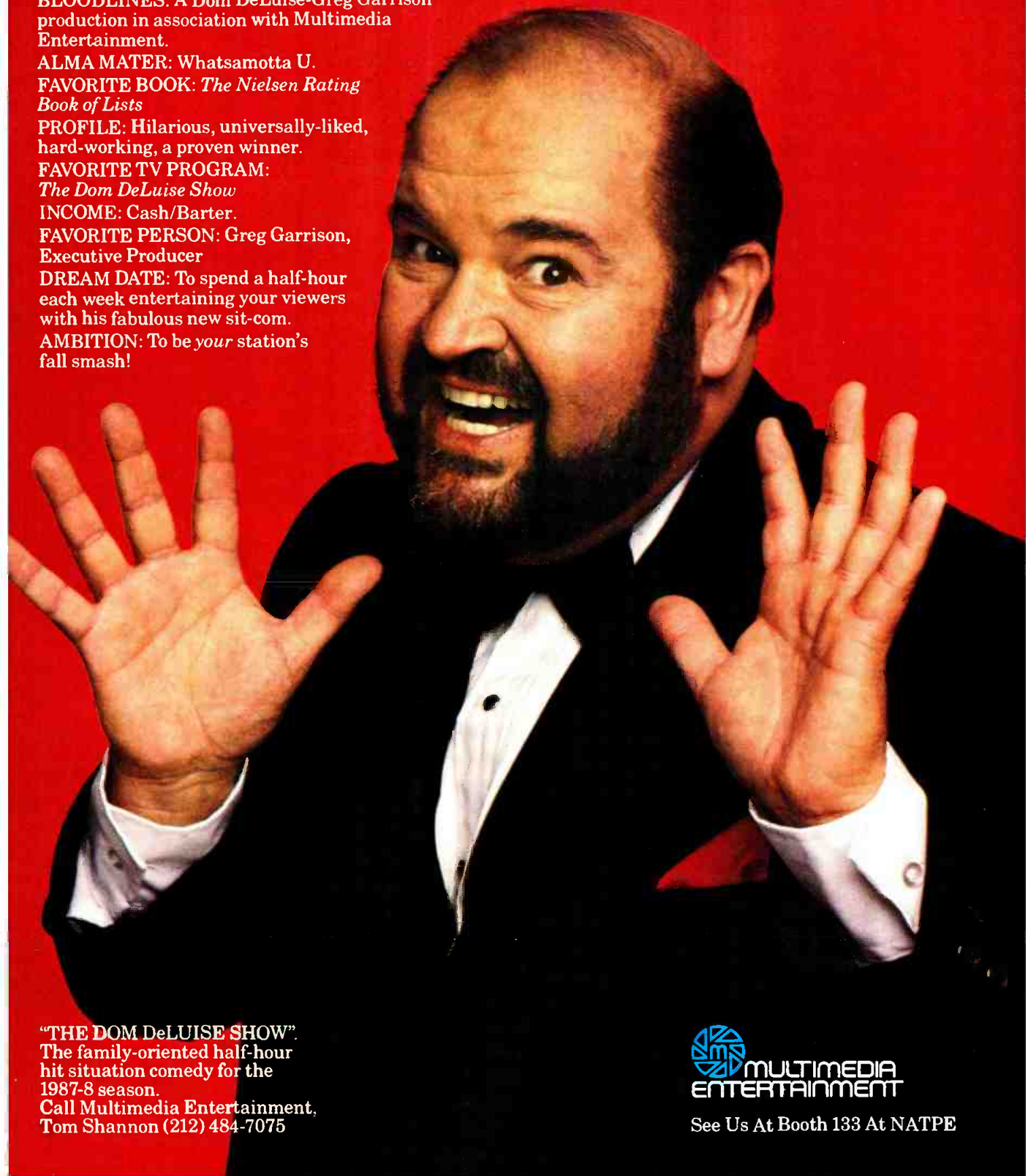
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**FAVORITE PERSON:** Greg Garrison, Executive Producer

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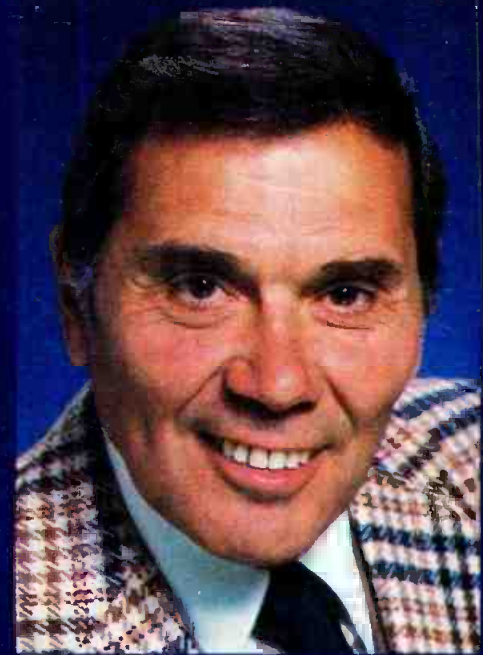


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in which checkerboards premiered last fall (with KTLA-TV Los Angeles being the exception), the schedules underperformed those that ran in November 1985—in the case of WWSB-TV West Point, Miss., by 88%. "There are no reasons why any stations should want to run first-run sitcom checkerboards, unless they are a distant third in their market," said John Von Soosten, vice president for programming at Katz. Sitcom checkerboards can potentially be more economical than other access vehicles, said Von Soosten, but figuring in the promotion costs checkerboards require, as well as the risk they carry (a failure on a given day requires a new show), they are not worth it.

Petry's Kurlander said that what could breathe life into checkerboards would be the premiere next fall of the strong set of checkerboarded first-run sitcoms on the NBC-owned stations and on CBS's WCAU-TV Philadelphia. Those stations have committed to promoting the shows as the beginning of their respective prime time lineups. One question about last fall's checkerboard was whether the shows were given adequate promotional support to attract an audience.

The ratings problems of checkerboards—with KTLA's solid showing the exception—do not endanger the first-run sitcom. Those shows will continue to endure in vertical blocks on weekends, and elsewhere in schedules. "Equating checkerboards and sitcoms is wrong" said Matt Shapiro, vice president, MMT Sales. Stations will continue to be interested in the vertical blocks not only for their performance-cost relationship, but also for their back-end value. For affiliates in the top 50 markets, successful first-run sitcoms could log enough episodes eventually to be used as strips in access.

A more serious threat to sitcoms, he said, are the deficits that those shows carry, something referred to by Dick Robertson, office of the president, Lorimar-Telepictures, at a first-run panel at INTV. L-T's first-run sitcoms currently carry deficits of \$4 million apiece for the production of their 26 episodes.

*Slim pickings for off-network*

There are more questions than answers concerning the market for off-network half-hour sitcoms, according to many stations and the reps. The high prices *The Cosby Show* is getting are not a true indication of the state of the market, observers say. The last off-network sitcom to enter the market (roughly six months ago) was Warner Bros.'s *Growing Pains*, for which stations paid "reasonable" prices, sources say. Currently on the market is *Mr. Belvedere* from 20th Century Fox and soon to be launched will be *Who's the Boss* from Columbia/Embassy.

Many stations are waiting to see whether the high prices paid for half-hours will come down when the first-run sitcoms now on the air become strips. The first of those, *It's a Living*, which consists of syndicated episodes and some from a network run, is currently being marketed by Lorimar-Telepictures. The first first-run sitcom comprising all syndicated episodes will be 20th Century Fox's *Small Wonder*, set to come on the market in 1988.

"If syndicators are thinking that a new record price in markets has been set by *Cosby*, they're wrong," said MMT's Shapiro. Shapiro said that given the increased supply of half-hour syndicated sitcoms, prices could retreat. But they will not lose ground compared to previous prices paid in syndication, he said.

In off-network hours, the two successful debuts this past season—*Magnum P.I.*, and *Knight Rider*, both from MCA-TV—have been encouraging for distributors in what has otherwise been a rough period for one-hour series. But whether the performance of *Magnum P.I.* has been reflective of the prices paid for it is another matter. According to Kurlander of Petry, which represents KTLA, stations that paid record-breaking prices for *Magnum* have been able to make money on the show, but the cost-effectiveness of hours today is not the same as when *Magnum* went on the market.

MCA-TV will attempt to breathe new life into the market with *Miami Vice* and *Murder, She Wrote*, both scheduled to be marketed soon. In addition, New World Television will be launching *Highway to Heaven*.

*Overcoming the big two in talk shows*

A number of talk shows were in the development stage for fall 1987, but that number has now diminished to two hour-long shows and one half-hour. Any additions to that genre, critical to affiliates for providing a lead-in to their newscasts, will have to overcome *Donahue* and *The Oprah Winfrey Show*, the latter being syndication's best rookie performer last fall. Those two shows, both of which started in the morning, are running, or will run, in early fringe time periods.

Aside from the competition they face, the new hours each have their own strengths and weaknesses, according to rep-firm executives. In both cases they may wind up in the morning periods that were occupied by *Donahue* and *The Oprah Winfrey Show*. For *Geraldo Live!*, starring Geraldo Rivera, there is,

according to Von Soosten, the problem of the controversy surrounding the two special: that he has appeared in, *The Mystery of A Capone's Vaults* and *American Vice: The Doping of a Nation*. Tribune Entertainment has cleared *Geraldo Live!* in 12 markets so far, including the four Post-Newsweek Stations.

This season's other hour-long talk show is *The Wil Shriner Show*, distributed by Group W Television, and now cleared on a lineup including WNBC-TV New York, KHJ-TV Los Angeles, WMAQ-TV Chicago, WRC-TV Washington and WKYC-TV Cleveland.

In addition to those two shows, there is *On the Move*, starring Rita Moreno and distributed by Blair Entertainment.

If stations are not talking in early fringe this year, they are in court. The court show genre, programmed in blocks on some stations, has become a successful news lead-in in certain cases, which may make it difficult for the launch of another budding genre of psychotherapy shows (BROADCASTING Aug. 11). Already, there seems to be a shakeout among psychotherapy shows. At one point there were as many as six half-hour shows—either reenactments of therapy sessions or live sessions with an audience and a therapist—in the planning stages. Via com is not going forward with *Getting in Touch*, in which the CBS stations had a role and LBS currently has *The Group* on hold. That leaves *Between Us* (Harmony Gold), *Good Advice* (Coca-Cola), *Strictly Confidential* (Blair) and *Getting In Touch* (Baruch Television Group). With the exception of *Getting in Touch*, which is an hour, each of the shows is a half-hour.

*Game shows face tough competition*

The tide of glitzy, lucrative giveaway game shows that flooded the syndication market in 1986 will recede somewhat this year, with distributors pushing 13 new offerings compared to last year's 23. The decline, analyst said, stems from several factors: the continued strength of King World's *Wheel of Fortune*



Blair's *On the Move* with Rita Moreno



Dr. Theresa Crenshaw of *Between Us*

# TV's POWERFUL 1-2 PUNCH



**STILL THE  
HEAVYWEIGHT CHAMPS!**

**Big  
Winners On  
Saturdays, Too!**

Produced by  
**MERV GRIFFIN**  
ENTERPRISES  
A UNIT OF *The Coca-Cola Company*

Distributed By  
**KINGWORLD**  
TM  
New York • Los Angeles • Chicago • Dallas • Nashville • New Jersey

# WHEEL OF FORTUNE

- |                       |                       |                            |
|-----------------------|-----------------------|----------------------------|
| #1 New York WCBS      | #1 New Orleans WWL    | #1 Omaha KMTV              |
| #1 Los Angeles KCOP   | #1 Greenville WCTI    | #1 Roanoke WDBJ            |
| #1 Chicago WLS        | #1 Buffalo WKBW       | #1 Honolulu KHON           |
| #1 Philadelphia WPVI  | #1 Oklahoma City KWTU | #1 Davenport WOC           |
| #1 San Francisco KRON | #1 Columbus, OH WBNS  | #1 Paducah KFVS            |
| #1 Boston WNEV        | #1 Raleigh WTVD       | #1 Champaign/Springfield W |
| #1 Detroit WDIV       | #1 Birmingham WBRC    | #1 Cedar Rapids KWWL       |
| #1 Dallas KXAS        | #1 Grand Rapids WZZM  | #1 Spokane KHO             |
| #1 Washington WUSA    | #1 Providence WPRI    | #1 Lexington WTVQ          |
| #1 Cleveland WEWS     | #1 Memphis WMC        | #1 Portland, ME WGME       |
| #1 Houston KHOU       | #1 San Antonio KMOL   | #1 Tuscon KGUN             |
| #1 Atlanta WXIA       | #1 Norfolk WVEC       | #1 Chattanooga WRCB        |
| #1 Pittsburgh KDKA    | #1 Wilkes-Barre WYOU  | #1 Springfield, MO KYTV    |
| #1 Tampa WTSP         | #1 Greensboro WGHP    | #1 Jackson WJTV            |
| #1 Seattle KOMO       | #1 Albany WNYT        | #1 South Bend WSJV         |
| #1 Miami WTVJ         | #1 Tulsa KTUL         | #1 Tri-Cities WCYB         |
| #1 Minneapolis WCCO   | #1 Richmond WXEX      | #1 Youngstown WYTV         |
| #1 St. Louis KSDK     | #1 Little Rock KATV   | #1 Huntsville WAFF         |
| #1 Denver KUSA        | #1 Flint WJRT         | #1 Columbia, SC WIS        |
| #1 Sacramento KXTV    | #1 Shreveport KTBS    | #1 Baton Rouge WAFB        |
| #1 Phoenix KTSP       | #1 W. Palm Beach WPEC | #1 Lincoln KOLN            |
| #1 Baltimore WMAR     | #1 Mobile WKRQ        | #1 Evansville WFIE         |
| #1 Indianapolis WTHR  | #1 Knoxville WBIR     | #1 Springfield WXLN        |
| #1 Hartford WTNH      | #1 Jacksonville WJXT  | #1 Las Vegas KVBC          |
| #1 Portland, OR KOIN  | #1 Wichita KWCH       | #1 El Paso KDBC            |
| #1 San Diego KCST     | #1 Fresno KFSN        | #1 Colorado Springs KKTU   |
| #1 Orlando WFTV       | #1 Toledo WTOL        | #1 Sioux Falls KSFY        |
| #1 Kansas City KCTV   | #1 Albuquerque KOB    | #1 Ft. Wayne WANE          |
| #1 Milwaukee WTMJ     | #1 Syracuse WIXT      | #1 Ft. Myers WBBH          |
| #1 Cincinnati WCPO    | #1 Green Bay WFRV     | #1 Beckley WOAY            |
| #1 Nashville WSMV     | #1 Des Moines KCCI    | #1 Bakersfield KGET        |
| #1 Charlotte WBTV     | #1 Rochester WHEC     | #1 Columbus-Tupelo WTVB    |



# WHEEL of FORTUNE



**APPOINTMENT T.V.**  
THE SHOWS AMERICA JUST CANT MISS

- #1 Chico-Redding KHSL
- #1 Minot KFYZ
- #1 Columbia-Jeff KOMU
- #1 Ft. Smith KFSM
- #1 Mason City-Rochester KTTC
- #1 Lubbock KAMC
- #1 Topeka KSNT
- #1 Bangor WLBY
- #1 Medford KDPO
- #1 Albany, GA WALB
- #1 Quincy WGEM
- #1 Tyler KLTU
- #1 Abilene KTAB
- #1 Florence WBTW
- #1 Dothan WTVY
- #1 Idaho Falls KIDK
- #1 Rapid City KOTA
- #1 Alexandria, LA KALB
- #1 Billings KTVO
- #1 Palm Springs KESQ
- #1 Hattiesburg WDAM
- #1 Clarksburg WDTV
- #1 Panama City WJHG
- #1 Missoula KPAX
- #1 Elmira WETM
- #1 Ada-Ardmore KTEN
- #1 Roswell KOBR
- #1 Jonesboro KAIT
- #1 Biloxi WLOX
- #1 Great Falls KRTV
- #1 Yuma KYEL
- #1 Watertown WWNY

- #1 Parkersburg WTAP
- #1 St. Joseph KOTV
- #1 Marquette WLUC
- #1 Alexandria, MN KCMT
- #1 Butte KXLF
- #1 Ottuma KTVO
- #1 San Angelo KLST
- #1 Lima WLIO
- #1 Bowling Green WBKO
- #1 Harrisonburg WHSV
- #1 Zanesville WHIZ
- #1 Presque Isle WAGM
- #1 Victoria KAVU
- #1 Twin Falls KMVT
- #1 Bend KTVZ
- #1 Peoria WHOI
- #1 Lansing WILX
- #1 Fargo KXJB
- #1 Augusta WJBF
- #1 Madison WKOW
- #1 Charleston WCBD
- #1 Monterey-Salinas KMST
- #1 Lafayette, LA KATC

- #1 Santa Barbara KCOY
- #1 Rockford WTVO
- #1 Wilmington WWAY
- #1 Columbus, GA WTVM
- #1 Harlingen KRGV
- #1 Amarillo KVII
- #1 Terre-Haute WTVB
- #1 Joplin KODE
- #1 Corpus-Christi KRIS
- #1 Duluth KBJR
- #1 Binghamton WBNG
- #1 Wheeling WTRF
- #1 Beaumont-P.A. KJAC
- #1 Yakima KNDO
- #1 Tallahassee WCTV
- #1 Wausau WAOW
- #1 Reno KTVN
- #1 Wichita Falls KFDX
- #1 Macon WMAZ
- #1 Eugene KVAL
- #1 LaCrosse WXOW
- #1 Odessa KMID
- #1 Boise KBCI

# JEOPARDY!

- |    |                     |    |                            |
|----|---------------------|----|----------------------------|
| #1 | New York WABC       | #1 | Providence WPRI            |
| #1 | Chicago WLS         | #1 | Memphis WMC                |
| #1 | Philadelphia WPVI   | #1 | San Antonio KMOL           |
| #1 | Detroit WDIV        | #1 | Wilkes-Barre WYOU          |
| #1 | Washington WJLA     | #1 | Norfolk WVEC               |
| #1 | Dallas KXAS         | #1 | Albany, NY WNYT            |
| #1 | Cleveland WEWS      | #1 | Tulsa KTUL                 |
| #1 | Pittsburgh KDKA     | #1 | Little Rock KATV           |
| #1 | Seattle-Tacoma KOMO | #1 | Flint-Saginaw KJRT         |
| #1 | Tampa WXFL          | #1 | Richmond WXEX              |
| #1 | Minneapolis WCCO    | #1 | Shreveport KTBS            |
| #1 | St. Louis KSDK      | #1 | W. Palm Beach WPTV         |
| #1 | Denver KUSA         | #1 | Mobile WKRG                |
| #1 | Sacramento KXTV     | #1 | Knoxville WBIR             |
| #1 | Baltimore WMAR      | #1 | Toledo WTOL                |
| #1 | Indianapolis WTHR   | #1 | Jacksonville WJXT          |
| #1 | Phoenix KTSP        | #1 | Albuquerque KGGM           |
| #1 | Hartford WTNH       | #1 | Syracuse WIXT              |
| #1 | Portland, OR KOIN   | #1 | Green Bay WFRV             |
| #1 | San Diego KCST      | #1 | Des Moines KCCI            |
| #1 | Orlando WFTV        | #1 | Rochester, NY WROC         |
| #1 | Cincinnati WCPO     | #1 | Roanoke WDBJ               |
| #1 | Milwaukee WTMJ      | #1 | Portland, ME WGME          |
| #1 | Nashville WSMV      | #1 | Davenport WOC              |
| #1 | Charlotte WBTV      | #1 | Cedar Rapids KWWL          |
| #1 | New Orleans WWL     | #1 | Champaign-Springfield WICS |
| #1 | Buffalo WKBW        | #1 | Spokane KHQ                |
| #1 | Columbus, OH WBNS   | #1 | Chattanooga WRCB           |
| #1 | Oklahoma City KWTV  | #1 | South Bend WSJV            |
| #1 | Birmingham KBRC     | #1 | Tucson KGUN                |
| #1 | Raleigh-Durham WTVD | #1 | Tri-Cities WCYB            |
| #1 | Salt Lake City KTVX | #1 | Huntsville WAFF            |
| #1 | Grand Rapids WZZM   | #1 | Lincoln KOLN               |

# JEOPARDY!

- #1 Baton Rouge WAFB
- #1 Columbia, SC WIS
- #1 Youngstown WYTV
- #1 Springfield, MA WWLP
- #1 Las Vegas KVBC
- #1 El Paso KDBC
- #1 Sioux Falls KSFY
- #1 Colorado Springs KKTU
- #1 Peoria WHOI
- #1 Lansing WILX
- #1 Augusta, GA WJBF
- #1 Ft. Myers WBBH
- #1 Monterey KMST
- #1 Santa Barbara KCOY
- #1 Amarillo KVII
- #1 Wheeling WTRF
- #1 Columbus, GA WTVM
- #1 Terre Haute WTWO
- #1 Wilmington WWAY
- #1 Joplin-Pittsburgh KODE
- #1 Yakima KNDO
- #1 Binghamton WBNG
- #1 Tallahassee WCTV
- #1 Reno KTVN
- #1 Eugene KVAL
- #1 Macon WMAZ
- #1 Erie WICU
- #1 Chico-Redding KHSL
- #1 Minot KFYR
- #1 Ft. Smith KHBS
- #1 Bangor WLBZ
- #1 Tyler KLMG
- #1 Florence WBTW



- #1 Utica WUTR
- #1 Idaho Falls KIDK
- #1 Alexandria, LA KALB
- #1 Hattiesburg-Laurel WDAM
- #1 Palm Springs KESQ
- #1 Rapid City KOTA
- #1 Clarksburg-Weston WDTV
- #1 Elmira WETM
- #1 Panama City WJHG
- #1 Jonesboro KAIT
- #1 Yuma KYEL
- #1 Biloxi WLOX
- #1 Parkersburg WTAP
- #1 Roswell KBIM
- #1 St. Joseph KQTV
- #1 Eureka KVIQ
- #1 Mankato KEYC
- #1 Marquette WWC
- #1 Alexandria, MN KCMT
- #1 Butte KXLF
- #1 Ottumwa KTVO
- #1 Lima WLIO
- #1 Harrisonburg WHSV
- #1 Zanesville WHIZ
- #1 Presque Isle WAGM

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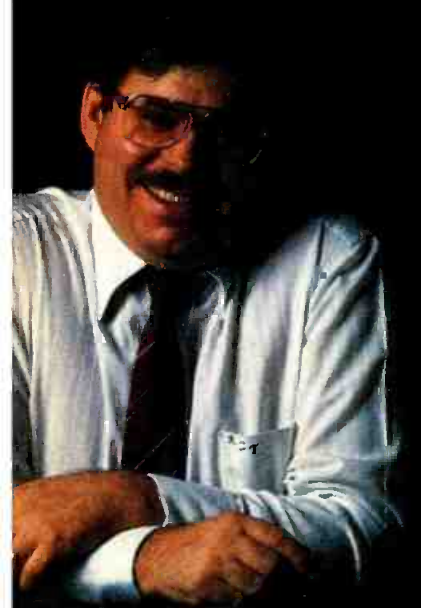
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# Ampex has the tools.

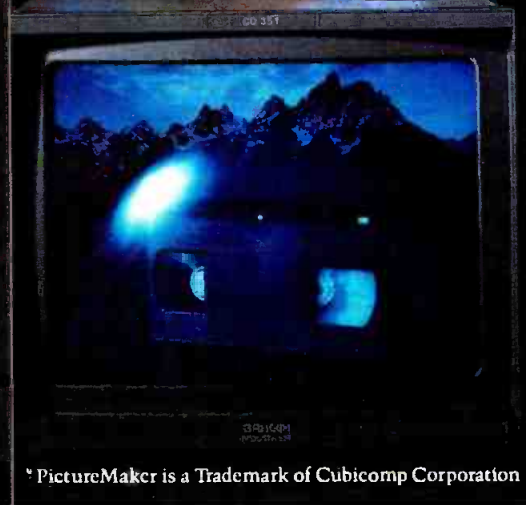
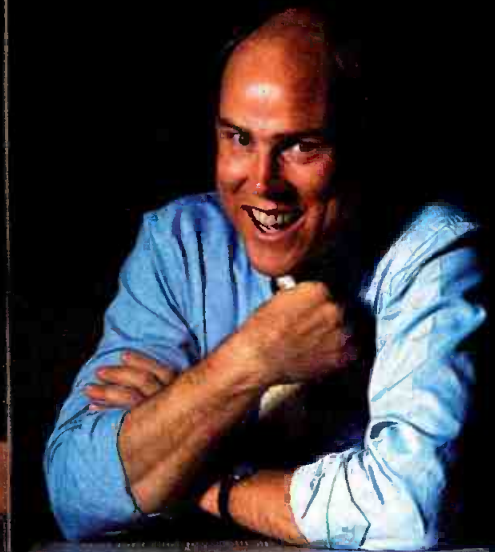
Amy G. Davis, of Crawford Post-Productions, Atlanta, created this graphic on AVA-3.



Bob Rankin of WHAS-TV, Louisville, turns imagination into reality on AVA-3 and ESS-3.



Ken Creasman of Yale Video, Anaheim, creates on a 3D Picturemaker.



\* PictureMaker is a Trademark of Cubicom Corporation

# THE BEAR FACTS ABOUT LBS' NEXT KIDSHOW WINNER.

- He's the sensational talking bear who's taken the nation by storm, out-selling the Cabbage Patch Kids in his very first year.
- Now he's a TV star, with a whole family of won-

- derful characters, in LBS' next first-run animated hit for boys and girls.
- Featuring inventive, magical adventures with enduring appeal, and themes that entertain and

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- LBS, the hit makers who developed the long-running syndication successes Heathcliff, Inspector Gadget and MASK, now add Teddy



# THE ADVENTURES OF TEDDY RUXPIN™



Ruxpin™ to their roster of animated favorites. Powerful marketing plan will build big audiences for this winning kidshow:

- 5-PART MINI-SERIES IN MARCH '87.
- HALF-HOUR STRIP STARTS FALL '87.

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# FUNNY MAN!

**"YOU CAN'T TAKE IT WITH YOU"**



**NEW SERIES!**

**WEEKLY HALF HOURS FOR FALL '87.**

**60% OF THE U.S.  
ALREADY CLEARED!**

**ALL TOP 10 MARKETS INCLUDING  
THE NBC TELEVISION STATIONS.**

When you have a blockbuster show, you get a blockbuster talent to star in it.

The show is the brand-new, first-run series "You Can't Take It With You," based on the legendary Kaufman and Hart comedy.

The play won a Pulitzer

Prize. The Frank Capra film took the Oscar for Best Picture.

The series star: One of America's most popular favorites, Emmy-winner Harry Morgan.

Confirmed by his TVQ Scores, Harry out-ranks the likes of Patrick Duffy, Ted



# FUNNY SHOW!

## STARRING HARRY MORGAN



Carson, Johnny Carson, Tom  
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Cope—and many other top  
television personalities—  
against key Young Women  
demographics.  
Now he holds center stage  
as Grandpa Vanderhof, who  
leads the nutty Sycamore

family through week after  
week of outrageously funny  
situations.

It's a great American comedy,  
with a great American star.

**UNIQUE FLEXIBILITY PLAN FOR STATIONS!  
AVAILABLE ON AN ADVERTISER-SUPPORTED  
OR CASH-PLUS BASIS.** From LBS in association with  
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**NOW...FIRST RUN  
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**OVER 60% OF THE U.S.  
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*Dick Clark*—America's Hitmaker—premieres an all-new version of television's most successful music and entertainment series.

*The New American Bandstand.* Thirty years of America's music. The pace setter. The taste maker.

The classic music hour—often imitated, never duplicated.

A ratings winner with premium Young Adult demographics. Coming to first-run syndication.

With the hottest hits. Today's biggest stars. The latest music

# EAT OF AMERICA!



*The New  
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...ws. Comedy segments with  
...e freshest comic talent. And a  
...gh-voltage look that's just right  
...today's audience.  
LBS proudly joins Dick Clark  
...*The New American Bandstand*.  
Now—more audience power  
...an ever.

**WEEKLY HOURS ON AN  
ADVERTISER-SUPPORTED  
BASIS STARTING FALL '87**

From dick clark productions, inc.  
and LBS Communications Inc.

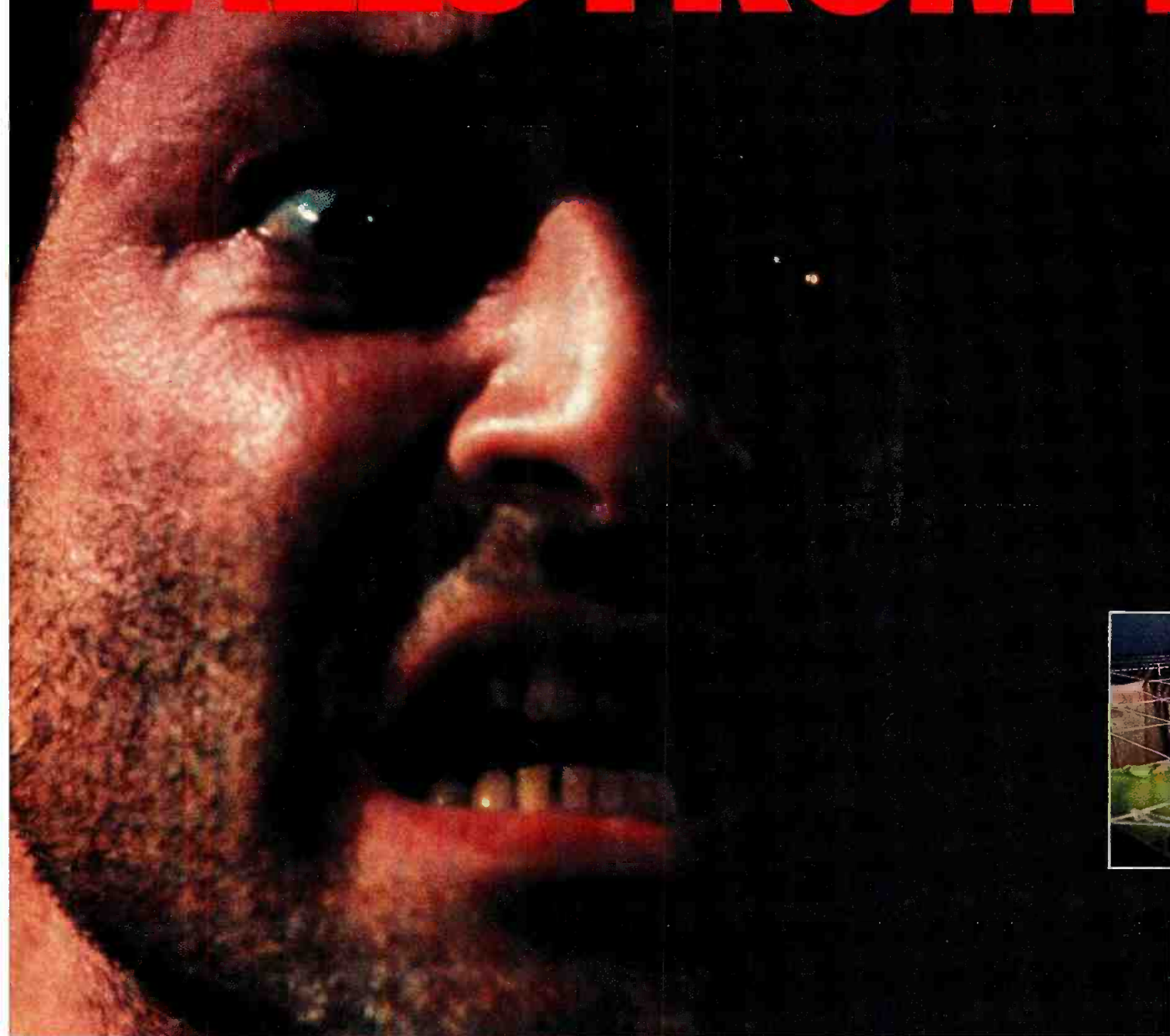
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**YOUR SEARCH IS OVER!**

# TALES FROM T



**AVAILABLE NOW FOR  
FALL '87 START**

- Syndication's highest-rated first-run series ever in Late Fringe.
- Fresh, innovative thrillers spotlighting major guest stars

such as William Hickey, E.G. Marshall, Margaret O'Brien, Jerry Stiller, Michael Warren and Susan Strasberg.

- Superb demographics: 49 percent Adults 18-34 —and a remarkable 75 percent Adults 18-49!

- The only strip of its kind: potent Late Fringe programming.
- Firmly established as a powerhouse weekly series in Late Fringe—plus Access, Prime and Early Fringe, too.
- A proven success on

# THE DARKSIDE: THE STRIP



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

independents and affiliates in markets of every size.

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

Robert Bloch. Produced on film in New York and Hollywood.

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

SOURCE: NSI ROSI MAY 86

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for the long run!*

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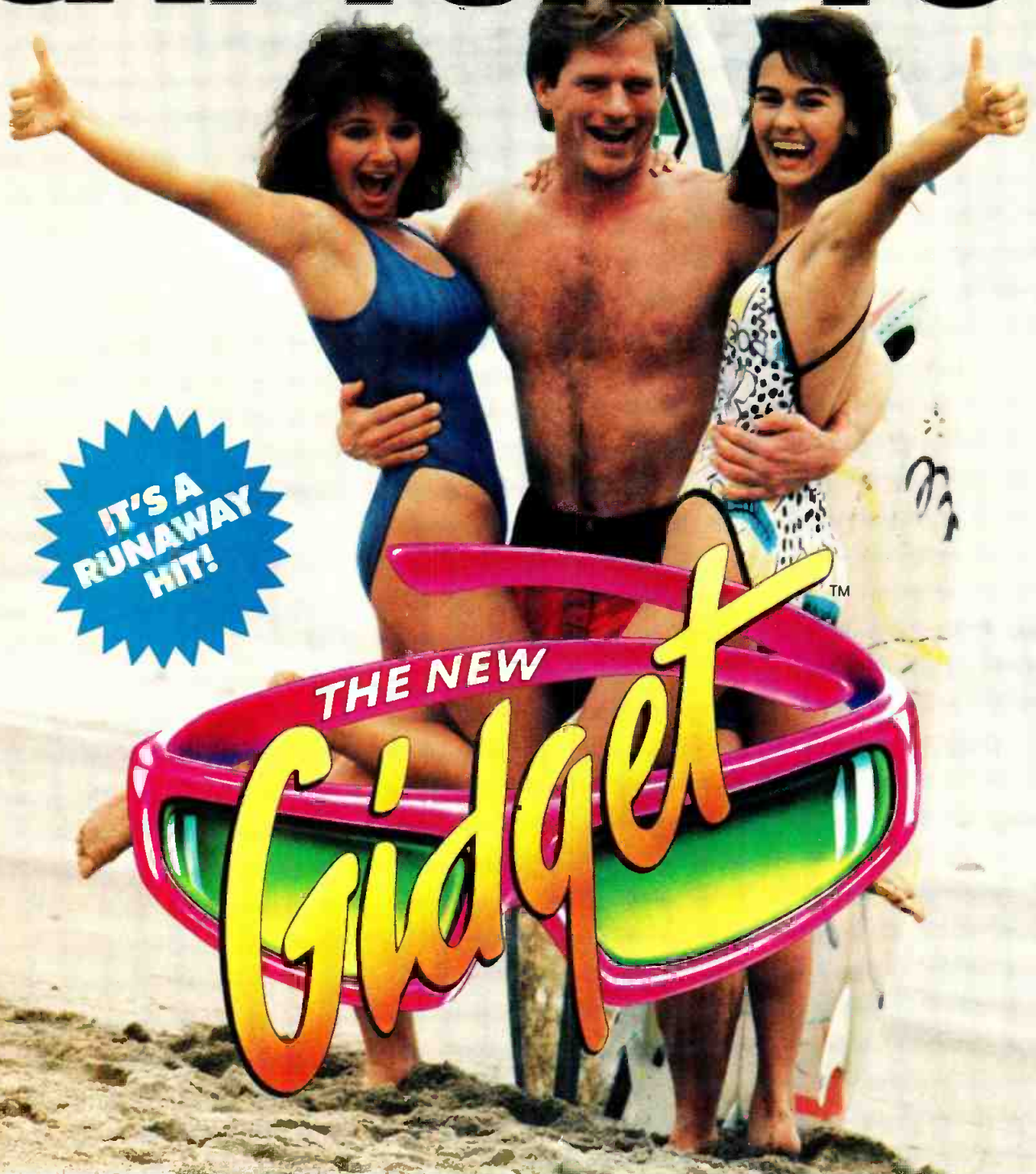


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# CAPTURE YOU



IT'S A  
RUNAWAY  
HIT!

THE NEW

Gidget™

## THE HOT HALF HOUR WITH YOUNG VIEWERS EVERYWHERE.

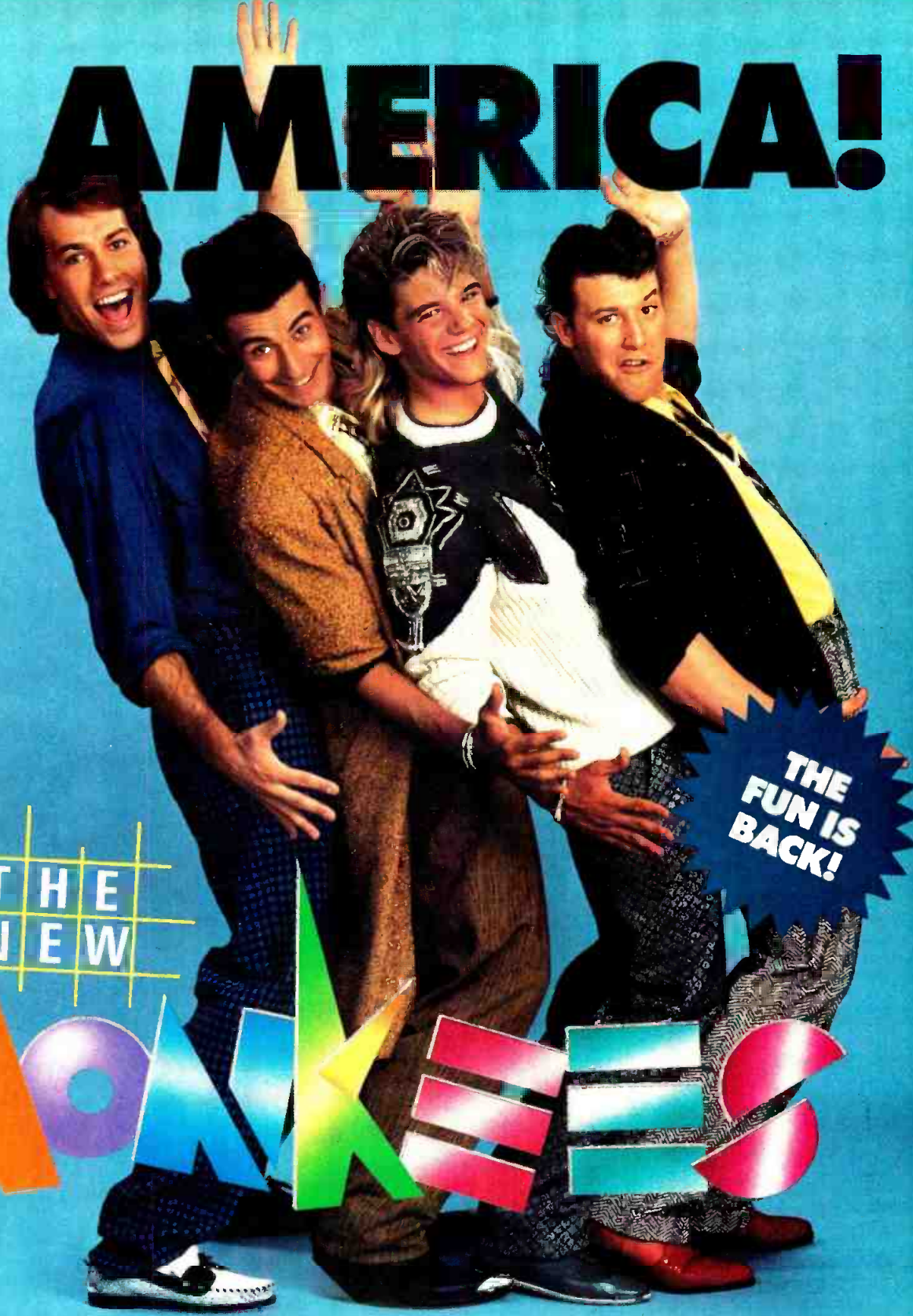
- 69% of all telecasts rank #1 or #2 in their time periods in W 12-17. 58% #1 or #2 in W 12-24. 53% #1 or #2 in W 12-34. 55% #1 or #2 in Teens.

- Among all the new first-run sitcoms, *The New Gidget* ranks #1 in premium Young Female demos from coast to coast—Los Angeles, Detroit, Dallas, Cleveland, Pittsburgh, Seattle, Miami, St. Louis, Denver, Sacramento.
- All across the nation, *The New Gidget* outperforms the Nov. '85

time period. 75% of all telecasts equal or improve W 12-17 demos. W 12-34—74%. W 12-24—72%. Teens—68%. W 18-34—63%. W 18-49—60%. Catch *The New Gidget* wave. You'll be sitting on top of the world!

SOURCE: NSI NOV '86, NOV '85

# ING AMERICA!



**THE FUN IS BACK!**

THE NEW

**MONKEES**

**2 BRAND NEW HALF HOURS FOR FALL '87!**

The fun is back! With fabulous new Monkees talents on the scene with their rock video album, *Monkees*. The new heroes in a rock fantasy of pop comedy and hot music. With a right-now look and style

all their own.

- A fresh, new version of a proven success strategy. Powerhouse cross-promotion with records, radio, videos, concerts, publicity, personal appearances, merchandising. America loves to Monkee around. And here's your

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L-T's Truth or Consequences



Buena Vista's Win, Lose or Draw

tune and *Jeopardy*; NBC's introduction of a checkerboard sitcom schedule at its owned stations, which has made it extremely difficult for syndicators to obtain access clearances in top markets; and stations renewing the current crop of major game shows and forcing new entries into early fringe, where time periods are limited.

Bill Carroll, vice president of programming for Katz American Television, said the overall household ratings and shares for *Wheel* and *Jeopardy* held steady between the May and November 1986 ratings books and increased over November 1985 (BROADCASTING, Jan. 12). The numbers, Carroll said, should dispell notions the two shows will experience a "leveling off" period anytime soon. The dominance of *Wheel* and *Jeopardy* in access makes most producers and syndicators reluctant to enter into unprofitable game show ventures that are destined to be used as early fringe lead-ins to the local news, added Dean McCarthy, vice president of programming services for the rep firm HRP. "No shows have really been able to dent their armor," he said.

Nevertheless, 13 new game shows are slated to debut this year—four in January and nine in September. They are *High Rollers* and *Gambit* (both from Orion), *Late Night Lotto* (ITF Entertainment), *The New Dream House* (The Entertainment Network), *The New Match Game* (Coca-Cola Television), *Secrets and Rumors* (20th Century Fox), *Trivial Pursuit* (Worldvision Enterprises), *Truth or Consequences* (Lorimar-Telepictures), *Win, Lose or Draw* (Buena Vista Television), *The Home Shopping Game*

(MCA), *Split Second* (Viacom Enterprises), *Lingo* and *Can You Top This?* (both from ABR Entertainment).

Both McCarthy and Carroll predict that *Truth or Consequences* and *Win, Lose or Draw* will succeed since the two programs are more comedy-oriented and can be used together to counter-program *Wheel* and *Jeopardy*. *Truth*, Carroll said, will likely replace L-T's *Million Dollar Chance of a Lifetime*, which is considered to be on shaky ground. An L-T spokesman said seven of the top 10 stations have renewed *Lifetime* with host Jim Lange, but the studio will not make a decision about whether the show will return for a few more weeks. If *Lifetime* comes back, he said, L-T is "thinking of fine tuning it."

But the reps differ over the chances of *High Rollers* and *Secrets and Rumors*. McCarthy said *Rollers* will end up in either morning or noon dayparts, while Carroll said it could be matched with *The New Hollywood Squares* and used in access. "It is the one pure game show" of the new batch, he said. While *Rollers* has not been cleared in any major markets, he said they will "come down the line." McCarthy gives *Secrets* "an outside chance," but Carroll does not foresee it ending up in access. Neither McCarthy nor Carroll are optimistic over the chances of the other new game shows.

Carroll does not agree with MCA Television Enterprises President Shelly Schwab that *The Home Shopping Game*, which generated the most interest among station executives at the INTV convention, is the "next form in television." Said Carroll: "I

would be very surprised if affiliates are really looking at the show for early fringe or access. I don't see it finding a home on either independents or affiliates." Independents go for shows with younger demographics, he said, adding that "it's going to be an uphill battle" to get clearances for that show anywhere on the schedule, except possibly in late night.

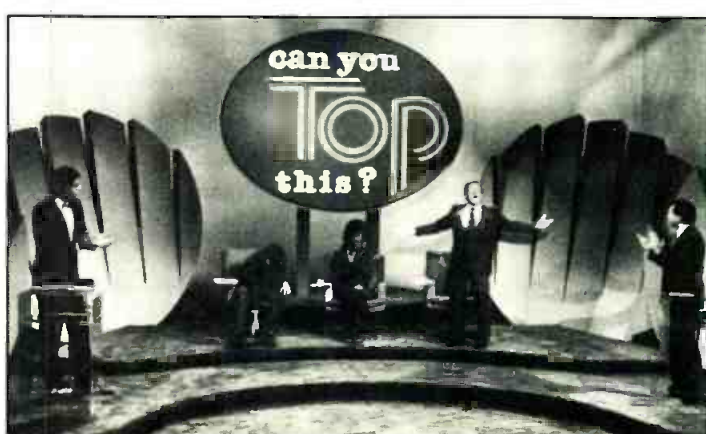
Schwab, however, said it would be in the best interest of stations to air the half-hour program during prime viewing times since they get 3% of the earnings from the merchandise that is sold. *The Home Shopping Show*, which will run 260 times a year without any repeats, will feature merchandise that is more expensive than that sold on The Home Shopping Network, according to Schwab. The show will be sold on a straight barter basis, with stations retaining four minutes and the seller three minutes.

The format includes a pair of competing two-person teams who will represent sections of the audience and guess the prices of goods that are displayed. The winners qualify for a bonus round, where they can win \$20,000 in cash plus the merchandise. Viewers at home can call a toll-free number and purchase the merchandise that appears on the screen, while audience members also qualify for cash prizes.

Schwab said that from early indications there appears to be widespread interest in the program. Because the pilot for the series was completed the day before INTV, and there were no pre-screenings, Schwab said MCA would only accept bids for time periods from stations represented at INTV until the sales



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force can make presentations to other stations in the markets. MCA should start clearing the show about half way through NATPE, he said.

Among the other shows returning to television, Carroll said *Hollywood Squares* "will have to prove itself in demo strength" between the February and May sweeps. Some stations have upgraded the show from early fringe to access, where competition is more intense. Stations can combine *Squares* with *Win, Lose or Draw* and create an hour block, he said.

*The Newlywed Game* is "starting to show cyclical downtrending," Carroll said, adding that many of the stations he represents "are looking at early fringe as opposed to access" for the program. But the situation is worse for *The Dating Game*, which he said has gotten some "isolated" clearances. If the show makes it back, he said a station's "best hope" would be to combine *The Dating Game* with *The Newlywed Game* in early fringe.

#### Bleak days for animation

The recent downturn in the children's market for syndicated animation strips will result in a shakeout in the business and a long period of inactivity. That's the consensus of studio executives and media reps following a bleak November 1986 sweeps period when child viewing of syndicated cartoon strips, used primarily by independent stations to counter-program affiliate soap operas, dropped nearly 13% over the previous November ("Closed Circuit," Jan. 5).

While distributors and media analysts agree the unusually mild weather throughout much of the nation last fall was partially to blame for the ratings decline, they said the primary reason for the drop is the glut of poor quality animated programs on the market. "This year there are 28 kids programs, and that's too many," said Edwin Vane, president and chief executive officer of Group W Productions.

Eleven new offerings will be available this fall. They are *The Comic Strip* (Lorimar-Telepictures, which contains five shows in one), *The Adventures of Teddy Ruxpin* (LBS), *Beverly Hills Teens* (Access), *Bravestarr* (Group W), *DinoSaucers* (Coca-Cola Telecommunications), *Bionic Six* (MCA, which will launch the series in April with two shows per week, then expand it into a strip in September), *Saberrider* (World Events), *Spiral Zone* (Orbis), *Tiffany Blake* and *U.S. Space Force* (both from Access), and *Barbie* (Mattel). For fall 1988 release, the announced series are *Alvin and the Chipmunks* (L-T), *Capt. Power & The Soldiers of the Future* (Mattel), *Chuck Norris and The Snorks* (Worldvision) and *Bytor* (World Events).

The massive volume of syndicated animation products vying for an audience has created a situation in which cartoons that appear at 7 a.m. are competing with animated shows at 4 p.m., according to Vane. After three or four hours of cartoon viewing in the morning and early afternoon, he said most children have had enough. "A kid has limits," he said. "Most parents are going to ex-



LBS's Teddy Ruxpin

ercise restraints, and rightfully so."

Vane looks for a fallow children's market through the 1988-89 season, when he said the situation will begin to show signs of improvement. "Only the quality shows will survive," he asserted.

Another problem, according to Vane, is that poor animation products have driven youngsters away from the better quality shows. When the top-rated *He-Man* came on the market, Vane said, the show generated ratings of between 5½ and 6. Although the show is still in first place, it now earns a 4 rating. "That's quite a drop in a three-to-four-year period," he said.

As a result of the lower ratings, toy manufacturers will be more inclined to increase their spot advertising, according to Serge Valle, vice president of programs for Katz's independent station division.

To turn around the depressed market conditions, the business will have to move away from the "high-tech-robotic-space adventure" storylines and return to the better developed scripts and characters found in the Bugs Bunny and Daffy Duck cartoons, said Scott Carlin, executive vice president, perennial syndication, Lorimar-Telepictures domestic distribution group. Because many of the newer adventure series are similar, Carlin said "kids are baffled by it all."

The prospects for the industry "are great," said Carlin, who considers the November 1986 ratings decline as an aberration. The business, he added, is "going through a period of adjustment. There is a baby boom going on. There will be more and more kids coming into the marketplace." In seven years, Carlin said, "there will be a turnover, a whole new crop of kids."

During the short-term, syndicators of animated product could benefit from the declining interest of the networks in Saturday morning cartoons. NBC is seriously considering a Saturday morning *Today* program for later this year, a move that could cut 90 minutes out of the five-hour Saturday cartoon block. "It's only one early indication of the settling out process we will see," Vane said. "It will help syndicated animation production." Carlin added that he sees potential for animation on the Sunday schedule, where NBC also plans to introduce a weekend *Today* show. "I see a lot of independents going that way," he said.

#### VCR's remain biggest question mark

With the studios putting out one barter tele-

vision movie package after another, and many containing major releases with limited network exposure, the future appears bright. But syndication executives are faced with one nagging question: What effect will VCR's have on the business?

"I don't know where the hell that will wind up," said Jay Isabella, vice president of programming for TeleRep. Like many others in the industry, Isabella fears VCR penetration will surpass cable. And with more VCR's in use, he said, "it puts a premium on (a station's) ability to promote" upcoming movies.

Other than the uncertainty over VCR's, Isabella said, it is business as usual in the supply and demand world of barter. But others, such as John Rank, head of station sales for Orbis Communications, worry about what may lie ahead. "We're going to have to pay the piper sooner or later," he said. "Like everything else that is a success, everybody in the world wants to get in. I don't know who the person will be who jumps in and kills it." Orbis, which offers Platinum 193 on a barter basis for Procter & Gamble, gives the package to stations for 10 runs over five years, which repay P&G by giving the company 10½ minutes in one barter movie a week for five years.

Not all studios agree that straight barter is the best way to go, however. "The underrated theatrical movies are not working in syndication," said Carlin of L-T. The releases are worth less because of previous network exposure or the networks have refused to buy them because they are too violent.

The cash end of the business has its problems too, Isabella said. Some markets have cooled off, he said, pointing to Miami, where cash prices for movie packages declined following Grant Broadcasting's bankruptcy filing.

One of the big incentives for stations to take cash-and-barter movie packages has been the relatively small percentage of titles that previously appeared on networks. "It is not unusual to have movie packages with 30 titles and only eight have previous network exposure," Isabella said. But the ratio could change in the future, according to Leslie Tobin, vice president of motion pictures for Columbia/Embassy Television.

In the next five or 10 years, Tobin said, the major studios will find renewed interest on the part of the networks to buy theatrical releases. She bases her prediction on the rising cost of made-for-television movies, their lower ratings and the relaxation of censorship controls by the networks. Theatrical films, she said, have had more stable ratings on television in the last four or five years.

ABC, CBS and NBC have stopped purchasing large quantities of theatricals because they contend the studios were demanding unusually high cash license fees, which gave the networks three or four runs over five or six years. But Tobin said the environment in Hollywood has changed and "the price the studios are willing to take has decreased greatly" in recent months. Production companies are willing to offer the movies for two runs with shorter window periods, she said. □



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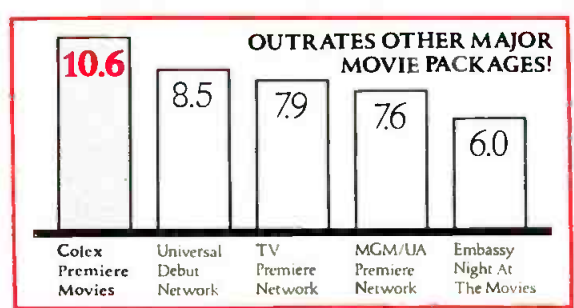
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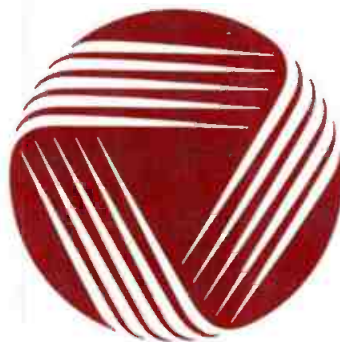
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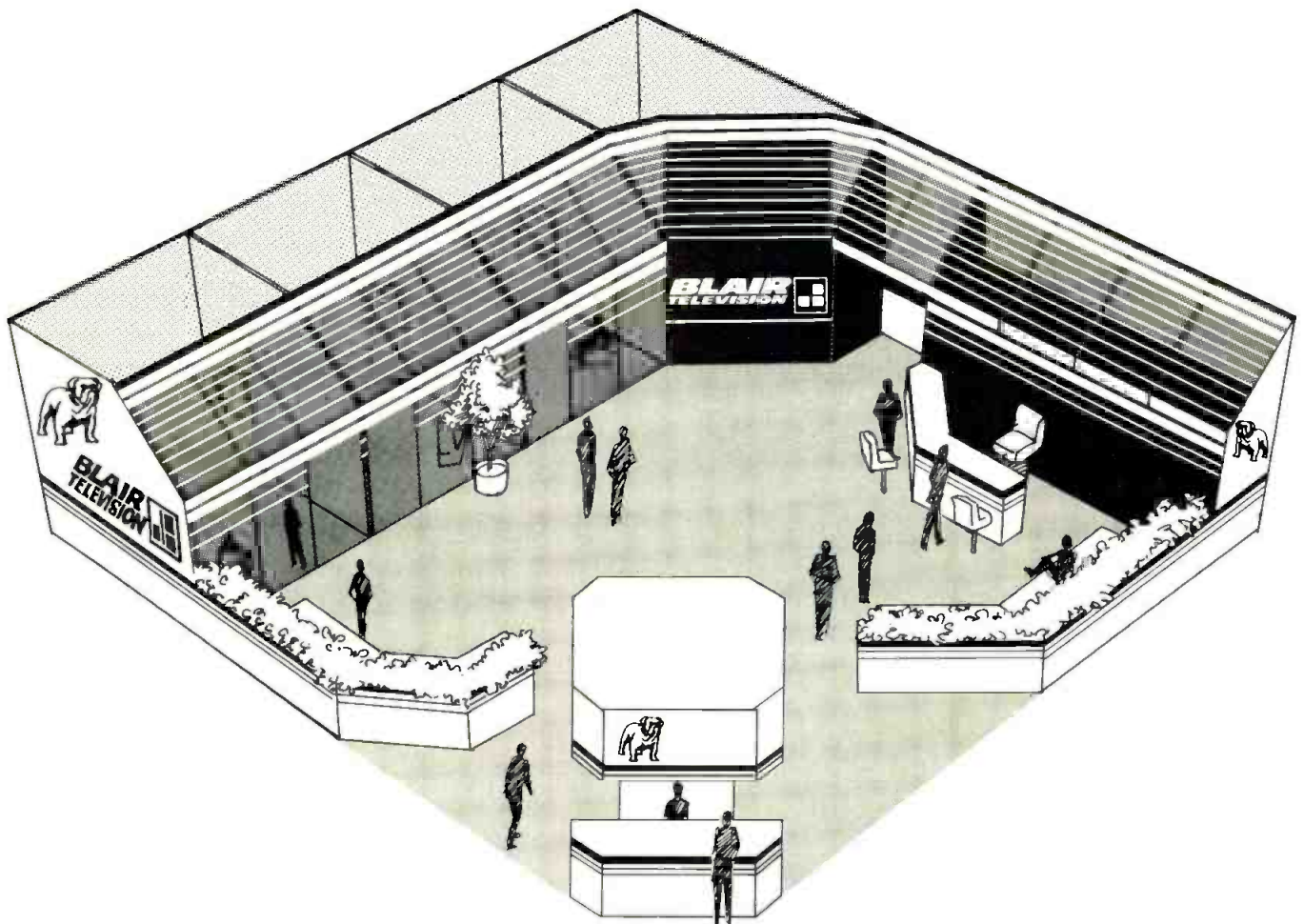
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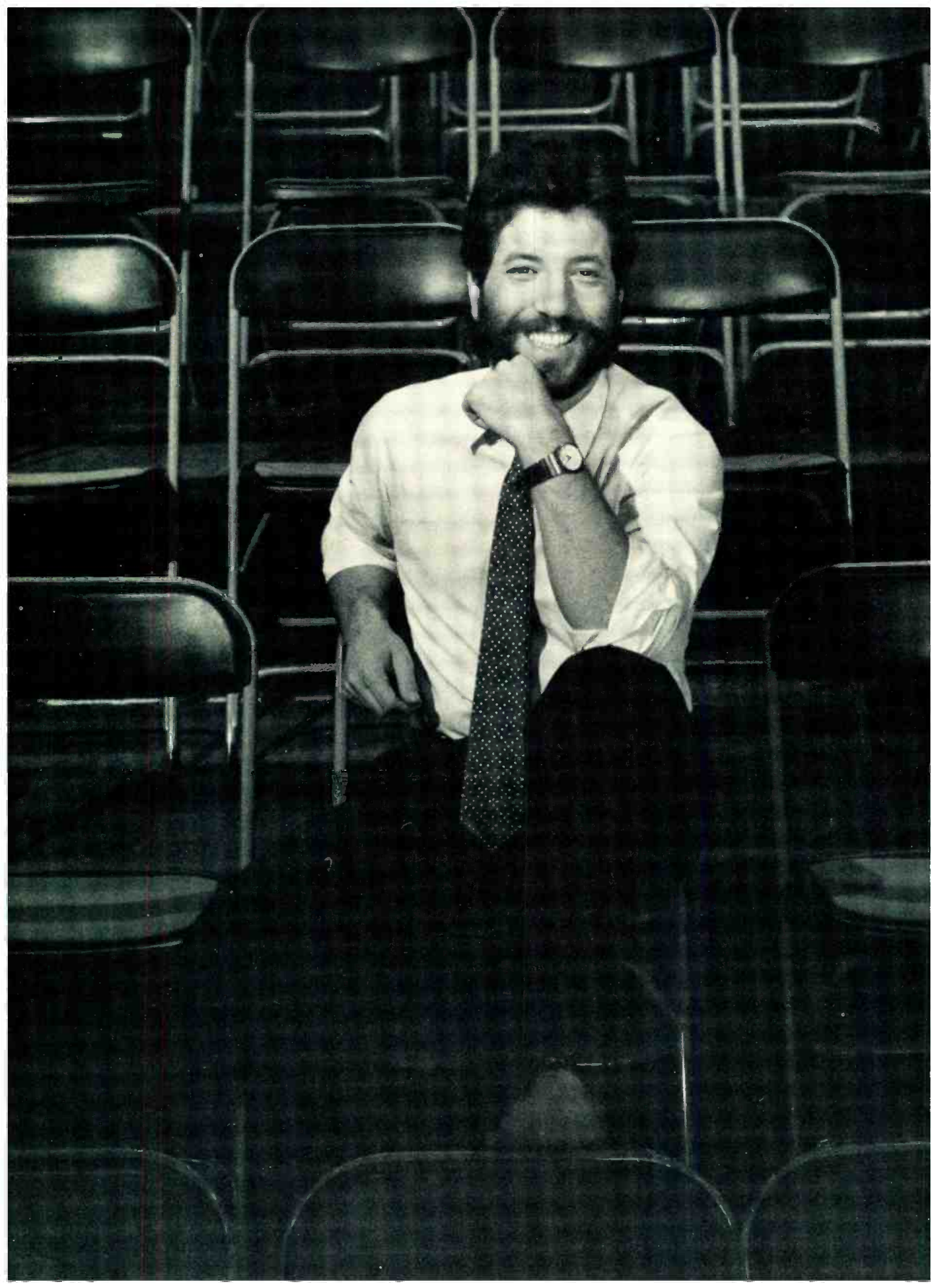
Blair Television premieres its new Programming Conference Center at NATPE '87 in New Orleans. Our Sales Management will be at booth #1135 on the exhibit hall floor. Four private conference rooms. A receptionist to handle appointments and pass along your messages. And, of course, Blair's Programming execs will be there—with numbers that help our client stations win in making programming decisions.



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*David L. Simon is Vice President, Programming, for Fox Television Stations Inc., and current President of the National Association of Television Program Executives.*

"I was a television baby. Like a kid in a candy store, there was just never enough. I knew exactly what was on at any given time of day. My biggest treat was to play hooky from school, so I could watch the game shows and 'I Love Lucy' during the day.

"My job with Fox involves working with our independent television stations in a variety of areas. Together we shape and mold their schedules by determining the best possible product to acquire for the individual market. It's a business of teamwork—nobody has all the answers—and that's what I like most about it.

"The business is centered around creating and maintaining good relationships. Our goal is to build each Fox station into the leading television station in its respective market, so that top producers and distributors will bring their products to Fox first. One

thing is certain; you must be open to innovations.

"There's an intensity to this industry which brings out people's dedication and commitment—I don't know anyone who works a 'normal' eight-hour day. There's no such thing in the station business. For me, the work is exhilarating and satisfying. It's an exciting time to be in this business, representing a major force in the industry.

"Fox Television Stations is the largest group of independent stations in the country. Programming for independent stations is very different from that of a network affiliate, in that we must acquire and schedule 24 hours a day. We're in the sitcom business, the children's business, the news business and, of course, the movie business.

"We are also very excited about the new Fox Broadcasting Company, a satellite-delivered national program service for independent stations. In addition to 'The Late Show Starring Joan Rivers,' FBC will provide us with two nights of prime time programming in March, with plans for an additional night each successive year.

"We're going after 'network quality' programming, and so often that means originating on film. There's

something special about the light and shadow, the texture of film. Tape is fine when you want that 'live' look. Something that's going to look like a play. But when it comes to a work of art, which movies and many television programs are, it's important that you have the depth and feeling on film. I can't imagine 'Casablanca' being shot on tape. If you look at the successful television programs, so many of them were shot on film. I have a love affair with film. It's warm, it's comfortable to watch."

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# Program guide for NATPE 87

The following is a list of convention center exhibitors. An asterisk denotes a product new to the market.

## ABC Distribution Co. 440

825 7th Ave., New York 10019  
 Amerika\*, Out on a Limb\*, Moonlighting\*, 1987 Academy Awards\*, Acceptable Risks\*, Amazons, Best Kept Secrets, A Bunny's Tale, Embassy\*, The Ernie Kovacs Story: Between the Laughter, The Hearst & Davies Affair, Love Lives On, Long Time Gone\*, The Midnight Hour, My Mother's Secret Life, Triplecross\*, All the Money in the World, Arthur the Kid, The Bollo Caper, First the Egg, The Ghost of Thomas Kempe, The Kingdom Chums, ABC Wide World of Sports, Atlanta 500, Belmont Stakes, college basketball and football, Indianapolis 500, Kentucky Derby, Major League Baseball and World Series, Preakness Stakes, Pro Bowlers Tour, Sugar Bowl, The World Sportman. **Staff:** Archie Purvis, Marvinia Hunter, Bill Vitale, Armando Nunez Jr.

## ABR Entertainment 875

32123 W. Lindero Canyon Rd., Suite 206, Westlake Village, Calif. 91361  
 Candid Kids\*, Crosswits\*, Kidswit\*, Can You Top This?\*, Yes Virginia There is a Santa Claus, Roller Derby Gold (56), Raquel, The Ann-Margret Show, The All Star Swing Festival, The Darin Invasion, The Fifth Dimension, The Lou Rawls Show, The Sonny and Cher Nitty Gritty Comedy Hour, Saga of Sonora, Old Faithful, Dr. Jekyll and Mr. Hyde, Once Upon a Wheel, The London Bridge Special, Rollin' on the River (52), Half the George Kirby Comedy Hour (26), The Barbara McNair Show (30), Story Theater (26). **Staff:** Burt Rosen, Ed Hawkins, Barbara Rosen, Ted Baker, Lon Fishback, Art Berla, Gene Wilkin, Celinda Glickman, Steve Simon.

## Access Syndication 391

12345 Ventura Blvd., Studio City, Calif. 91604  
 Honeymoon Hotel\*, U.S. Space Force\*, Beverly Hills Teens\*, Heroes Made in the USA, Hollywood Closeup, Lorne Greene's New Wilderness, The Exciting World of Speed and Beauty, The American Family (8), Being with Kennedy, Killer B's (9), Reel Men (10), Hell on Reels (13), Crown Jewels I (15). **Staff:** Ritch Colbert, Nancy Dixon, Ron Harrison, Steve Kirk, Julie Amon, Dana Quan.

## Advertiser Syndicated TV 1408

**AGB Television Research 275**  
 81 N. Broadway, Hicksville, N.Y. 11801  
 Television audience measurement services.

## Airborne Express 1419

3101 Western Ave., Seattle 98121

## Alberta Motion Picture Corp. 865

## All American Television 433

304 E. 45th St., New York 10017  
 I-40 Paradise\* (130), Seeing Things\* (26), World Music Video Awards, McDonald's Charity Christmas Parade\*, The Newsfeed Network, The Entertainment Report\*, America's Top 10, Beyond 2000, Portrait of a Legend (39), The Uncle Floyd Show (64), The Boy King, American Video Awards, Deja View, Wailer Reunion Concert, An America's Top 10 Christmas, An American's Top 10 Book of Love, Fridays, The Chisholms (6). **Staff:** George Back, Joseph Kovacs, Conrad Roth, Larry Feinstein, Joan Marcus, Wendy Zackon, Lori Koch, Larry Schatz, Paul Most, Richard Rottkov, Debbie Back, Carl Menk, Glen Hagen.

## American Motion Picture Co. 1225

## Anglia TV 1465

Brook House, 113 Park Ln., London W1

## Apollo Theatre Syndication 326

## Arbitron 1343

1350 Avenue of the Americas, Suite 1914, New York 10019  
 Broadcast Advertiser Reports\*, Microtutor, Overnights/Arbitrends, Product Target AID, ScanAmerica\*, Shopping/Media Profile\*, Target AID. **Staff:** Pete Megroz, Jon Nottingham, Bill Shafer, Doug McFarland, Jim Mocariski, Dennis Spragg, Marge Meyer, Eric Schindler, Doug Marks, Laura Solomon, Ginny Tierney, Mark Stephan, Chris Werner, Lynn Hendy, Barbara McFarland, Alan Kraut, Bill Carleton, Ken Wollenberg, Anna Fountas, Tom Murphy, Randy Briggs, Bob Bourquard, Bob Decker, Howard Rosenblum, Dan Casey.

## Arlington TV Sales 1420

3350 Ocean Park Blvd., Santa Monica, Calif. 90405

## ARP Films 572

342 Madison Ave., New York 10173  
 Spiderman (52), New Spiderman (26), Spiderwoman (16), New Fantastic Four (13), Incredible Hulk (13), Captain America (13), Iron Man (13), Submariner (13), Mighty Thor (13), Rocket Robinhood (52), Max the 2,000-Year-Old Mouse (104), Star Blazers (77), The Russian Circus, Strange Paradise (195), Collection, Chef of the Stars, Magicians of Murano, The Nose. **Staff:** Claude Hill, Anne Cody, Joanne Melton.

## ASI Market Research 834

7655 Sunset Blvd., Los Angeles 90046  
 Entertainment research and consulting services for broadcast and film industries. **Staff:** Paul Lenburg, Larry Berkowitz, Jim McCallum, Frank Bronson, Loren Steck, Wayne Neiman, Tony Middleton, Tracey Boyce, Gerry Schwartz, Mary Sullivan.

## Atlantic Video 1128

## Audience Research and Development 1367

8700 Stemmons, Suite 415, Dallas 75247

## Avery Productions 1440

810 Emerald St., Suite 101, San Diego 92109

## Baruch Television Group 269

2550 M St., NW, Suite 300, Washington 20037

Getting in Touch with Dr. David Viscott\*, This Day in Hollywood, A Very Special Arts Story, Everything You Ever Wanted to Know About Taxes But Were Afraid to Ask, NBA Players Association Summer Charity Classic, Stephen King's World of Horror. **Staff:** Ed Baruch, Frank Bean.

## Behrens Co. 658

51 SW 9th St., Miami 33130

## Bel-Air Program Sales/Clarion Communications 1025

1200 W. Broadway, Hewlett, N.Y. 11557

Comedy Courtroom\*, Mr. Romance\*, The New Newlywed Game, The All New Dating Game\*, The Richard Pryor Specials, The Gong Show, Treasure Hunt, \$1.98 Beauty Show. **Staff:** Brian Firestone, Bob Cohen, Richard Bompane, Buddy Brooks, Jack Firestone, Ginny Wood.

## Bennett/Watt Enterprises 1463

## Isme Bennie International 865

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It's Your Business, Ask Washington. **Staff:** Robert Adams, Meryl Comer, Carl Grant, Andrea Kosek, Milt Mittler, Frank Allen Philpot.

## Black Entertainment Television 171

1232 31st St., NW, Washington 20007

## Blair Entertainment 657

1290 Avenue of the Americas, New York 10104  
 Strictly Confidential (52), Strike It Rich (52), Divorce Court (52), Fan Club, Best of the Best, On the Move, SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (12), Passion Movie Package (15), Road to the Super Bowl '88, NFL Update, Super Stars of the Super Bowl, Strange But True Football Stories, NFL All Time, All Pro Teams, Road to the Super Bowl Vignettes, Lollipop Dragon, Beachcombers (130), Keystone Komedies (79), Sports Challenge, Metrophone. **Staff:** Richard Coveny, Guy Mazzeo, Tim Harrington, Linda Prozeller, Leslie Lillien, Kim Breda, Len Giarraputo, Al Lanken, Tony Fasola, Joe Mirabella, Joe Weinfeld, Brindell Elias, Linda McMann, Rob Roberson, Sam Fuller, Ken Kagen, Ann Foran, Sherry Servello, Alan Berkowitz, Howard Levy, Norman Lesser, Michael Weiser, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.





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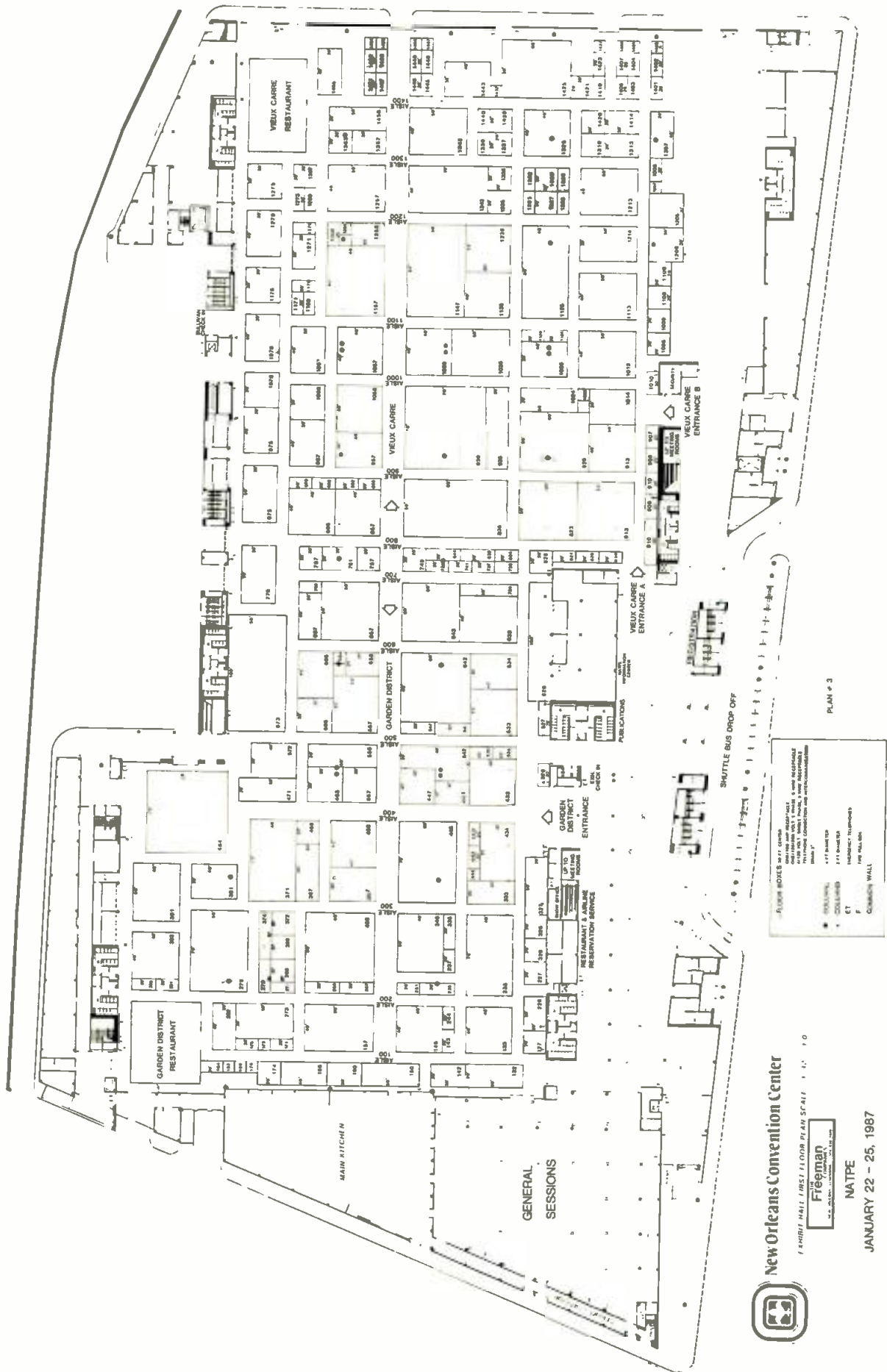
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NATPE

JANUARY 22 - 25, 1987

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**Blair Television** 1135  
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**Staff:** Harry Smart, Patrick Devlin, James Kelly, William Breda Jr., Floyd Gelini, Kenneth Donnellon, John Poor Jr., Mayer Levinton, John Rohr, Lloyd Komesar, David Herman, Timothy McAuliff, William Murphy, Steve Castellaw, Sidney Brown.

**Bonneville Media Communications** 838  
130 Social Hall Ave., Salt Lake City 84111

Christmas programming, The Last Leaf, Carnival of the Animals, Music and the Spoken Word, Music and the Spoken Word. **Staff:** Wayne Selph, Jeff Hilton, De-lore Peterson, Christie Muller, Douglas Borba.

**Bozell, Jacobs, Kenyon & Eckhardt** 1108  
10250 Regency Circle, Omaha, Neb. 68114

Mutual of Omaha's Wild Kingdom. **Staff:** Hal Davis, Bob Aaron, Jim Sparks, Paul Wigand, Arden Swisher, George Georgeff, Jim Buiros, Jim Fowler, Peter Gros.

**Broadcast Information Bureau** 444  
100 Lafayette Dr., Syosset, N.Y. 11791

Research source books and magazine. **Staff:** Harvey Seslowsky, Avra Fliegelman, Bob Reed.

**Broadcast Magazine** 180

**Broadcast Management Plus** 733  
Box 5708, Auburn, Calif. 95604

**Broadcast Music Inc.** 1421  
320 W. 57th St., New York 10019  
Music licensing organization.

**Broadcast Promotion and Marketing Executives** 1264  
402 E. Orange St., Lancaster, Pa. 17602

Promotion idea resources. **Staff:** Lance Webster, Jay Curtis, Patricia Evans, Judy Horan, Tom Dawson, Eddie Barker.

**Buena Vista Television** 484  
500 S. Buena Vista, Burbank, Calif. 91521

Ducktales, Win, Lose or Draw, Today's Business, Siskel & Ebert & the Movies. **Staff:** Robert Jacquemin, Peter Affe, Jamie Bennett, Jay Finkelman, Larry Frankenbach, Rich Goldman, John Huncke, Michael Mellon, David Morris, Peter Newgard, Rick North, Michael Tanner.

**Camelot Entertainment** 1157  
1700 Broadway, New York 10019

Wheel of Fortune, Jeopardy!, Oprah Winfrey Show, NightLife, True Confessions, Rock 'n' Roll Evening News. **Staff:** Rick Levy, Steven Hirsch, Ron Johnson, Dick Moran, Dan Gasby, Marsha Diamond, Gigi Crayhon.

**Castle Hill Television** 327  
1414 Avenue of the Americas, New York 10019

Regal Gold\* (20), Made in Hollywood USA (27), Fright Night (16), Muscles, Monsters & Myths\* (7), The Best of Steve Allen\*. **Staff:** Murray Oken, Mel Maron, Barbara Karmel, Ruth Robbins.

**C.B. Distribution** 957  
141 El Camino, Suite 110, Beverly Hills, Calif. 90212

Carol Burnett and Friends. **Staff:** Bob Wright, JoAnne Leighton, Linda Bross.

**CBS Broadcast International** 257  
51 W. 52d St., New York 10019

The Twilight Zone, 60 Minutes, West 57th, CBS Sports, Foley Square.

**Central Independent TV** 1465  
35-38 Portman Sq., London W1A 2HZ

**Christophers** 1010  
12 E. 48th St., New York 10017

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**Cinema Shares International** 434  
450 Park Ave., New York 10022

The Brass Ring\*, Somewhere Tomorrow\*, Long Weekend\*, No Big Deal\*, Anna to the Infinite Power\*, Doorman\*, The Oracle\*, Bloody Birthday\*, Unfinished Business\*, Carnage\*, Adventure in Action 1 (7), 2 (6), 3 (7), 4 (6), 5 (3), 6 (5), Shock Around the Clock (2), 1 (7), 2 (7), 3 (8), 4 (5), 5 (5), 6 (7), 7 (5), 8 (5), Family Favorites (9), Kung Fu Justice (8), Adventure in Action Goes West 1 (3), 2 (3), 3 (2), Adventures in Action Goes to the High Seas (5), Adventure in Love (6), Slavers, American Woman: Portraits of Courage. **Staff:** Beverly Partridge, Deborah Dave, Regina Popp, Delanie Abney, Dick Ostrander, Marvin Gray, Rita Balsam, Jerry Balsam.

**Cinevisa/Thomas Howe Assoc.** 865  
**Claster Television Productions** 279  
9630 Deereco Rd., Timonium, Md. 21093

G.I. Joe (95), Transformers (95), My Little Pony 'n Friends\* (65), JEM\* (75), Inhumanoids\* (15), Romper Room (100), The Glo Friends Save Christmas, Air Raiders\* (13). **Staff:** John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell.

**Coca-Cola Telecommunications** 371  
Columbia Plaza North, Burbank, Calif. 91505

Card Sharks (195), Child Specials, Merv Griffin at the Coconut Ballroom (26), Dinosaucers (65), Good Advice, It's Your Money, Karate Kid, The Match Game (130), Parole Board (130), Premiere Movies, Punky Brewster (44), Real Ghostbusters (65), Screen Gems, That's My Mama Now (26), Tim Conway Show (26), What's Happening Now! (44), Willard Scott Show, specials, The Wonderful World of Oz (52), Carson specials (5), Spotlight (3), Naked City (99), Life & Legend of Wyatt Earp (226), Temperatures Rising (46), The Magic Show (95), Three Stooges Theater, Scream Gems, Western Legends, Legendary Ladies. **Staff:** Herman Rush, Robert King, Michael Grossman, Tom Tardio, Lance Taylor, Mitch Oscar, Philip Press, June Burakoff-Smith, Mitchell Sallitt, Robert Peyton, John Carson, Milton Strasser, Joseph Silha, Timothy Overmyer, Steve Hackett, Thomas Holland, Donna Barrie,

Charles Lore, Jack Ellison, Joe Abrams, Alan Bennett, Susan Cridland, John Donahue, Claire Lee, Peter Lenz, Cynthia Lieberman, David Mumford, Rick Rosen, Doug Roth.

**Coe Film Associates** 907  
65 E. 96th St., New York 10128

The Children's Hour\* (10), Shorts Collection\* (2,000), Children's Package\* (4,000), Paddington Bear\* (56), CFA Feature Features\* (12). **Staff:** Bernice Coe, Mignon Levey.

**Joel Cohen Productions** 910  
11500 Olympic Blvd., Suite 418, Los Angeles 90064

Your Choice for the Film Awards\*, The Beach Boys 25th Anniversary—Waikiki Style\*, Summer Sports Special\*, The Serendipity Singers Christmas Show\*, Skate America 86\*, The 1986 Frisbee Championships\*, Ricky Nelson/Fats Domino Live at Universal, Laura Branigan Show, Outdoor Life (28), The Hollywood Theater of Magic, Magic (26), The Serendipity Singers Show (52). **Staff:** Joel Cohen, Joan Cohen.

**Colex Enterprises** 333  
(see LBS Communications)

**Columbia/Embassy Television** 446  
1901 Avenue of the Stars, Suite 1600, Los Angeles 90067

Archie Bunker's Place (97), Diff'rent Strokes (189), The Facts of Life (181), Good Times (133), The Jeffersons (253), Maude (141), One Day at a Time (209), Sanford & Son (136), Silver Spoons (116), Square Pegs (20), Barney Miller (170), Benson (134), Carson's Comedy Classics (130), Carter Country (44), Charlie's Angels (115), Fantasy Island (220/130), Hart to Hart (112), Police Story (105), Police Woman (91), Ripley's Believe it or Not (79/120), Riptide (58), Soap (93), Starsky & Hutch (92), SWAT (37), The Three Stooges (190), T.J. Hooker (71), Embassy Night at the Movies Continues, Embassy III, Embassy II, Entertainer of the Year, TV 20, Volume IV, V, VI, Columbia Gems, other features (200). **Staff:** Gary Lieberthal, Barry Thurston, Leslie Tobin, Alan Daniels, Dain Fritz, Gary Lico, Steve Mulderrig, Herb Weiss, Dick Campbell, Bill Clark, Debbie Grant, Marlynda Salas, Mitch Sallitt, Ken Doyle, Noranne Frisby, John Rohrs Jr., Jay Silha, Steve Hackett, Don Bryan, Meade Camp, Susan Grant, Terry Mackin, Tim Overmyer, Tom Holland.

**Consumer Discount Network** 1402A

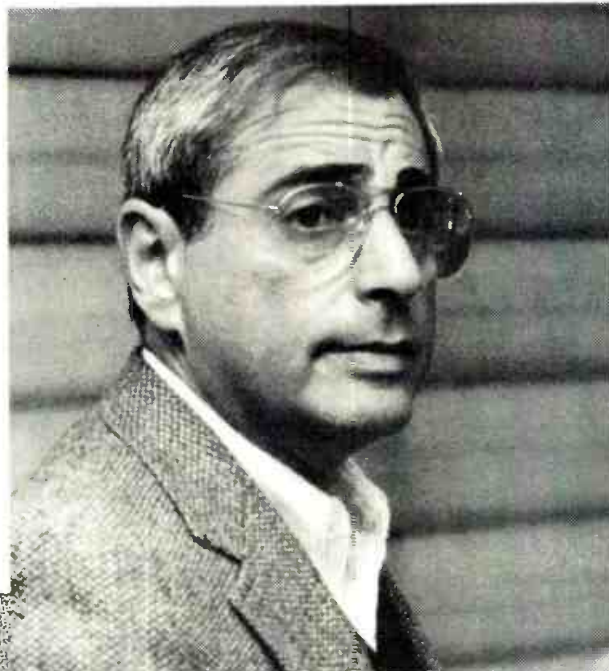
**Coral Pictures Corp.** 1257  
6850 Coral Way, Suite 404, Miami 33155

Quo Vadis?, Echoes of the Heart, Be Good If You Can, Mother Again, The Boss, Your Show of Shows (65), Coral Prime Package (13-15), Coral Westerns (13-15), Coral Action Adventures (13-15), Coral Science Fantasy I (17), Coral Martial Arts I (17), Leonardo Da Vinci, Mysteries of the Ancient World, Hey Abbot, Man and His World (11), Pimpa (13),

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**BETTER TELEVISION BETTER VIEWERS**



Candy Candy (65), Captain Future (52), Space Angel (52), The Man From Button Willow, Les Miserables, Young King Arthur, Hans Christian Andersen's a Magic Adventure, Silent Night, Hooray for the Three Wiseman, The Intruder, Package I (14), Package II (10), movies, entertainment/variety specials, plus Spanish animation children's shows (8), Spanish dramas (48), Spanish mini-series (27), Spanish music/variety (7), Spanish series (12) and specials (10). **Staff:** Sy Shapiro, Leland Jackoway, Ken Campbell, Manuel Vidal, Senen Loche, Mike Portney.

**Crazy Eddie** 1449

**Jim Crockett Promotions** 166

**Crystal Pictures** 1270  
1560 Broadway, Suite 414, New York 10036

**CST Entertainment** 761  
4553 Glencoe Ave., Marina del Rey, Calif. 90292

The Classics (28), The Promotables (15), unreleased features (58), American Caesar, Vietnam: The Ten Thousand Day War (13), Abbott and Costello Show (52), The Wizard of Oz, Speed Racer (52), Felix the Cat (52), The Mighty Hercules (32). **Staff:** Colin Chisholm III, Joseph Adelman, Linda Palmor, Len Ziegel, Richard Harper, Francis Gyermek.

**Curran-Victor Co.** 271  
1100 Larkspur Landing Circle, Suite 315, Larkspur, Calif. 94939

Hemingway. **Staff:** Don Curran, Herb Victor, Daniel Wilson.

**Dancin' on Air Productions** 1401

**Darino Films/  
Library of Special Effects** 291

**DFS Dorland Program Exchange** 1014  
405 Lexington Ave., New York 10174

Dennis the Menace (65), Woody Woodpecker and Friends (360), Scooby Doo (155), The Flintstones (166), Bullwinkle (98), Rocky and His Friends (156), Bill Cosby's Picture Pages (430), Underdog (62), Uncle Waldo's Cartoon Show (52), Tennessee Tuxedo and His Tales (140), Dudley Do-Right and Friends (38), Young Samson (20), Space Kidettes (20), Sealab 2020 (16), Inch High Private Eye (13), Wheelie and the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), King Leonardo (38), That Teen Show (26), Bewitched (180), I Dream of Jeannie (109), Abbott & Costello (52) The Partridge Family (96), The Greats of the Game (33). **Staff:** Allen Banks, Jack Irving, Chris Hallowell, Susan Radden, Tim Strosahl, Beth Feldman, Diane Casse, Holly Hanlon, Esther Pashkin, Barbara Donoghue.

**DynoComm** 1171  
27285 Las Ramblas, Suite 130, Mission Viejo, Calif. 92691

The OP Pro Surfing Championship\*, International Sailboard Championship\*, World Jetski Finals\*, International Billfish Tournament\*, Pro Skateboard Champion-

ships\*. **Staff:** Alan Gibby, Sharon Gibby, Paul Jenner, Julia Brady.

**East in Motion Pictures** 865

**Ebony/Jet Showcase** 1443  
820 S. Michigan Ave., Chicago 60605

Ebony Jet Showcase. **Staff:** Linda Johnson Rice, Ozzie Bruno, Pamela Hargraves, Beverly Price, Deborah Crable, Sandy Sims.

**Electronic Media** 1357

**Ralph Ellis Enterprises** 865  
1231 Yonge St., Suite 300, Toronto M4T 2T8

The Man Who Loved Birds, Profiles of Nature, Fabulous Festival, October Stranger, Arm of Gold, Cities, The Red Baron. **Staff:** R. Stephen Ellis, Cathy Ellis.

**Embassy Communications** 446  
(see Columbia/Embassy Television)

**Emery Worldwide** 1445

**Enoki Films** 1457

**ESPY-TV** 1406

**Essence Television Productions** 1235  
1500 Broadway, New York 10036

Essence (26), Musical Tributes. **Staff:** Gene Davis.

**Excel Telemedia** 749  
745 Fifth Ave., Suite 1516, New York 10151

Terrorvision (52), Pathfinders (13), American Campus Tour, The Louvre, Scotland Yard, The Forbidden City, The Kremlin, The Incas Remembered, Barry Mason—The Songwriter, Lifespan—A Rock Biography, Guys 'n' Dolls in Concert, New Seekers in Concert, Kenny Ball and His Jazzmen, Rollermania, The Truth About Communism, feature films (35). **Staff:** Ken Israel, Allen Hart, Joan Israel, Tom Thuman, Peter Strand, Bill Seymour, Carmela Tutino.

**Extra Extra** 182

**Family Entertainment** 967

**FilmLife/Fortress Film** 816  
141 Moonachie Rd., Moonachie, N.J. 07074

Rejuvenation, restoration, protection and preservation of damaged film, television film storage, shipping and distribution worldwide, inspection and repair of syndicated shows and features.

**Filmoption Internationale** 865

**First National Telecom** 1325

**Fishing The West** 824  
15170 S. Thayer Rd., Oregon City, Ore. 97045

**Four Star** 1214  
2813 W. Alameda Ave., Burbank, Calif. 91505

Wanted: Dead or Alive\* (94), Star Two\* (15), Liars Club\* (90), The Big Valley, (112), Zane Grey Theater (145), Dick Powell Theater (59), The Rogues (30), Richard Diamond (26), Burke's Law (81), Star One (15), No Restrictions and Good Vibrations (30), Main Events (28). **Staff:** Alfred Markim, Robert Neece, Thomas Fortuin, Tom O'Leary, Bill Rhodes, Keith

Lewis, Scott Lanken, Robert Bosen, Kurt Gardner, Pamela Selman, Michelle Okulski.

**Fox/Lorber Associates** 471  
432 Park Ave. South, New York 10016

Bad Girls\* (8), Curtis Signature Collection (12), Grundy Premiere Films (12), Trailblazers (45), Young Duke (15), King... Montgomery to Memphis, Legacy of a Dream, Broadway Video Specials (5), Country, Harold Lloyd Library (26\* + 8 + 1), Dynamax\* (26), Great Performers\* (30), Assaulted Nuts (13), Extra! Extra! (26). **International:** Wild Wild World of Animals, Wilderness Alive, The World We Live In, World War II: G.I. Diary, The Africans, A Third Testament, Errol Flynn: Portrait of a Swashbuckler, Mary Pickford: America's Sweetheart, Romance Theater (17), Last Bastion, Young John Wayne (15), Rock and Roll: The Early Days, British Rock: The First Wave, Action Sports Collection. **Staff:** Richard Lorber, David Fox, Jack Brandon, Doug Yates, Olivia Canter, Michael Spielberg, Susan Margolin, Rena Ronson, Robert Miller.

**Fremantle** 357  
660 Madison Ave., New York 10021

We Are the Children\*, A Fight for Jenny\*, On Fire\*, Can You Feel Me Dancing?\*, Vanishing Act\*, The Last Days of Frank and Jesse James\*, Stillwatch\*, Manhunt for Claude Dallas\*, 1986 Tony Awards\*, All Star Celebration in Honor of Martin Luther King\*, Kennedy Center Honors Annual Show 1986\*, Copperfield in China\*, Kraft All Stars Salute to Ford's Theater\*, Teenage America\*, Cat on a Hot Tin Roof, Burning Rage, Reckless Disregard, The Baron, City Killer, Half Slave, Half Free, Special People, The Cradle Will Fall, Loving, Kid from Nowhere, Fugitive Samurai, Paul Killiam Collection of Film Classics (76), Silents Please (40), Night of 100 Stars II, Tony Awards, Kennedy Center Honors, Christmas in Washington, Magic of David Copperfield VII and VIII, Johnny Cash Specials (16), Patti Labelle Show, Teenage America, Elvis Memories, Kraft All-Star Salute to Ford's Theater, Mr. T and Emmanuel Lewis in a Christmas Dream, A Supernight of Rock 'n' Roll, Diana Ross Special, Jazz in America, Evening with... (4), Country Comes Home I, II and III, 50 Years of Country Music, Roy Acuff: 50 Years of the King of Country Music, Barbara Mandrell and the Mandrell Sisters (32), World's Greatest Escape Artist, Magic with the Stars, Ellington: The Music Lives On, Jukebox Saturday Night, Command Performance, SCTV (156), New Candid Camera (130), TV's Funniest Game Show Moments, National Geographic Specials (52), Three in the Wild (3), Animal World (100), Ryan's Hope, Loving, Divorce Court (130), Greatest Sports Legends (150), Greatest Sports Legends Tenth Anniversary Special, American Challenge, Romper Room, Mr. Wizard's World (52), Who's Afraid of Opera? (8), Nureyev: In Tribute



# Sally Jessy Raphael

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% of Increase Audience '000

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Women 18+	<b>UP 13%</b>
Women 18-34	<b>UP 7%</b>
Women 18-49	<b>UP 11%</b>
Women 25-54	<b>UP 20%</b>
Women 35+	<b>UP 15%</b>
Working Women	<b>UP 41%</b>

Source: Nielsen, Nov. 1985, 1986



to Nijinsky, Curious George (104), Snowman, Really Rosie, Tiny Tree, Little Brown Burro, Special Valentine with the Family Circus, Christmas with the Family Circus, Family Circus Easter, Berenstain Bear's Specials (5), New Misadventures of Ichabod Crane, Clangers (26), Noggin (6), Bagpuss (13), Ivor the Engine (20), The Price Is Right, Card Sharks, I've Got A Secret, Super Password, Family Feud, Blockbusters, Beat The Clock, To Tell The Truth, Match Game, Now You See It, Child's Play, Concentration, Better Sex, Tattletales, What's My Line?, Break the Bank, Quandaries, Strike It Rich, Babble, Go, Star Connection, The Dating Game, Newlywed Game, Every Second Counts, Hot Potato, \$25,000 Pyramid, Press Your Luck, The Tripods (25), The Campbells (52), Cisco Kid (156), Family Theater (64), Swiss Family Robinson (26), Adventures of Black Beauty (52), Fugitive Samurai (79), Woobinda Animal Doctor (39), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), Niko (6), Joey and Redhawk (5), Take Kerr (260). **Staff:** Paul Talbot, Julie Zuluetta, Josh Braun, Jim Willis, Ellen Windemuth.

**Fries Distribution Co. 1013**  
6922 Hollywood Blvd., Los Angeles 90028

Fries Frame 3\* (25), Fries Frame 2 (20), Fries Frame I (27), The Auto Connection\* (26), Six-Guns & Saddles\* (26), Cover Story (26), Off the Wall (26), Born Famous\*, Howdy Doody's 40th Birthday\*. **Staff:** Charles Fries, Ave Butensky, Dick Askin, Peter Schmid, Larry Friedrichs, Alan Schwartz, Don Golden, Wendy Levin, Tim Newman, Mark Wagenheim, Mike Murashko, Lou Wexner, Margaret Rogers, Paul Sumi, Chris Fries.

**Gaylord Syndicom 1058**  
2806 Opryland Dr., Nashville 37214

Hee Haw, The Lady is a Champ, Willie Nelson Special with Ray Charles, America's Jr. Miss\*, Elvis Presley Special\*, Opryland USA Special\*. **Staff:** Jane Grams, Martin Clayton, Hal Buckley.

**Genesis Entertainment 273**  
5743 Corsa Ave., Suite 210, Westlake Village, Calif. 91362

The Best of the National Geographic Specials\* (12), The Judge, Wild Wild World of Animals (115), Classic Country (182), World War II GI Diary (25). **Staff:** Gary Gannaway, Wayne Lepoff, Betsy Green, Phil Oldham, Larry Black, Wendy Phillips, Brian Davidson, Stanley Sherman, Don Springer, Jerry Weaver, Diane Gallela, Marsha Boyd, Paul Power.

**GGP/GGP Sports 393**  
240 Tamal Vista Blvd., Suite 160, Corte Madera, Calif. 94925

World Cup Skiing, Sports Lifestyles, Road to Calgary Olympics, Road to Seoul Olympics, Joel Siegel's Road to the Academy Awards, Miss World Beauty Pageant, Fashion Report, Fashion Report Videos, John Denver Celebrity Ski Classic, John Madden's Super Bowl Special, The Race for #1, College Football Specials, Count-

down to the Showdown: Hagler vs. Leonard Preview, Road to the Triple Crown, Tour d'Italia. **Staff:** Robert Horowitz, Leslie Lombre, Greg Carroll, Jan Holmes, Ross Benson, Marilyn Maciel, Michelle Smith, David Peterson, Henry Schneidman, Michael Galizio.

**Glazer & Kalayjian 1403**

**Globo TV Network of Brazil 468**  
Rua Lopes Quintas, 303, Rio de Janeiro

Final Feliz\* (132), Nina Moza\* (168), Cambalache\* (174), Selva de Concreto\* (150), Tienda de Los Milagos\* (12), El Marido Ejemplar\* (9), Compania Ilimitada\* (13), Anarchists Thank God (9), Tome and the Wind (10), Cuerpo A Cuerpo, The Slave Isaura (30), Champagne (167), Brillante (155), Roberto Carlos, Voice of Brazil, Sergio Mendes. **Staff:** Luiz Bergerth, Roberto Filippelli, Marina Galliez, Robert Campbell.

**Glow Inc. 1076**

**Samuel Goldwyn Co. 346**  
10203 Santa Monica Blvd., Los Angeles 90067

Robin Hood\* (13), Explosives III\*, November Gold\*, Treasure Chest, Explosives I and II, Goldwyn Gold and Gold II, Terrorpix, Power Pack, Six-Pack. **Staff:** Terry Palmer, Steve Barbour, Jack Masters, Jolene Victor, Christie Hawks, Lisa Incorvaia, Meyer Gottlieb, Cliff Hauser, Dan Gelfand, Gary Marenzi, Mike Byrd.

**Granada Television 734**  
1221 Avenue of the Americas, Suite 3468, New York 10020

It Was 20 Years Ago Today\*, The Way They Were\*, Flood Tide\*, Apartheid\*, Making It\*, The Return of the Antelope\*. **Staff:** Barrie Heads, Vivien Wallace, Leila Maw, Wendy Stebbings, Alison Brantley, Jane Bernstein.

**Sherry Grant Enterprises 442**  
17915 Ventura Blvd., Suite 208, Encino, Calif. 91316

Something You Auto Know\*, Raising Good Kids\*, Quality of Life, We the People (24), 21 Days of America (21), Holiday Sales Boosters. **Staff:** Sherry Grant, Bill Moriarity, Rose Colasanti.

**Group W Productions 835**  
3801 Barham Blvd., Los Angeles 91607

BraveStarr\* (65), The Wil Shriner Show\*, Salem's Children\*, Together Again\*, Life-Quest\*, PM Magazine, Hour Magazine, He-Man and the Masters of the Universe (130), She-Ra: Princess of Power (93), Fat Albert and the Cosby Kids (90), Ghostbusters (65), TVSC, Filmation, Horizon International Television—America's Top Ten (42), Call It Macaroni (24), Photoplay\* (104), PM Magazine, Portraits of a Legend (39), True Confessions\* (130), The Coral Jungle (24), Hour Magazine (225), We're Movin' (24), John and Yoko\*, Lost in London\*, Mafia Princess\*, Adam: His Song Continues\*, George McKenna Story\*, Little Johnny Jones, Murder Among Friends, feature films (10). **Staff:** Edwin

Vane, George Resing Jr., R. Kevin Tannehill, Tony Dwyer, Salvatore Cue, Christine Foster, Owen Simon, Carol Strond, Gerry Farrell, Frederick Kuperberg, David Jacquemin, Donald Spagnolia, Mary Fisher, Daniel Cosgrove, Peter Gimber, Gien Burnside, Stephen Parker, Thomas Will, Richard Shae, Brock Krucic, Chris Lancey, Patricia Brown, Jack Foley, Jack Swindell

**Group W TV Sales 1307**

90 Park Ave., New York 10016

For Kids' Sake, Mac and Mutley, documentaries and specials. **Staff:** Ed Goldman, Joel Segall, Jeffrey Osborne, Deb Zeyen, Michael Auerbach, Bob Gore, Emilia Giannarella, Jill Tarlov, Chico Kurzawski, Alan Buckman.

**Larry Harmon Pictures 547**  
650 N. Bronson Ave., Los Angeles 90004

Bozo's Place (65), Bedtime Bozo (52), Bozo's Big Top Circus, Bozo Cartoon Library (156), Bozo's Three-Ring Schoolhouse (39), Laurel & Hardy Library (156), Laurel & Hardy Cartoon Show (39), Bozo Cartoon Show (39), Bozo/Laurel & Hardy Comedy Hour (39). **Staff:** Larry Harmon, Susan Breth, Jerry Digney.

**Harmony Gold 1125**  
8831 Sunset Blvd., Suite 300, Los Angeles 90069

Shaka Zulu, Idiots (26), Between Us, Eye on Hollywood (65), Harmony Gold's Animated Classics (10).

**Harrington, Righter & Parsons 127**  
805 Third Ave., New York 10022

National TV rep offering information, evaluation and program purchase recommendations, consultation and assistance in local news programming. **Staff:** John J. Walters Jr., Peter Ryan, Dean McCarthy, Jonathan Murray.

**Con Hartsock & Co. 820**  
1100 Glendon Ave., Suite 941, Los Angeles 90024

Elvira's Movie Macabre (39), Jerry Lewis Movies, Jerry Lewis Show (52), Ninja Folies\* (26), Mighty Gorga. **Staff:** Con Hartsock, Merry Hartsock, Hank Profenius.

**Hit Video USA 1278**  
1000 Louisiana, Suite 3500, Houston 77002

Contemporary hit music video service. **Staff:** Mike Opelka, Dean Thomas, Doug Miller, Connie Wodlinger, Mark Wodlinger.

**HK-TVB International 1446**

**Hollywood Reporter 768**

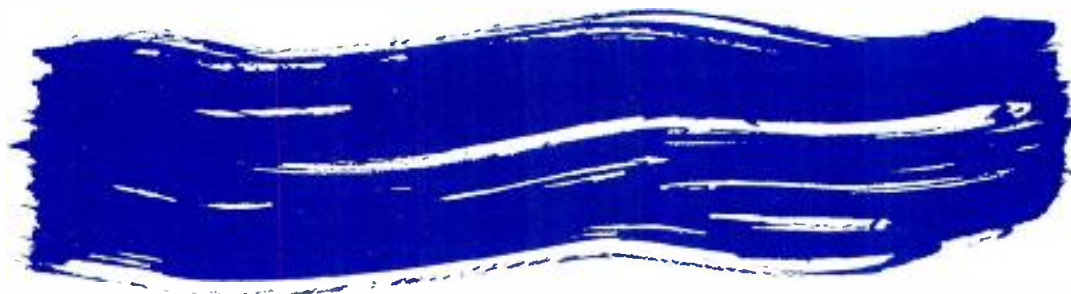
**Home Shopping Network 282**  
1529 U.S. 19 South, Clearwater, Fla. 33546

Home Shopping Networks. **Staff:** Lowell Paxson, Roy Speer, Charles Bohart, Scott Campbell, James Bocock, Robert Circosta.

**Raymond Horn Syndications 1328**  
325 W. 45th St., Suite 510, New York 10036

Essence: The TV Magazine, A Tribute to Eddie Robinson, Essence Superstars Specials, Essence Black Minutes, Story

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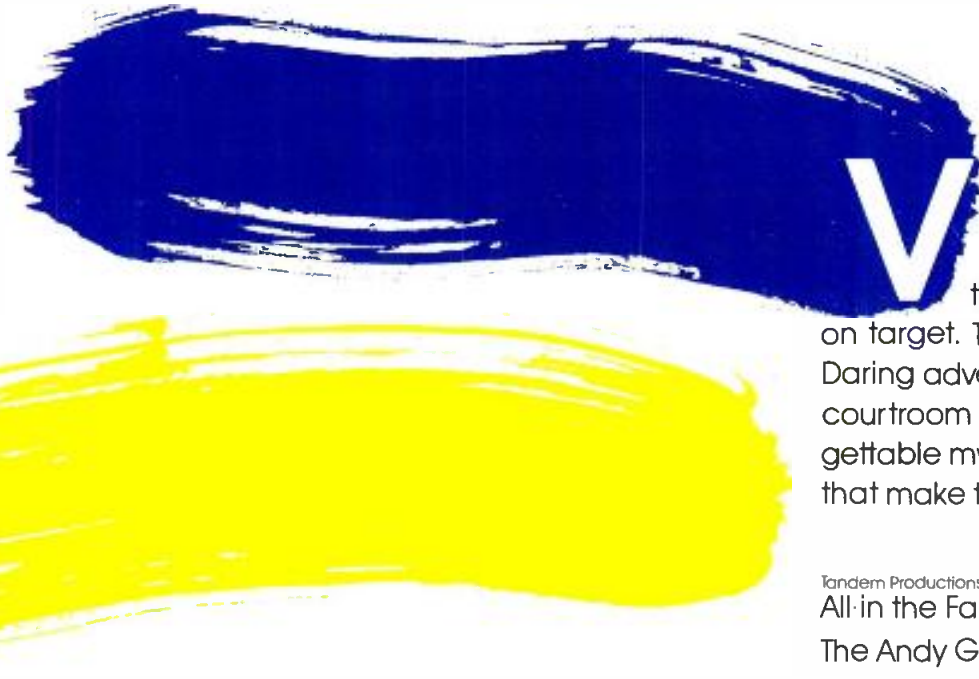
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Hogan's Heroes

The Honeymooners

I Love Lucy

Marshal Dillon

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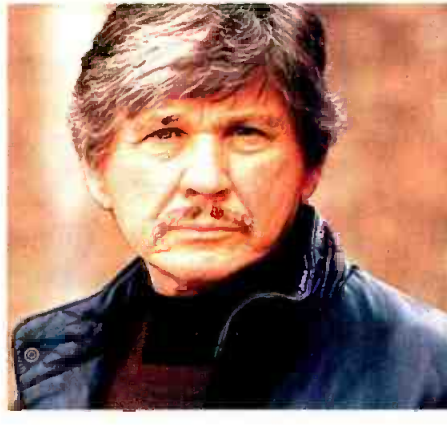
The Legend Group

Movie Greats

Young and Reckless



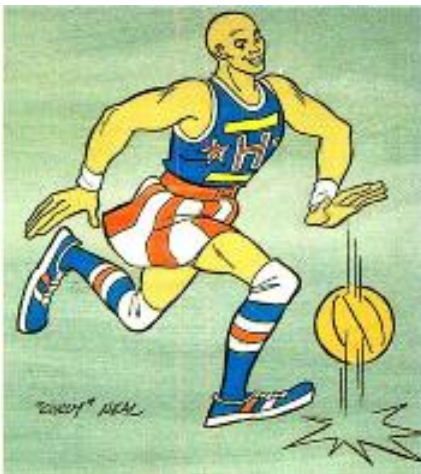
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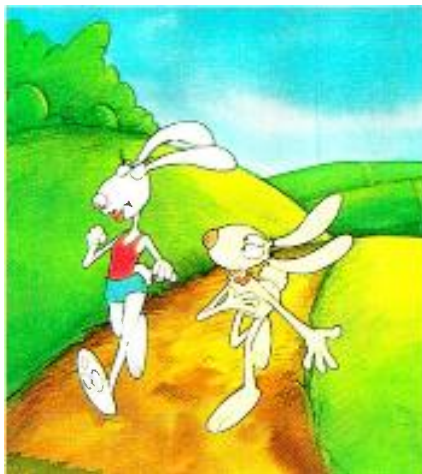
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- Tales of the Wizard of Oz
- The Most Important Person
- The Harlem Globetrotters
- Kid Power
- 20,000 Leagues Under the Sea
- Around the World in 80 Days
- Alice in Wonderland
- Sleeping Beauty
- Cinderella
- Family Classics
- Nelvana Specials
- The Little Drummer Boy
- Willie Mays and the Say-Hey Kid
- Return to Oz
- That Girl
- The Ballad of Smokey the Bear
- The Red Baron
- The Mad, Mad Monsters
- The Emperor's New Clothes
- Here Comes Peter Cottontail



of a People: Where Are We Now?, America's Black Forum (52), Escape to Paradise, Nutrition World, Dance Connection, Talented Teens, Boxing, Pressbox. **Staff:** Raymond Horn, Gloria Horn, Chuck Wick-er.

**IDC Services** 834  
2600 W. Olive Ave., Burbank, Calif. 91505

Production and talent payment services. **Staff:** Jim McCallum, Larry Berkowitz, Howard Siegel, Gerry Schwartz.

**IDDH** 966  
Le Ray 78780 Murecourt, France

**IMC Marketing Group** 844  
485 Madison Ave., New York 10022

**Staff:** Alan Wolsky, Amy Dixon, Mark Di-Pippa, Barbara Olsen.

**Independent Network** 1075  
11150 W. Olympic Blvd., Los Angeles 90064

Glow (26), Movie Madness (16). **Staff:** Irv Holender, Irving Ross, Marvin Grieve, Dick Perin, Dick Ostrander.

**Innovative Production** 1402

**International Television** 1465  
420 Lexington Ave., New York 10017

In Private—In Public, the Prince and Princess of Wales, Prince Charles—A Monarch in the Making, May We Borrow Your Husband?, Love with a Perfect Stranger, West of Paradise, The Buckman Treatment—A Doctor's Detour in North America, The World of Survival, Galapagos, Daphne Sheldrick—The Orphans of Tsavo, Together They Stand, Inside Story. **Staff:** Clive Leach, Brian Harris, Mark Kaner, Philip Garner, Timothy Buxton, Mike Hay, Jeremy Fox, Mike Jessey, Frank Miller, Julia Schmittinger.

**Italtoons Corp.** 1459

**ITC Entertainment** 463  
115 E. 57th St., New York 10022

Calhoun\* (24), Entertainment Volume 1 (14), 2 (16), 3 (16), 4 (16), 5 (16), 6 (16), Cinema 12 (12), Super Space Theater (13), Hammer House of Horror (6), Thrillers (43), Thunderbirds: 2086 (24), Space Age Odyssey (103), The Prisoner (17), Secret Agent (45), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), When Havoc Struck (12), Let's Rock (24), Let Them Live (19), Protectors (52), My Partner the Ghost (26), Department S (28), Persuaders (22), Adventurer (26), Baron (26), Man in a Suitcase (28), Fury (114), Tycoon: The Story of a Woman, Julie Andrews Christmas Special, Julie & Dick in Covent Garden, Julie My Favorite Things, Our Love Is Here To Stay, James Paul McCartney, Tony and Lena, Sammy, Julie & Sammy, Beatles Forever, Entertainers, Merry Christmas with Love Julie, Come Hear the Music Play, Heart and Soul. **International:** Poor Little Rich Girl, At Mother's Request, Robbery Under Arms, Lovejoy (10), Slavs (10), Winners Down Under, Diamonds (13), Foundation (26), Nature Watch (13), Shillingbury Tales, Sapphire

and Steel (34), Thunderbirds: 2086 (24), Let Them Live (6), Symphony on Ice, Romeo and Juliet on Ice, Giselle, Romeo & Juliet with Nureyev, features/packages. **Staff:** Arthur Kananack, Elliott Abrams, Edward Gilbert, James Stern, Charlie Keys, John Herrin, Reid Davis, Donald Toye, James Marrinan, Armando Nunez, Doralea Rosenberg, Murray Horowitz.

**ITF Enterprises/Gaylord Prod.** 909, 913  
Two Greenwich Pl., Greenwich, Conn. 06830

Late Night Lotto\* (520), Temporarily Yours\* (24), Groucho and Me\* (24), Dancin' to the Hits (30). **Staff:** Thomas Battista, Michael Estivo, Janet Brown, Elissa Dorfman, Gary Wendt, Karin Huntzinger.

**J.E.F. Films** 1169

**Jefferson Pilot Data Systems** 809  
501 Archdale Dr., Charlotte, N.C. 28210

Enhancements to program management system, Sally (TV sales assistant productivity system for local TV sales), full-service radio and TV computer service, including sales, traffic and accounting products, program management system for feature films, syndicated programing inventory and financial amortization, scheduling system. **Staff:** John McDonald, Jim Butts, Dan Phillippi.

**JK Distribution** 251

**JM Entertainment** 775  
133 E. 58th St., New York 10022

Kids Are People Too, Mega Rock (12), Flash-Point, Pete's Place, In Session, Bourbon Street Parade, Nashville Swing, JME Power Pac (45), JME Action Plus (18), Premiere Drama Package (6), Action Avalanche Package (5), Thrillervision (3), Avenging Exploitable (6), Music Legends (3), Spring Break Reunion, Kids Are People Too specials (4), Jockey, Hansel & Gretel, This Day in Hollywood, The Indy Challenge. **Staff:** Jerry Molfese, Brian Molfese, Lydia DeTorres, Mari Kimura.

**JZTV E Cinema** 459

**Katz Communications** 458  
One Dag Hammarskjold Pl., New York 10017

**Staff:** James Greenwald, Richard Mendelson, Peter Goulazian, Richard Goldstein, Paul Arnzen, Richard Weinstein, James Beloyianis, Michael Hugger, Ken Perren, Tom Olson, Jack Higgins, Bob Levenstein, Marty Ozer, Jill Novorro, John von Soosten, Bill Carroll, Mitchell Praver, Ruth Lee, David Smith, Serge Valle, Jim Curtain, Peter Chislett, Lucille Luongo, Robert Reed.

**Kelly Childs Prod.** 1407

**M.A. Kempner** 528  
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

The Exercise Bug (100)\*, Escape/600\*, TV Powwow!, Telephone Poll, documentaries. **Staff:** Marvin Kempner, Glenn Seger, Richard Walker, Hank Guzik, Robert Grossman, Mark Sheftell, Steve Vann.

**King Features Entertainment** 857  
235 E. 45th St., New York 10017

King Features Creatures Vol. 1\* (10), Fight Back! with David Horowitz\* (26), Ask Dr. Ruth\* (130), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Krazy Kat (50), Perspective on Greatness (26), Hearst Reports (345), The Performers: Marquee Edition (12), The Performers: Vol. II (12), The Performers (15), Blondie (28), Flash Gordon (40), TV Time Capsules (2,000), Hints from Heloise (130), Blondie (26), Flash Gordon (40), The Romance of Betty Boop, Good Housekeeping: A Better Way (65). **International:** The Performers (30), The Performers II (16), Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Television Playhouse (14), Defenders of the Earth (65), Adventures of the Galaxy Rangers (65). **Staff:** Bruce Paisner, Bill Miller, Len Soglio, Chips Barrabee, Steven Weiser, Samuel Gang, Michael Doury, Maureen Smith, Steve Elsky.

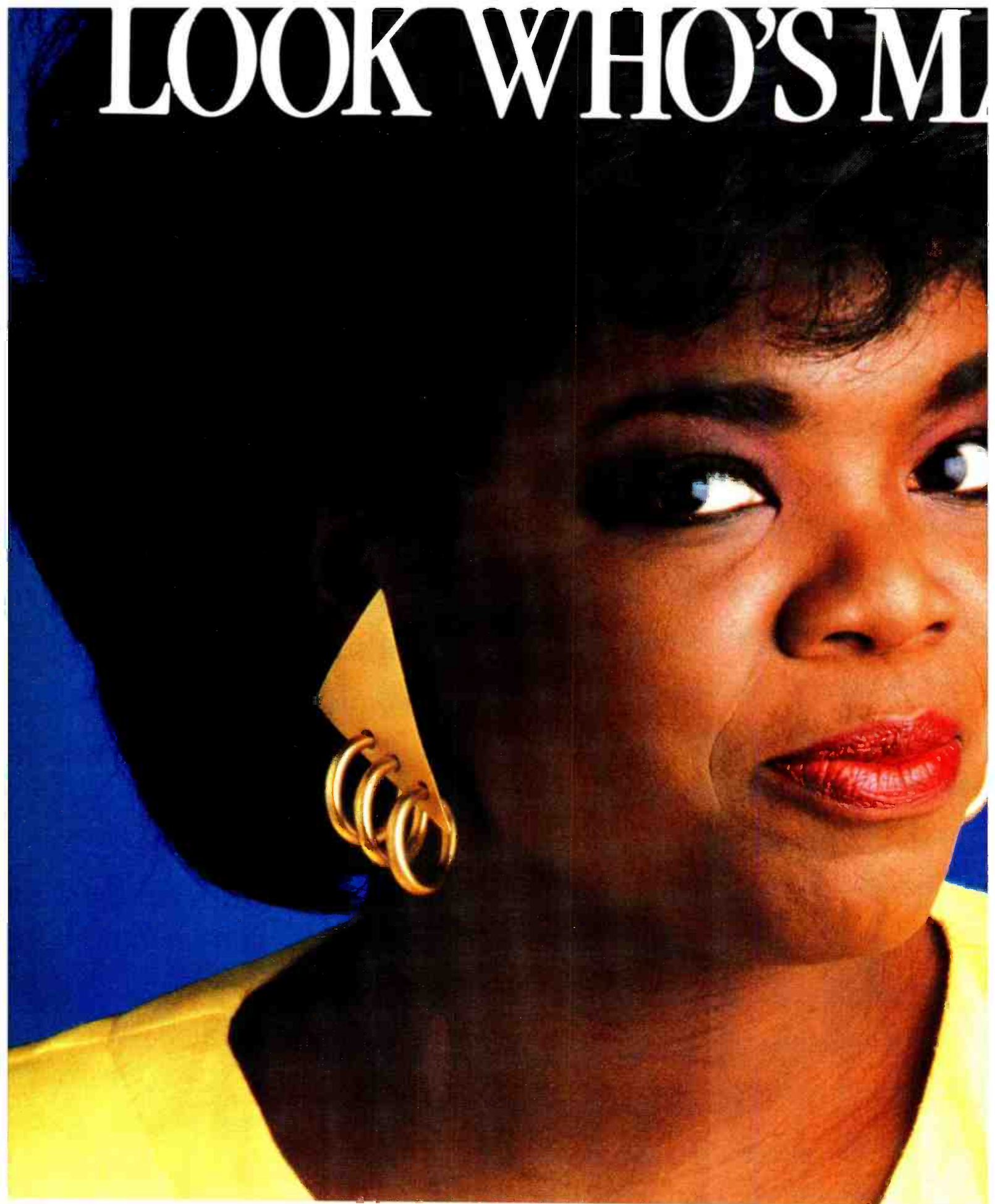
**King World Productions** 1147  
1700 Broadway, New York 10019

The Oprah Winfrey Show (46), Little Rascals (71), True Confessions (26), Nightlife (39), Rock 'N Roll Evening News (39), Wheel of Fortune (195), Jeopardy (39), Topper (78), Guns of Will Sonnett & Branded (98), Mr. Food (260), Spotlight Ten (10), The Epics (5), Popcorn Theater (13), Classic Detectives (34), Women of the World, Laugh Machine (26). **Staff:** Roger King, Stuart Hersch, Stephen Palley, Jeff Ruhe, Jim Dauphinee, David Sifford, Michael King, Sidney Cohen, Lee Kiersted, Maryann Catalano.

**LBS Communications** 233,  
1339,1308,1126,184,1273,1423  
875 Third Ave., New York 10022

You Can't Take It With You\*, Tales from the Darkside (92), The New American Bandstand\*, Music Machine\* (13), Strictly Business\* (52), Shopping Line\*, The Adventures of Teddy Ruxpin\* (65), Heathcliff (86), MASK (75), Inspector Gadget (86), Kideo TV, Superfriends (110), The Story of Rock 'n Roll\*, Marvin Hagler/Sugar Ray Leonard Pre-Fight Special\*, Tales from the Darkside Special\*, My Friend Liberty, Your Choice for the Film Awards\*, Scary Tales, Test Series\*, Marco Polo (10), Canned Film Festival, Hal Roach Colorization Network\*, Fame (24), What's Happening Now!! (44), Off the Wall, The Judge (150), The Real Ghostbusters\*, Hollywood Squares (195), Cover Story (26), This Week in Country Music (52), Smithsonian World\* (12), MGM/UA Premiere Network (24), LBS Premiere Screenings\* (18). **Colex Enterprises:** The New Gidget (44), The New Monkees\* (44), Dennis the Menace: The Movie\*, Three Wishes for Jamie\*, It Almost Wasn't Christmas\*, Miracle of the Heart, The Canterville Ghost, Gidget's Summer Re-

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union, It Came Upon a Midnight Clear, Premiere Screenings I\*, Care Bears and Friends at the Movies\*, Hope Diamonds (11), Hardcastle & McCormick\* (67), Ghost Story/Circle of Fear\* (22), Family (85), Father Murphy (35), Gidget (32), The Monkees (58), The Burns & Allen Show (239), Dennis the Menace (146), Route 66 (52), Father Knows Best (191), The Donna Reed Show (175), Hazel (154), Hawk (17), Joe Forrester (22), Eischied (13), Wild Bill Hickok (113), Jungle Jim (26), The Flying Nun (82). **Staff:** Henry Siegel, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Mary Herne, Andrew Holtzman, Louise Perillo, Rand Stoll, Caroline Vanderlip, Ira Bernstein, Carl Dietze, Patrick Grotto, Richard Grove, Monica Powers, Bill Smither, Tony Vella, Gordon Young, Joanne Burns, Joanne DeRicco, Marian Lockett-Egan, Debbie Hirschinger, Marcy Abelow, Jon Barovick, Joni Ahlheim, Don Barnett, Tara Carroll, Scott Gaulocher, Gene McGuire. **Colex:** Jack Allen, John Mansfield, John Barrett, Cindy Wilson, Stuart Doriss, Mary Ann Spitaletta, Bethany Gorfine, Gary Perchick.

**Lionheart Television 1035**  
1762 Westwood Blvd., Los Angeles 90024

Allo Allo\* (21), Are You Being Served?\* (56), Blott on the Landscape\* (6), Don't Wait Up\* (20), Ever Decreasing Circles\* (18), It Ain't Half Hot Mum\* (54), No Place Like Home\* (28), Stand Up\* (66), Three Up Two Down\* (12), Eastenders\* (200), Howard's Way\* (26), Oxbridge Blues\*, Coup D'Etat\*, Mafia Wars\*, MIA: You Can Keep Up Forever\*, Britain's Top Guns\*, Healing Arts\*, Video Ink\*, Allo Allo (22), Are You Being Served? (69), BBC Stand Up (66), Dave Allen at Large (51), Fawlty Towers (12), Good Neighbors (29), Mother & Son (22), No Place Like Home (28), Only Fools and Horses (30), Open All Hours (25), Solo (13), Sorry (30), The Two Ronnies (32), Yes Minister (21), Auschwitz and the Allies, Challenge of the Caucasus, MIAs, Mafia, The War Game, Edge of Darkness, Elizabeth R, 1915, Palace of Dreams, Six Wives of Henry VIII, Blake's 7 (52), Doctor Who, Dr. Who's Who's Who, Five Doctors Special, K-9 & Co., Great Detectives, Primetime Features (11), Primetime Minis (9), Anna Karenina (10), Casanova (6), Nanny (30), Poldark (29), Tenko (30), War and Peace (19), The Ascent of Man (13), Britain's Top Guns (38), Civilisation (14), Connections (10), The Commanders (7), Great Railways Journeys (7), SOE (8), Beau Geste (8), Great Expectations (12), Gulliver in Lilliput (4), Hound of the Baskervilles (4), The Invisible Man (6), Little Women (9), Oliver Twist (12), Pickwick Papers (12), Prince and the Pauper (6), Prisoner of Zenda (6), Robin Hood (12), Stalky & Co. (6), De Bono's Thinking Course (10), Ken Hom's Chinese Cooking (8), Floyd on Fish (7), Madhur Jaffrey's Indian Cooking Course (8), Whicker's World, All Creatures Great

and Small (41), Barbara's Problem Dogs, Great Parks of the World (6), Great Zoos of the World (8), One by One (22), Training Dogs the Woodhouse Way (10), Wildside (52), Zoo 2000 (8). **Staff:** Frank Miller, Tay Vove, David Friedman, Ray Krafft, Rich Golden, Lou Gonzales, Julius Cain, Candace Carlisle, Roy Gibbs, Bunny Tavares, Sue Raposo, Kim Ryan, Lisa Cafarella, Sue Crawley, Jim Vestal.

**Lorimar-Telepictures 642**  
3970 Overland Ave., Culver City, Calif. 90230

Suddenly Sheriff\* (22), It's A Living (26), Mama's Family (25), One Big Family (25), It's a Living\* (100), Falcon Crest (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and Brown Show (12), Mint Edition\* (25), 22 Karat (24), Lorimar I (25), Lorimar II (25), Deja-Views (55), Sci-Fi Horror (35), Cowboys and Indians (32), Bomba the Jungle Boy (13), Valuetlevision\*, Truth or Consequences\*, The People's Court, Love Connection, The \$1,000,000 Chance of a Lifetime, Superior Court, N.I.W.S., The Comic Strip\* (65), Gumby\* (33), Silverhawks (65), Thundercats, Down to Earth\* (104), Alvin and the Chipmunks (65), Gumby (32), Eight is Enough (112), The Greatest American Hero (42), The New Dick Van Dyke Show/Mayberry RFD (150), More Real People (195), My Favorite Martian (107), Here's Lucy (144), animated off-network prime time all family specials (19), Ultra\* (4), Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury. **International:** ALF\* (22), Our House\* (22), The Days and Nights of Molly Dodd\*, Spies\*, Silverhawks\* (65), Perfect Strangers\* (22), Valerie\* (22), Knots Landing, Falcon Crest, Bridges to Cross, Redd Foxx Show, Thundercats, The Two Mrs. Grenvilles\*, Blood Red Roses\*, Roses Are for the Rich\*, Liberty, Mino, As Summers Die\*, Love Among Thieves\*, Ghost of a Chance\*, A.D., Alcatraz, Blood and Orchids, Blood Red Roses, Christopher Columbus, Dallas The Early Years, Death in California, Deliberate Stranger, Dollmaker, Ellis Island, Eureka Stockade, Flemings Secrets, For Those I Loved, Golden Moment, Guyana Tragedy, Lace I and II, Maria Capdelaine, Murder in Texas, Rose Are For the Rich, Sacketts, Skag, Strong Medicine, Surviving, Two Mrs. Grenvilles, Whale for the Killing, World War II, All New Let's Make a Deal, American Bandstand, Berrengers, Best Times, Big Shamus Little Shamus, Boone, Bridges to Cross, Buffalo Bill, Catch Phrase, Challengers, Dabney Coleman Show, Days and Nights of Molly Dodd, Detective in the House, Detective School, Down to Earth, Dreams, First and Ten, Games People Play, Great Detectives, Hail to the Chief, Here's Lucy, Hitchhiker, Hunter, It's a Living II, Just Our Luck, Kings Crossing, Last Frontier, Lorne Greene's New Wilderness, Love Connection, Loving Friends & Perfect

Couples, Madame le Judge, Mama's Family, Mayberry RFD, Morningstar Eveningstar, My Favorite Martian, New Dick Van Dyke Show, One Big Family, \$1,000,000 Chance of a Lifetime, Our Family Honor, Our House, People's Court, Perfect Strangers, Real People, Rituals, Rowan & Martin's Laugh-In, Secrets of Midland Heights, Secrets of the Red Sea, Spies, Stars on Ice, Super Country Superstars, Suzanne Pleshette is Maggie Briggs, Television Parts, Two Marriages, 24 Days of Christmas, Valerie, Lorimar Home Video, theatrical features (88), made-for-TV features (96), awards specials (6), musical specials (29), specials (28), documentaries (5), animation series (24), NIWS, children's series. **Staff:** Merv Adelson, David Salzman, J. Anthony Young, Barbara Brogliatti, Stephen Ross, Alan Bell, Scott Weber, Geri Sacks, Scott Stone, Michael Garin, Michael Jay Solomon, Art Loomis, Karl Kuechenmeister, Rob Barnett, Tom Byrnes, Jeannie Kadow, Peter Kranzler, Mary Martin, Marc Solomon, Peter Temple, Damien Riordan, Mark O'Brien, Dick Robertson, Pat Kenney, Jim McGillen, Scott Carlin, Dalton Danon, Joe Goldfarb, Jim Moloshok, Bruce Rosenblum, James Engleman, Roslyn Fisch, Leon Luxenberg, Sheldon Saltman, Keith Samples, Gust Theodore, Alicia Windroth, Ed Youngmark, Jeff Pryor, Mark Robbins, Bruce Genter, Jeff Hufford, Maury Lanken, Jeff Schlesinger, Bonnie Adamson, Rosemary Mazzo, Alasdair Waddell, David Peebler, Margo Raport, Stuart Graber, Don Ross.

**Lutheran Television 534**  
2185 Hampton Ave., St. Louis 63139

This Is The Life, Esta es la Vida, Christmas Is, The City That Forgot About Christmas, The Stableboy's Christmas, Easter Is, Freedom Is, Three Days, Yeshua, Yeshua and the First Christmas, Mile To Go, A Warm Place Inside\*, Tension Point. **Staff:** Janet Meyer, Nancy Nickolotsky.

**M&M Syndication 538**  
1000 Laurel Oak Corp. Center, Suite 108, Voorhees, N.J. 08043

**Majestic Entertainment 962**  
217 W. Alameda, Suite 203, Burbank, Calif. 91502

**Major League Baseball 666**  
1212 Avenue of the Americas, New York 10036

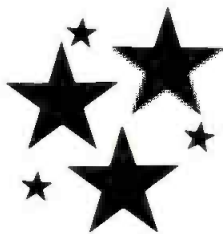
Baseball 1987: A Look Ahead, This Week in Baseball (29), Sports Newsatellite, Baseball Bunch (20), Sports Newsatellite, Sports Features, All-Star and World Series Special, Light Moments in Sports. **Staff:** Joe Podesta, Geoff Belinfante, Terry Kassel, Peggy White, Maureen Rooney.

**Malrite Entertainment 1436**

**Marc-George Productions 1231**

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**Medallion TV Enterprises 810**

8831 Sunset Blvd., W. Hollywood, Calif. 90069

The American Western\*, The Ray Bolger Special\*, Action One\*, Action Two\*, Scrooge's Rock & Roll Christmas\*, The Making of . . . , feature films (11), Wrestling (39), Roller Derby (65), Mohammed Ali vs. Trevor Burbick, Mrs. Pepperpot (39), Adventures of Tom Sawyer (50), Swiss Family Robinson (50), Polianna Story (50), Heidi (26), Heidi films. **Staff:** John Ettlinger, Barry Barnholtz, Kaz Takeda, Robert MacKay, William Gilbert, Dennis Livson, Shorty Raemakers, Mounier Chamas, Eric Conrad, Philippe de Montignie.

**Mediacast Television****Entertainment****975**

1645 Des Plaines Ave., Suite 24, Des Plaines, Ill. 60018

The SuperChargers (13), Battle of the Monster Trucks, Return of the Monster Trucks, War of the Monster Trucks, Great American Mystery Cars\*, Stooze Snapshots, Lugosi: The Forgotten King, Hollywood Dreams (150), Yan Can Wok (130), The Gigglesnort Hotel (78). **Staff:** Tom Edinger, Susan Wolf, Sharon Polen, Mari-kay Hegarty, Chris Spano.

**Medstar Communications****227**

1305 S. 12th St., Allentown, Pa. 18103

Health Matters (22), Med\*Source\*. **Staff:** William Ferretti, Greg Folz, Paul Keller, Tim Smith, James Trumbo, Jody Kauffman.

**MG/Perin****1075**

124 E. 40th St., New York 10016

Sylvia Porter's Money Tips\*, Glow (26), Movie Madness I (16), Winston Churchill features (3), A King's Story, The Winning Moment (30), B.C. The First Thanksgiving, B.C. A Special Christmas, Cicero The Queen's Drum House. **Staff:** Marvin Grieve, Richard Perin, Holly Grieve.

**MGM/UA Television****358**

1350 Avenue of the Americas, New York 10019

We Got It Made\* (24), Sea Hunt\*, Rat Patrol\*, Fame (24), Adventures at Scott Island (26), Adventures of Martin Kane (39), Aquanauts (32), Bat Masterson (108), Bold Venture (39), Boston Blackie (58), Case of the Dangerous Robin (38), Cesar's World (39), Circus Parade (26), Dial 999 (39), Doctor Christian (39), East Side West Side (24), Everglades (38), Favorite Story (78), Harbor Command (39), Hey Landlord (31), Hollywood and the Stars (31), Highway Patrol (156), I Led Three Lives (117), King Diamonds (38), Lee Marvin Show (32), Lock Up (78), Mackenzie's Raiders (39), Man and the Challenge (36), Man Called X (39), Men of Annapolis (39), Miami Undercover (38), Mr. District Attorney (78), My Mother the Car (30), Outer Limits (49), Patty Duke Show (104), Phil Silvers Show (30), Rat Patrol (58), Ripcord (76), Rough Riders (39), Sea Hunt (155), Science Fiction Theater (78), Sports Album (105), Stoney

Burke (32), Tales of the Vikings (39), Target (38), The Unexpected (39), The Story Of . . . (28), This Man Dawson (39), Tombstone Territory (91), Troubleshooters (26), West Point (39), Wolper Specials (6), Yesterday's Newsreels (139), MGM/UA Premiere Network\*, MGM/UA 2, The Tough Guys (11), UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, UA 17, UA Prime Time 1 and 2, Award Package, Box Office, Premiere, Festival, AAP Features, Chans & Wong, Monograms, The Pink Panther (226), Pink Panther (3), George Washington, Jack and Mike (13), Kids Inc. (66), George Washington: The Forging of a Nation, Acres and Pains, Barbra Streisand, County Agent, Cutter Houston (9), Fanfare for a Death Scene, Flamingo Road (39), For Love and Honor (12), Gabriela (130), Hollywood: You Must Remember This, Incredible World of James Bond, Insider, Iron Men, It's About Time (26), James Cagney: That Yankee Doodle Dandy, Keyhole (38), Lady Blue (14), Making of Rocky III, Mark Dolphin, Men in Crisis (32), Mona McCluskey (26), Movie Crazy Years, Mr. Kingston, The Neighbors, Paper Dolls (13), Return of Ultra Man (51), Seven Brides for Seven Brothers (22), Skippy the Bush Kangaroo (91), Studs Lonigan (6), That's Panthertainment, Ultra Man (39), Ultra Q (26), Pink Panther and Sons (13), Banjo: The Woodpile Cat, Pancho Y Rancho (24), Super President (15), Super Six (20), motion pictures for television (12), United Artists motion picture library. **Staff:** Rob Corona, Chuck Atkins, Donna Landau, Philip Smith, Lee Rich, Sidney Sapsowitz, Steven Silbert, Norman Horowitz, David Gerber, Dick Cignarelli, Ron Brown, Randy Blotky, Christopher Egolf, George Paris, Jack Smith, Peter Preis, Martha Chavira, Mark Phillips, Ninette Root, Robert Horen, Victoria Quoss, Bill Wineberg.

**Mizlou Programing****572****MK Thomas & Co.****335****Monitor Television****369**

342 Madison Ave., Suite 832, New York 10173

Christian Science Monitor Reports. **Staff:** Deborah Rivel, Peter Jacobus, Ann Clark.

**MTM Enterprises****929**

4024 Radford Ave., Studio City, Calif. 91604

Newhart Show, St. Elsewhere, Remington Steele. **Staff:** Joe Indelli, Dick Woollen, Suzanne Hornstein, Tom Straszewski, Jim O'Neill, Lauren Ong, John Bryan, Janet Bonifer, Teresa Garcia, Adene Walters, Tai Shan Jackson, Ann Prather.

**MTS Entertainment****1067**

5150 Rosecrans Ave., Hawthorne, Calif. 90250

The Barbie TV Magazine, Captain Power and the Soldiers of the Future. **Staff:** John Weems, Gayle Sharon Dickie, Bette Alofsin, Michael Caponi, Gene Garlock.

**Muller Media****447**

23 E. 39th St., New York 10016

Reels of Fortune (15), Reel Power (15), Above & Beyond (10), The Making of . . . (26), Mr. & Mrs. North (57), Three Stooges (156), Which Witch is Which, Christmas Tree Train, The Turkey Caper, A Chucklewood Easter. **Staff:** Robert Muller, Dan Mulholland.

**Multimedia Entertainment****133**

75 Rockefeller Pl., New York 10019

On the Move\*, Just for Kicks\*, The Great American Music Video\*, Nags\*, 7th Annual National Songwriter Awards\*, Future Flight\*, 21st Annual Music City News Country Awards\*, Great Moments in Country Music\*, The Real Patsy Cline\*, New Stars of '87\*, Sally Jessy Raphael, Donahue, Young Peoples' Specials, America Comes Alive 3, The New Music City U.S.A. **Staff:** Mike Weinblatt, Donald Dahlman, Richard Thrall, Janet Baser, Joseph Cifarelli, Steve Fadem, Marsha Greenberg, Bruce Johansen, Richard Mincer, Tom Shannon, Joseph Charles, Norm Hayes, Michael Marsho, Ed Monahan, Valerie DeSanti, Virginia Curtin, Jake Jacobson, Marina Mitriane.

**Museum of Broadcasting****1458**

1 E. 53d St., New York 10022

Julie & Carol at Carnegie Hall, The Fabulous Fifties, The Great American Dream Machine, James Dean, Ernie Kovacs, Barbra Streisand, Rocky & Bullwinkle & Friends, The Ed Sullivan Show, The Comedians, Western Theme Songs. Swing into Spring. **Staff:** Douglas Gibbons, Warren Levy, Robert Batscha, Letty Aronson.

**Need for Speed Productions****1450****New Century Telecommunications****367**

654 Madison Ave., New York 10021

Grey Fox Package\* (16), Photoplay\* (104), Suzanne Somers\*, Sword of Gideon\*, Arrest Bulldog Drummond, Blithe Spirit, The Captain's Paradise, Doctor in the House, The Elusive Pimpernel, Genevieve, The Importance of Being Earnest, The Lady Killers, Major Barbara, Oliver Twist, Pygmalion, The Red Shoes, Summertime, The 39 Steps, Waltz of the Toreadors. **Staff:** Robert Morin, Robert Williams, Steven Orr, Eugene Lavelle, Paul Franklin.

**New World Television****1213**

16 W. 61st St., New York 10023

New World One (18), Highway to Heaven, Monte Carlo, Queenie, Harem, Sins, Crime Story (22), Sledge Hammer! (22), Rags to Riches (8), Santa Barbara (500), Courage, Penalty Phase, Something in Common, Easy Prey, Gladiator, family specials. **Staff:** Ed Gradinger, Tony Brown, Joe Middelburg, Monte Lounsbury, Jim Weathers, Dorothy Hamilton, Jim McNamara, Thea Diserio, Polly Himmel, Rusty Citron.

**NFL Films****1271**

330 Fellowship Rd., Mt. Laurel, N.J. 08054

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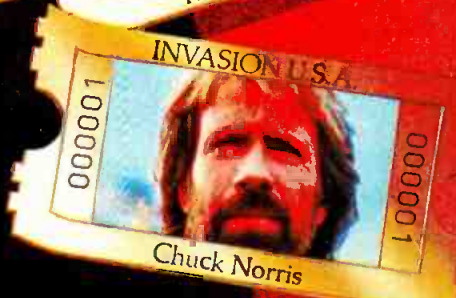
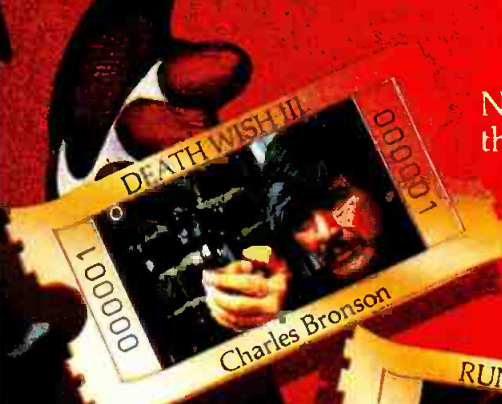
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Super Bloopers. **Staff:** Harlan Suger-  
man, Jay Moran, Sheila Bumgarner, Col-  
leen Smith-Grubb.

**NHK Japan 150**

**A.C. Nielsen Co. 1113**  
*Nielsen Pl., Northbrook, Ill. 60062*

Nielsen Television Index, Homevideo In-  
dex, Station Index, Syndication Service,  
Prizm, Cassandra, On-Line services,  
Monitor Plus, audience ratings research  
services. **Staff:** John Holt, James Lyons,  
Kenneth Mogensen, William Hamill, An-  
drew Faller, Harold Fleig, J. Kelson We-  
ber, Roy Anderson, John Dimling, Jerry  
Infantino, Connie Malick, Pat McDon-  
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Larry Frerk, Elizabeth Silverstein, David  
Wladaver, Dwight Cosner, Tom Donovan,  
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Janks.

**Nippon Animation 1404**

**NVC Arts International 1462**

*609 Fifth Ave., New York 10017*

Napoli\*, L'Enfant et Les Sortilèges\*, Na-  
bucco\*, The Phantom of the Opera\*,  
Great Writers\*, The Story of Fashion\*,  
plus music, opera, ballet, film documen-  
taries and series. **Staff:** Neil Munday,  
Robert Carter, Jane Moreland.

**NY Television 745**

**Ontario Film Development 865**

**Orbis Communications 813**  
*432 Park Ave. South, New York 10016*

Motor Week Illustrated\* (52), Hangin' In  
(110), Great American Adventure (14),  
Force III, Kidsongs, Matchmaker, NCTV,  
Spiral Zone, Defenders of the Earth (65),  
Macron I (65), Tales of the Unexpected  
(90), Platinum 193 (193), Orbis Premiere  
Movies, War Chronicles (13), Bob  
Uecker's Wacky World of Sports (12),  
GEO... A Ticket to the World (4), P.O.W.  
Americans in Enemy Hands. **Staff:** Rob-  
ert Turner, John Ranck, Brian Byrne, Hil-  
ary Hendler, Fran Reiter, David Spiegel-  
man, Frank Hussey, David Goodman,  
Paul Williams, Neil Russell, Ed Neuert,  
Ethan Podell, Barbara Fultz, Bob Chenoff,  
Martin Rouse, Rae Schatz, Lorraine Jo-  
seph, Jennifer Obergfoll, Maryann Mar-  
tin, Betty McGuire, Leslie Learner, Adam  
Copland, Kathy Cunningham, Jim  
Bluweiss.

**Orion Television 557**

*1875 Century Park East, Los Angeles 90067*

Hollywood Squares (260), High Rollers\*  
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ers (83), Addams Family (64), Green  
Acres (170), Mr. Ed (143), The Best of  
Saturday Night Live (102), Orion III\* (20),  
Orion Starview I\* (11), Orion II (25), Orion  
Premieres (15), Orion I (20), Born Wild  
(12), Chrome & Hot Leather (12), Film-  
ways I (22), Monsters on the Prowl (10),  
Films for the '80's (45), Young Adult The-

ater (12), The Winning Hand (25), Ghoul-  
A-Pama (24), The World of the Macabre  
(8), Films for the '70's, Louisiana, Blood of  
Others, Secret of the Black Dragon, King.

**Staff:** Tom Cerio, Don Frehe, Arthur Has-  
son, Ron Hastings, Kathy Haynsworth,  
Larry Hilford, Larry Hutchings, Rick Ja-  
cobson, Jerry Jameson Jr., Robert Mir-  
isch, Ray Myles, John O'Brien, Robert Os-  
waks, James Ricks Jr., Rick Rosner, J.  
Mathy Simon, Scott Towle, Richard Zim-  
mer.

**Paramount Television 628**

*1 Gulf & Western Pl., New York 10023*

Marblehead Manor\* (24), Friday the  
13th\* (26), Star Trek the Next Generation\*  
(26), Entertainment Tonight, Solid Gold,  
Leonard Nimoy Star Trek Memories,  
Brothers\* (114), Webster (100), Cheers  
(121), Family Ties (124), Taxi (114), Hap-  
py Days (255), Mork & Mindy (95), La-  
verne & Shirley (178), Odd Couple (114),  
Brady Bunch (117), Star Trek (79), Star  
Trek Animated (22), Love American Style  
(224), Brady Kids Animated (22), Lucy  
Show (156), Mission Impossible (171),  
The Untouchables (114), Mannix (130),  
Portfolio XII\* (26), XI (22), X (20), IX (30),  
VIII (37), VII (30), VI (30), V (33), IV (38), III  
(60), II (37), I (44), Special Edition II (40),  
Special Edition I (50), Preview III (20),  
Preview II (16), Preview I (14), Marquee  
III (18), II (17), Paramount Action Theater  
(33), The Untouchables (3), Shogun.  
**Staff:** Mel Harris, Lucie Salhany, Frank  
Kelly, Tom Mazza, Meryl Cohen, Kirk  
Dodd, Howard Green, Helen Ricketts,  
Emeline Davis, Steve Goldman, Greg  
Meidel, James Martz, John Nogawski,  
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toff, Mal Orme, Kevin Keely, Ramon  
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**Parrot Communications 741**

*Deans Corner Rd., Brewster, N.Y. 10509*

Publisher of sourcebooks including Syn-  
dicated TV Program Guide.

**Peregrine Film 1205**

**Perennial Pictures 737**

**Petry TV 558**

*3 E. 54th St., New York 10022*

**Staff:** Jack Fentress, Dick Kurlander,  
Harry Stecker, David Allen, Michael Mem-  
brado, William Fagan, John Dalkin.

**Phoenix Communications Group  
(see Major League Baseball)**

**Prijatel Productions 1068**

*1612 Prosser Ave., Dayton, Ohio 45409*

Memories of Martin (45), The New Stras-  
sels Report (82), The Missing Children  
Network, Video Encyclopedia of the 20th  
Century, Bingomania. **Staff:** Donald Prija-  
tel, Julie Prijatel, Jack Gable, Lynn Gol-  
denberg, Sherry Sorrell.

**Primetime Entertainment 1414**

**Pro Serv Television 1009**

**Pro Sports 237**

**Pro Video News Service 1449**

**Program Syndication Services 1258**

*405 Lexington Ave., New York 10174*

Holiday Moments, Morning Stretch.

**Staff:** Peggy Green, Suzanne Crowe,  
Marie Tuccille, Karen Davidson.

**Promark/La Buick Media 235**

*11645 Montana Ave., Suite 319, Los Angeles  
90049*

Golden Eagle Awards, From Hawaii with  
Love, A Tribute to Ricky Nelson, Blueber-  
ry Hill. **Staff:** David Levine, Andrea Fen-  
ton.

**Radiotelevision Espanola 263**

*Centro Empresarial Somosaguas, Calle Sa-  
turno 10, 28023 Madrid*

El Viaje a Ninguna Parte\*, Werther\*, Adios  
Pegeuna\*, La Mitad del Cielo\*, Turno de  
Oficio\* (17), Silencio Roto\* (15), Mofli The  
Last Koala\* (13). **Staff:** David Nogueira.

**Raycom Sports 1109**

*801 E. Trade St., Charlotte, N.C. 28202*

Southwest Conference and Big Eight  
Football, Atlantic Coast, Metro, South-  
west, Big Eight, Pacific Coast and Pacif-  
ic-10 Conference Basketball, Kickoff  
Classic, Liberty Bowl, Bluebonnet Bowl.  
**Staff:** Rick Ray, Dee Ray, Ken Haines, El-  
len Bedell, Jim Duncan, Debbie Patrick.

**Reel Movies 291**

**Republic Pictures 533**

*12636 Beatrice St., Box 66930, Los Angeles  
90066*

Hollywood Stars\* (17), Champions (152),  
Favorite Holiday Features, John Wayne  
Classic Westerns (29), Horror Features  
(35), Mystery-Suspense/Great Detec-  
tives (246), Nostalgic Musicals (47), Nos-  
talgic Westerns (396), Paramount Short  
Subjects (500), Republic Cowboys (162),  
Republic Serials (71), Roy Rogers' The  
Great Movie Cowboys (21), Science Fic-  
tion (28), Young People's Favorites (8),  
Press Your Luck (130), Car 54 Where Are  
You? (60), Bonanza (260), Get Smart  
(138), High Chaparral (98), African Patrol  
(39), Animal Secrets (24), Blue Angels  
(39), Boots and Saddles (39), Byline:  
Steve Wilson (39), Cameo Theater (260),  
Captain Nice (15), Captured (26), Com-  
mando Cody (12), Continental Class-  
room (160), Falcon (39), Fibber McGee  
and Molly (26), Fireside Theater (100),  
Frontier Doctor (39), Glencannon (39),  
Golddiggers (22), Grand Jury (39), Great  
Gilderleeve (39), How to Marry a Million-  
aire (52), International Playhouse (26),  
Jim Backus Show (39), Kentucky Jones  
(26), Klondike (18), Lilli Palmer Quality  
Theater (36), Loretta Young Show (187),  
Man Without a Gun (52), My World and  
Welcome To It (26), Not for Hire (39), Of-  
ficial Detective (39), Outlaws (50), Panic  
(31), People Are Funny (150), Pony Ex-  
press (39), Richard Boone (25), Sheriff of

Cochise (78), Silent Service (78), Steve Donovan (39), Stories of the Century (39), Stryker of Scotland Yard, Temple Houston (26), Theater of the Stars (17), T.H.E. Cat (26), Third Man (77), This Is Alice (39), Union Pacific (39), U.S. Marshal (78), Walter Winchell File (39), Storybook Theater (5), Betty Boop (100), George Pal Puppets (42), Little Lulu (26), Max Fleischer Color Classics (32), Noveltoons (43), Christie Comedies (108), Funny Manns (130), 20 Documentaries (20), Victory at Sea (26), Children's Letters to God, Seven Greatest, Billie Jean King's Tennis for Everyone, Mantovani (38), TVI Acts (198). **Staff:** Russell Goldsmith, Dick Joliffe, Joe Levinsohn, Vallery Kountze, Lee Wedemeyer, Patricia Fleming, Mickey Georgianna, Terez Kiely, Diana Foster, Lisa Ann Woodcock, Hugh West, Barry Bernard, Jack Donahue, Randy Zalken, Bernard Shaw.

**Research Technology 1332**  
4700 Chase Ave., Lincolnwood, Ill. 60646

**Staff:** Tom Tisch, Larry Beilin, Ray Short, Tom Sanders.

**Riverside Pix 1170**

**Hal Roach Studios 1024**  
1600 N. Fairfax Ave., Los Angeles 90049

Hennesey (96), Crossbow (24), Public Defender (65), Colorization Network II (15), Hal Roach Classics Volume I (15), Laurel and Hardy (26). **Staff:** Regina Dantes, Steven Morley-Mower, Tim Noonan, Mike Russo, Jody Shapiro, Rob Word.

**Rock International Films 1022**

**Gerald Ross Tele-Distribution 865**

**Sandoval Productions 174**  
3142 Dona Sofia Dr., Studio City, Calif. 91604

Advertising/marketing for television industry. **Staff:** Rik Sandoval, Jeff Leonard.

**Satellite Bingo 1008**

**Satori Entertainment 1175**  
330 W. 42d St., Penthouse Suite, New York 10036

**Scott Entertainment 1440**

**Select Media 1057**  
123 E. 54th St., New York 10022

Fashion Flash\*, Intermission\*, Classic Moments\*, World Class Women\*, Quick Schtick\*, Showtime at the Apollo\*, Music Quiz\*, Today in Music History, Whodunit? **Staff:** Mitch Gutkowski, Claire Scully.

**Selitel 160**  
750 Third Ave., New York 10017

**Staff:** Mike Ihnap, Jack Mulderrig, Ray Johns, Joe Cuenza, Dave Schwartz, Jan-eeen Bjork, Loni Burstein, Doug Darfield.

**SFM Entertainment 823**  
1180 Avenue of the Americas, New York 10036

SFM Holiday Network (12), Jason and the Wheeled Warriors (65), Zoobilee Zoo (65), Photon (26), SFM Children's The-

ater, Open Season (16), 20th Century Woman (52), Crystal Light National Aerobics Championship Directions, March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Dayan's Israel, The Indomitable Teddy Roosevelt, The Golden Twenties, The Vatican, The Made-for-TV Election. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Ronald Dudelson, Gary Montanus, Mike James, Dave Grimm, Allan Infeld, Cyndy Wynne, Amy Sauertieg, Dianne Brand.

**Bill Sherman & Associates 1313**

**Silverbach-Lazarus Group 542**  
9911 W. Pico Blvd., Penthouse M, Los Angeles 90035

Fight Back with David Horowitz\*, The Adventures with Sir Edmund Hillary\* (13), Visual One Movie Package\* (30), Full Circle Again\*, 16 Magazine Television\*, Jackpot Bingo, Cimarron Strip (23), The Littlest Hobo (114), For the Term of His Natural Life (6), Explore (13), Phenomenal World (11), The Best Christmas Pageant Ever, Terror!, The Last Days of Marilyn Monroe, Post-Newsweek Specials. **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, James Francis, Ami Hopewitt.

**Skyline Micro 173**

**Southbrook Television 1039**  
444 Madison Ave., New York 10022

Southbrook I\*, Primetime One (17), Primetime Plus (15), Primetime 90's (10), Lassie (192), Jeff's Collie (103), Timmy and Lassie (156), Lassie TV Movies (15), Lassie Specials (3), Lone Ranger Series (182), Adventures of the Lone Ranger (13), The Lone Ranger Features (2), Lone Ranger Cartoons (78), Sgt. Preston Series (78), Skippy: The Bush Kangaroo (91). **Staff:** Joseph Tirinato, Harvey Reinstein, Margaret McAllen, Stacey Valenza.

**Southcoast Video 1405**

**Spanish Television 1461**

**Special Events Television 372**  
Box 9517, Greensboro, N.C. 27408

NASCAR Championships (12), This Week in Motor Sports, America's Weekend\* (9). **Staff:** James Wiglesworth, Jack Markham, Paula Sevigny, Tammy James.

**Standard Advertising/Service Merchandiser 1269**

**Peter Storer & Associates 970**

**Sunbow Productions 381**  
130 Fifth Ave., New York 10011

Air Raiders\* (8), GI Joe (95), Transformers (95), My Little Pony and Friends (65), JEM (91), Super Saturday/Super Sunday (15), The Great Space Coaster (140), In Humanoids (15). **Staff:** Thomas Griffin, Joseph Bacal, Fred Cohen, Art Heller, Anne Newman, Heidi Kahme, Mary Tricoli, Lisa Kaye Klasner, Carole Weitzman, Cynthia Markus, Debbie Heineman, Elise Goyette, Gary Wald, Jan Cooper, Hildy Mesnick.

**Syndicast Services 633**

360 Madison Ave., New York 10017

Young Universe, Up-Front (13), Slim Cooking—Starring Richard Simmons\*, Neat & Tidy\*, College Football Previews, College Basketball's Top 10, All-Star Wrestling, We the People, The Demon Murder Case, The Third Annual Mrs. Woman of the World Pageant, Christmas Every Day, One Night with You, The 1987 Golden Globe Awards, All-Star Caribbean Cruise, Truck Stop, Lou Rawls Presents the Fourth Annual Black Gold Awards, Thanks For Caring, A Night at the Follies, Korean War Retrospective, Sex Symbols: Past, Present & Future, 1987 Mrs. America Pageant, 1987 Sex Symbols Special, We the People, Television's Greatest Bits. **Staff:** Leonard Koch, Bob Silberberg, Gerry Lepkanich, Terry Paolillo, Bill Madden, Pamela Koch, Bernie Schulman, Vicki Jo Hoffman, Jim Hayes, Steven Hoffman, Beverly Weinstein, Jack Giebel, Gary Villante.

**D.L. Taffner Ltd. 457**

31 W. 56th St., New York 10019

Three Apartments\* (128 + 70), Check It Out (128), Three's Company (222), Too Close For Comfort (129), Check It Out (66), The Ropers (26), Three's A Crowd (22), Ted Knight Show (22), Danger Mouse (50), Thames Comedy Originals (156), Benny Hill (95), Robins Nest (48), After Benny (40), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Benny Hill specials (10), Blood and Honor (5), World at War, Hollywood, Destination America, Crime Inc. **Staff:** Don Taffner, Todd Leavitt, Chuck Larsen, Joe Ceslik, Mike Fahn, Ed Nugent, Merritt Sticker, Chris Gordon, Amelia Colvin, Mary Lou Bradley, Donald Taffner Jr., Mike Phillips, Peter Davies, Roger Miron, Trish Friswell, Charles Butler, Rosemary Berry, Bettianne Toolen.

**Telecom Productions 1337**

**Telefilm Canada 865**  
600 Lagauchetiere St. West, Montreal H3B 4L2

Production financing/investment/distribution marketing support, Canadian government film and TV agency. **Staff:** Linda Beath, Francine Forest, Neil Court, Francoise McNeil, Julia Frittaion, Lorraine Good, Sam Wendel, Annabel Winship.

**Telepool GmbH 228**

**Teleproductions 143**

**TeleRep 132**

875 Third Ave., New York 10022

**Staff:** Steve Herson, Tom Pilsen, Larry Goldberg, Dave Pieger, Rich Sheingold, Mac Lorimer, Mary Jane Kelley, Jay Isabella, Jim Monahan, John McMorro, Lanie Richberger, Cathy Nobile, Ken Kolb.

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Star Search (52), Lifestyles of the Rich and Famous (52), Entertainment Tonight/ This Week (312), You Write The Songs, Runaway with the Rich and Famous\*, Lucky Luke\*, Challenge of the Gobots, Smurfs, Supermodel of the World, Lifestyles of the Rich and Famous Salutes the World's Best, Lifestyles of the Rich and Famous Salutes the Superstars, Star Search Junior Championships, Dayton International Airshow, animated specials (3), Ford: The Man and the Machine\*, Kennedy vs. Hoover\*, Key to Rebecca, Jenny's War, Strong Medicine, Hold the Dream, A Woman of Substance, Sadat, Blood Fued. **Staff:** Al Masini, Noreen Donovan, Phil Flanagan, Mary Jane Hastings, Rick Meril, Cathy Forbes, Frank Di-Graci, Beth Bodkin, Rhonda Shulik, Marc Brody, Harvey Gamm, Mike Shaw.

**Television Program Source 371**  
4000 W. Alameda Ave., Burbank, Calif. 91505

Parole Board, Match Game, Tales of the Texas Rangers, The Real McCoys, Iron Horse, Here Come the Brides, animated specials (8). **Staff:** Alan Bennett, Robert Peyton, John Carson, Milton Strasser, Peter Lenz, John Donahue.

**Television/Radio Age 527**

**Teletworld 565**  
245 W. 55th St., New York 10019

Dinosaur, Kennedy, Mistral's Daughter, Spiderman Movie Specials, Chiefs, Heritage: Civilization and the Jews, Teletworld's Top 50, Powerhouse (16), Star Maidens (13), Castaway (13), Prestige I (10), The History Makers I (13) and II (26), International Award Theater (14), Witness to Yesterday (26), Prestige I (13), Prestige II (5). **Staff:** Robert Seidelman, Noah Jacobs.

**TEN 634**  
11111 Santa Monica Blvd., Los Angeles 90025

The New Dream House\*, Top of the Pops\* (52), Super Rock Presents "The Tube" (13), 1987 International British Record Industry Awards\*, 1987 Montreux Rock Festival I\* and II\*, B.B. King Live at Nick's, America's Music (13), Swan Lake Ballet, Sizzle\* (12), Ten Prime\* (10), Hollywood Television Theater I (10) and II (11), Tranzor Z (65), Ten Animated Classics (3), Ten Space Animation (5), Shakespeare Theater (6), No Guts No Glory (6). **Staff:** Drew Savitch Levin, Roger Adams, William Doyle, Arthur O'Connor, Mark Rafalowski, Steve Finch, Lisa Gamboa, Eve Joffe, Andrew Berman, Richard Elliot Hammer, Ellen Ferrera, Elaine Mallon, Paul Green, Murray Sweigman, Osvaldo Barzelatto, Adel Sammakieh, Ronald Leong, Ray Myles, Setis Heretis.

**Thames Television 457**  
149 Tottenham Court Rd., London W1P 9LL

Dangerhouse, The Benny Hill Show, World at War, Destination America, Crime Inc., Hollywood, Man About the House

(39), Robin's Nest (48), George and Mildred (38). **Staff:** Mike Phillips, Roger Miron, Charles Butler, Patricia Friswell.

**The Telephone Auction Shopping 1319**

**Thomas-Gillum Productions 1269**

**Toei Animation 142**

**Toei Co. 1227**

**TPC Communications/ Channel One 541**  
Production Pl., Sewickley, Pa. 15143

Tape and satellite video distribution and production service. **Staff:** George Sperry, Marge Sherwood, Dan Wilhelm, Bill Eckenrode, April Hodgson, Lee Behrhorst.

**Trans World Teleproductions 1336**

**Tribune Entertainment Co. 157**  
435 N. Michigan Ave., Suite 1429, Chicago 60611

Geraldo Live!, At the Movies, Ghostbusters (65), GI Joe, Kenny & Dolly: A Christmas to Remember, The Smurfs and the Magic Flute, Geraldo Rivera Specials, U.S. Farm Report, Charles in Charge, Soul Train, What A Country, TV Net (12), Embassy Night at the Movies, Chicago Cubs TV Network, Oscar Special, Hollywood Christmas Parade, Nadia. **Staff:** Sheldon Cooper, Don Hacker, Mike Adinamis, Joseph Antelo, Bob Cesa, Patty Cohen, Jack Devlin, Carol Forace, Nancy Gottdenker, Dan Greenblatt, Chuck Hinds, Dale Laackman, Linda Lieberman, Peter Marino, Clark Morehouse, Anne Rodgers, Jim Smith, Lee Smith, Nancy Trainor, John Weiser.

**Turner Program Services 1243**  
One CNN Center, Atlanta 30348

On Parade, Rocky Road, National Geographic On Assignment, Cousteau's Rediscovery of the World, Portrait of America, Color Classic Network One, Color Network Two, One, Premium One, Prime One, Family Fair, Lion I and Lion II, That's Entertainment, Vintage One, Extra Extra, 10 Extra Extra, 10, 13 Tailor Mades, Theater 15, MGM Pre-48's, Warner Brothers Pre-48's, RKO Library, CNN Television, Gilligan's Island, ChiPs, Medical Center, Our Gang, Courtship of Eddie's Father, Daktari, Please Don't Eat the Daisies, Man/Girl from Uncle, Then Came Bronson, Tom & Jerry, Turner-Warner Brothers Cartoons, Popeye, Turner-MGM Cartoon Library, G-Force. **Staff:** Henry Gillespie, Russ Barry, Bob Schuessler, Sid Pike, John Walden, Ken Christensen, Bob Rier-son, Beth Gould, Carol Bomberger, Tom Todd, Karen Lougue, Jeff Kinney, David Skillman, Bob Morris, Cliff Matis, Mary Ann Pasante, Luis Torres-Bohl, Francisco Serrador.

**TV Executive 1207**

**TV Extra 182**

**TV World 178**

**Twentieth Century Fox 573**

10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Animal Express (130), Dance Fever (26), Dream Girl USA (25), 9 to 5 (52), \$100,000 Pyramid, Small Wonder, Miller's Court (65), Expedition Danger (26), Audubon Wildlife Theater (78), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost and Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Lancer (51), Land of the Giants (51), Lost in Space (83), M\*A\*S\*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (154), Voyage to the Bottom of the Sea (110), 12 O'Clock High (78), Dynasty (178), Vegas (68), The Ann Sothorn Show (190), Movin' On (44), The Untamed World (106), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Century 13 (26), Charlie Chan (20), Fox I, II, III, IV, Vand VI (204), Fox Hollywood Theater '86\*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Premiere II (22), Time Tunnel (5), Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC 20 (20), Carry On (11), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M\*A\*S\*H, The President's Command Performance, Inside Russia, Future Shock, Time of Man, Assassins Among Us, The Cancer Confrontation, Sex Teenage Style, Divorce Kids in the Middle, The Undersea World of Jacques Cousteau, Jane Goodall and the World of Animal Behavior, Fox Movietone News (520), The New Avengers (26), Sara Dane, I Claudius, Wild Times, Roughnecks, The Far Pavilions, Empire Inc., Jamaica Inn, Mussolini & I, Flying Doctors, Spearfield's Daughter, Groovie Goolies & Friends (104), Crusader Rabbit (13), Doctor Doolittle (17), Fantastic Voyage (17), The Hardy Boys (17), Journey to the Center of the Earth (17), Return to the Planet of the Apes (13). **International:** L.A. Law\* (22), The Wizard\* (13), Heart of the City\* (13), Mr. Belvedere\* (22), Dynasty\* (29), 9 to 5 (26), Dreamgirl USA (26), The Late Show Starring Joan Rivers, Small Wonder (24), Long Hot Summer, Sun Also Rises, Spearfield's Daughter, Blood Fued, My Cousin Rachel, Rules of Marriage, Valley of the Dolls, movies of the week (12), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost & Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Lancer (51), Land of the Giants (51), Lost in Space (83), M\*A\*S\*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (151), Voyage to the Bottom of the Sea (110), feature films (2,000+), Dynasty (148), Fantasy Island (155), Vega\$ (68), Miller's Court (26), Expedition: Danger (26), Charlie's Angels (115), Starsky & Hutch (92), Strike Force (19), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), Atlanta Child Murders, Ever-

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# 14



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green, Flying Doctors, Little Gloria... Happy at Last, Sara Dane, specials (5). **Staff:** Barry Diller, Leonard Goldberg, Jonathan Dolgen, Michael Lambert, Leonard Grossi, Joseph Greene, Tony Bauer, Benson Begun, Michael Doodan, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsom, James Puffer, Ronald Geagan, Al Shore, Victor Zimmerman, Stanley DeCovnick, Gary Carlson, John Garofolo, Steve Leblang, Alan Mehl, Harold Potter, Barbara Van Buskirk, Alan Winters, Wendy Ehrlich, Tanya Neimark, Lark Zonka, William Saunders, Peter Broome, Paul Herbert, Elie Wahba, Maurice Aghion, Gustavo Montaudon, David Jackson, Malcolm Vaughan, Stephen Cornish, Gilles Meunier.

- Ulster Television** 1465
- Universal Wrestling Federation** 1275
- Up With People** 664
- U.S. Air Force** 1447
- Variety** 244
- Vestron Television** 1206  
*60 Lake Ridge Rd., Box 4000, Stamford, Conn. 06907*

Lovely & Deadly (12), Heroes, Pirates & Warriors (14), Empire of Terror (18), Beach Boys: An American Band. **Staff:** David Armstrong, Lisa Gaiser, Kim Lavender, Su Corbin, Strauss Zelnick, C.J. Cutler, Bill Quigley.

- Via le Monde** 865
- Viacom International** 935-939  
*1211 Avenue of the Americas, New York 10036*

Cosby\* (182), Split Second\* (26), What A Country\* (26), Dempsey & Makepeace\* (31), MTV Top 20 Video Countdown\* (52), We Love Lucy\* (3), The New Honey-mooners (69), Bizarre (125), TV Net, All in the Family (207), Andy Griffith Show (249), Beverly Hillbillies (168), Bob Newhart (142), Cannon (124), Clint Eastwood/Rawhide (217), December Bride (154), Dick Van Dyke (158), Family Feud (260), Gunsmoke (226), Have Gun Will Travel (156), Hawaii Five-O (200), Hogan's Heroes (168), Honeymooners (108), I Love Lucy (179), Life and Times of Grizzly Adams (37), Marshall Dillon (233), Mary Tyler Moore (168), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (271), Petticoat Junction (148), Spy (6), Twilight Zone (168), Wild Wild West (104), Terrytoons (689), The Alvin Show (26), Viacom Features I through XI, Viacom Movie Greats, Viacom Special Delivery, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Ralph Baruch, Terrence Elkes, Kenneth Gorman, Bud Getzler, Paul Hughes, Gus Lucas, Ron Lightstone, George Castell, Gordon Belt, John

Brady, Joseph Zaleski, Dennis Gillespie, Michael Gerber, Paul Kalvin, Toby Martin, Eric Veale, Elissa Lebeck, Tony Guido, Lisa Merians, Betsy Vorce, Kim Schlottman, Richard Dorfman, Brooks Carroll, Dennis Emerson, Frank Flanagan, Dennis Boyle, David Campbell, Sean Deneny, Al Miller, Joe DiSalvo, Mary Crescas, Tom Tannenbaum, Willard Block, Raul Lefcovich, Noreen Brittenham, Ivan Aragon, Alastair Banks.

- Video Tape Co.** 958  
*10545 Burbank Blvd., N. Hollywood, Calif. 91601*

- Visual Productions** 865
- Wall Street Journal TV** 374  
*200 Liberty St., New York 10281*

Wall Street Journal Report on Television. **Staff:** Carl Sabatino, Bob Syers, Susan Strekel.

- Warner Bros. Television**  
(see Westin listing)

- Weiss Global Enterprises** 828  
*2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033*

For Adults Only, Galaxy 15 (15), Golden Showmanship 9 (9), Impact (120), Parade 4 (4), Vintage Flicks (24), Westerns (60), The Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), The Clutching Hand (15), Custer's Last Stand (15), Kids Say the Darndest Things, The Stan Kann Show (52), The Adventures of Jim Bowie (76), Bill Dana Show (42), Canine Comments (13), Craig Kennedy Criminologist (26), Good Morning World (26), I Married Joan (98), Make Room for Daddy (161), My Little Margie (126), Rocky Jones Space Ranger (39), Thrill of Your Life (13), Waterfront (78), The Chuckle Heads (150), Alice (10), Krazy Kid Kartunes, Nursery Rhymes. **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss, Beverly Verman, Alex Gordon, E. Melvin Pinsel, Hank Profenius, Alvin Sussman, Marv Gray, Tom Corradine, Gary Willson, Richard Ellman, Myles Spector, Stephen Carey.

- Westernworld Television/  
Brightstar Comm. of America** 967  
*10490 Santa Monica Blvd., Los Angeles 90025*

Satellite and videotape delivery of syndicated programming to North America and Europe; Movies for All Seasons\* (114), Into the Darkness\*, Claws\*, The Outcast\*, Americonga\*, The Movie Show\*, Fifteen\* (13), World of Cooking\* (11), Alive and Well\* (300), High School Sports\*, Bearwitness News\* (65), America's Golden Ski Anniversary\*, Orphans of the Wild\* (13), New Music Awards\*, Fabian's Good Time Rock 'n' Roll\*, Third Annual Soap Opera Awards\*, 30th Anniversary of Rock 'n' Roll: All-Star Jam\*, Bear Who Slept Through Christmas\*, Great Bear Scare\*, Aspen's 40th Ski Anniversa-

ry\*, Born in America\*, Catalina Triathlon\*, Rolling Thunder\*, Thrills\*, Turning Point—Olympic Challenge\*, Threads, Frankenstein, Ghost Writer, Dead Wrong, ABC Australia Feature Films, The Scarlet Letter, Wagner, War & Man, Rush (13), Westgate (39), Risking It All (26), Nova (61), Nomad Films (26), Vietnam (13), Hollywood Insider/Seeing Stars (65), Thunder Sub (27), Bearwitness News (65), All American High School Sports Report, Supercross, 1987 College Bowl Reviews, Pavarotti, World of Cooking (11). **Staff:** Julio Gonzalez-Reyes, Gary Worth, Ray Bentley, Eric Taub, Matthew Ody, Katia Yaksic, Ian Joseph, Carol DeBolske, Richard Swan, William Page.

- Wild Destinations** 293
- World Communications** 767  
*10880 Wilshire Blvd., Suite 2204, Los Angeles 90024*

World Satellite TV Network, satellite telecommunications services, including playback, uplinking, coordination. **Staff:** Robert N. Wold, Bill Hynes, Robert E. Wold, Tom Bartunek, Dorothy Marsh, Jane Magida, Jon Duncan, Dick Marsh, Maxine Jordan, Bill Rush, Doreen Kabayan, Sybil Williams, Bambi Meyers.

- World Events** 667  
*4935 Lindell Blvd., St. Louis 63108*

Voltron... Defender of the Universe, Voltron Special: Fleet of Doom, Saber Rider and the Sheriffs\*, Vytor The Starfire Champion\*, MPTV\*. **Staff:** Edward Kopljar, Brian Lacey, Robert Cook, Peter Keefe, Brett Cervantes, Nicki Goldstein, Glenda Gabriel, Dee Coppeans.

- World Wide Bingo** 175  
*Box 2311, Littleton, Colo. 80161*
- World Wide Bingo.

- World Wrestling Federation** 1425  
*1055 Summer St., Stamford, Conn. 06905*

WWF Superstars of Wrestling\* (52), WWF Wrestling Challenge\* (52), WWF Wrestling Spotlight\* (52). **Staff:** Vincent McMahon, Hulk Hogan, Phil Harmon, Joseph Perkins, Basil DeVito, Richard Glover.

- Worldvision**  
(see Westin listing)

- WW Entertainment** 1236  
*205 E. 42d St., New York 10017*






Action Flicks\* (7), Prime 1\* (24), Skyways (130), Best of Groucho (130), Black Belt Theater I (13), 2 (26), 3 (13), 4 (27), 5 (13), WW Entertainment I (16). **Staff:** Frank Stanton, George Hankoff, Ed O'Brien, Bruce Casino, Tony Elmaleh, Sylvia Delic, Marcia Skolnick, Zita Siegel, Patricia Wilson.

- Yorkshire TV** 1465  
*32 Bedford Row, London WC1*

- Z-Axis** 1432

- ZGS Television** 1363





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-  What is the First First-Run Sitcom Available for Stripping?
-  What First-Run Sitcom has 110 Episodes in the Can?
-  What First-Run Sitcom has Proven its Success in 75% of the U.S. this Summer?
-  What Successful First-Run Sitcom has been Renewed for its 7th Season on CBC?
-  What First-Run Sitcom is AVAILABLE NOW?

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  -  Houston - KTXH - 12 Noon
  -  Nashville - WZTV - 11:30 A.M.
  -  Greensboro - WGGT - 1:00 P.M.

- Improved key demos over May '86**
-  Miami - WCIX - 6:30 P.M.
  -  Providence - WPRI - 4:00 P.M.
  -  Wash., D.C. - WDCA - 6:30 P.M.
  -  Austin - KBVO - 5:00 P.M.
  -  Macon - WMAZ - 5:00 P.M.

- Improved over initial performance**
-  L.A. - KCOP - 11:30 A.M.
  -  Atlanta - WATL - 6:00 P.M.
  -  Green Bay - WXGZ - 11:30 A.M.
  -  Norfolk - WAVY - 4:30 P.M.
  -  Cleveland - WOIO - 2:30 P.M.

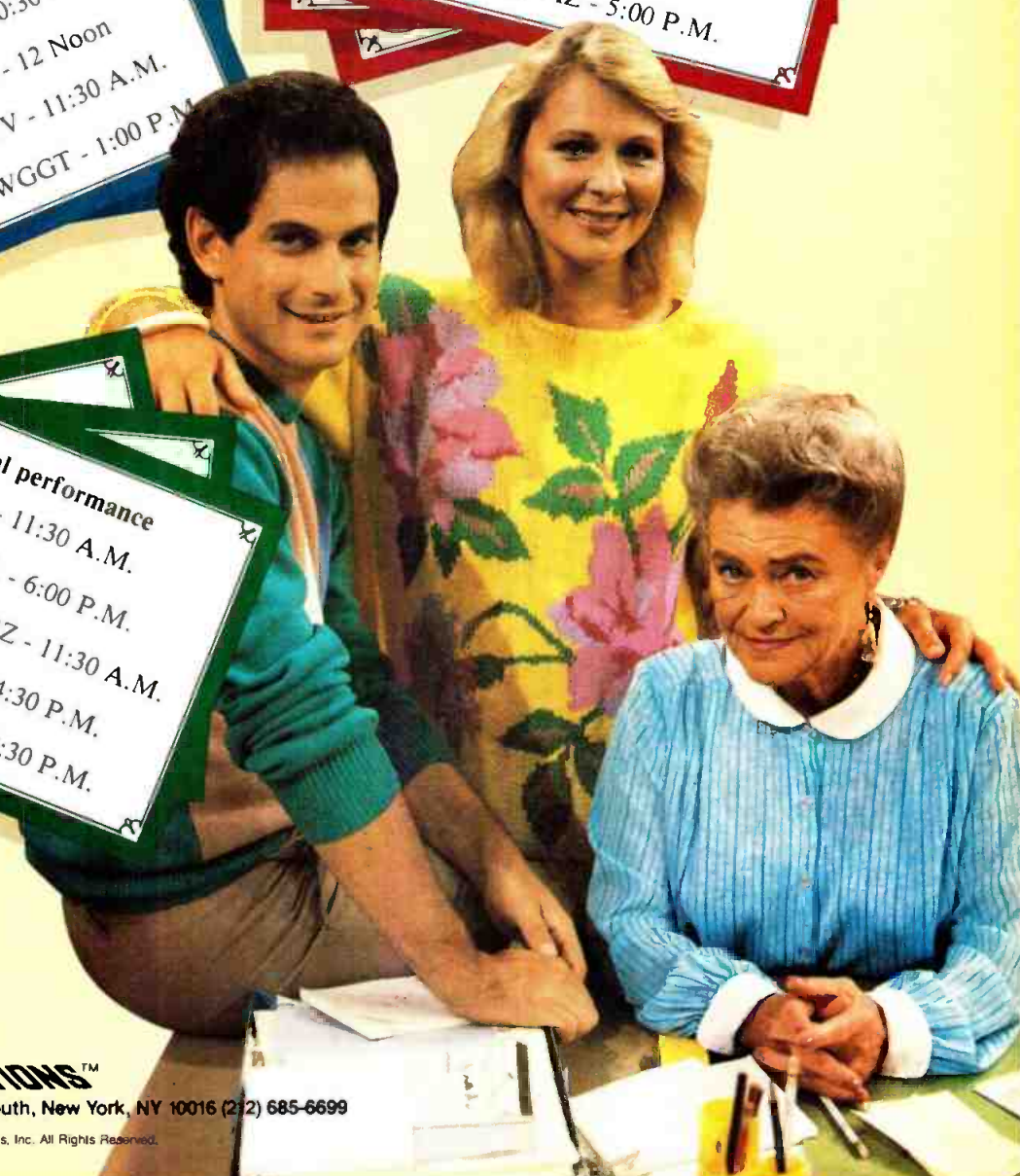
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 Dads\* (6), Designing Women\* (22), Houston Knights\* (8), Late Bloomer\* (6), New Mike Hammer\* (22), Real Ghostbusters\* (13), Starman\* (22), What's Happening Now!!!\* (44), TV's Bloopers & Practical Jokes\* (62), Canerville Ghost\*, Crazy Like a Fox Movie\*, Intimate Encounters\*, Kate's Secrets\*, Stranded\*, There Must be a Pony\*, Three Wishes for Jamie\*, Stingray\* (22), Facts of Life Goes Down Under\*, Firefighter\*, Guilty of Innocence\*, Heartsounds\*, Invasion of Privacy\*, Married...With Children\* (13), Sweet Surrender\*, Benson (158), Crazy Like a Fox (35), Fortune Dane (6), Hell Town (14), Lime Street (9), Last Precinct (8), Melba (6), Ripley's Believe It or Not! (82), Stir Crazy (13), Different Strokes (185), Facts of Life (181), Jeffersons (253), Magic World of Gigi (66), Maude (141), One Day at a Time (209), Silver Spoons (116), 227 (44), Who's the Boss (72), Alice in Wonderland, Badge of the Assassin, I Dream of Jeannie—15 Years Later, A Miracle of the Heart—A Boystown Story, The Other Lover, Out of Darkness, Outrage, Passion Flower, A Winner Never Quits—The Pete Gray Story, Billie Jean, A Doctor's Story, Eleanor: First Lady of the World, Facts of Life Goes to Paris, Generation, Grace Kelly, Ishi The Last of His Tribe, Kane & Abel, Nairobi Affair, Palmerstown. **Staff:** Patrick Williamson, Michael Grindon, Susan West, Helios Alvarez, Octavio DaSilva, Nelson Duarte, John Migicovsky, Alvaro Mutis.

**MCA TV 29th floor**  
**MCA TV International 28th floor**  
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Miami Vice\* (90), Out of This World\* (24), Film Fest I\* (22), The Bionic Six\* (78), Charles in Charge\* (52), Kate & Allie\* (96), Bustlin' Loose\* (26), Universal's Marvelous Ten\*, Comedy Challenge\*, Simon & Simon (125), Knight Rider (90), The A Team (98), Gimme A Break (136), Black Sheep Squadron (35), Magnum (149), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), The Rockford Files (125), House Calls (57), BJ/Lobo (86), The Incredible Hulk (85), Emergency (136), Leave It To Beaver (234), McHale's Navy (138), Munsters (70), Harper Valley (52), Operation Petticoat (52), Jack Benny Show (104), Olivia Newton-John, Let's Get Physical, Whiz Kids/Voyagers (52), Street Hawk/The Insiders (52), Universal Pictures Debut Network (33), Universal's Marvelous Ten, Universal Pictures Prestige 13 (13), Universal Pictures Exploitable 13 (13), Universal's Most Wanted List (23), Columbo/McCloud/McMillan Mystery Movies (124), Banacek (16), The Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star

Spangled 33 (33), Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49 (49), Universal 52 (52), Universal 50 (45), Paramount Pre 48 (496), Paramount 100 Select (100), Universal 53 (52), Universal 123 (116), Universal 260 Select List (260), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12), Baretta (82), Alias Smith & Jones (43), The Six Million Dollar Man (108), Bionic Woman (58), Switch (70), Five Star Mystery (87), Bold Ones (98), Ironside (198), It Takes a Thief (65), Name of the Game (76), Rod Serling's Night Gallery (97), Run for Your Life (85), Rich Man Poor Man Book 1 (12), Book 2 (22), Best Sellers I (30), II (33), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Wagon Train (32), Dead End Kids Movies (7). **International:** Airwolf (71), Alfred Hitchcock Presents (36), Amen (13), A Team (108), Bionic Six (65), Blackie's Magic (14), Blinkins, Dalton, Equalizer (44), Fast Times (7), George Burns Comedy Week (13), Gimme a Break (134), Hard Copy (6), He's the Mayor (13), Insiders (13), Knight Rider (90), Leo & Liz in Beverly Hills, Magnum (151), Miami Vice (68), Misfits of Science (17), Murder She Wrote (70), New Leave It To Beaver (27), Outlaws (6), Puttin' on the Hits (113), Puttin' on the Kids (13), Simon & Simon (129), Still the Beaver (26), Together We Stand (13), A Year in the Life (6). **Staff:** Al Rush, Robert Harris, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Marc Grayson, Don Micallef, Lou Friedland, David Brenner, Bobbi Fisher, Ernie Goodman, Richard Nailling, Paul Hoffman, Jim Kraus, Tom Maples, Lin Oliver, Fran Toll, David Darley, Bert Herbert, Jeff McElheney, Bill Trotter, Stephanie Beatty, Karen Volkman, Inger Jensen, Sara Rubenberg, Charlotte Sweet, Bill Smith, Robert Raleigh, Steve Rosenberg, Steve Saltman, Tom Russo, Nadine Tekula, Chris Rovtar, Kate Kelleher, Gerrie Pare, Steve Teamkin, Bill Vrbanic, Colin Davis, Bertie Barte, Paco Padilla, Wanderley Fucciolo, Peter Hughes, Ron Suter.

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**Victory Television 2426**  
 275 Madison Ave., New York 10016

**Warner Bros. Television 2626-27**  
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 Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV4\* (13), Volume 26 (24), TV3 (13), Volume 25 (24), TV2 (13), Volume 24 (18), 13 Classic Thrillers II (13), TV1 (13), Volume 23 (20), Volumes 13 (25), 14-15 (13), 16 (18), 17 (23), 18 (28), 19 (29), 20 (30), 21 (26), 22 (38), Volume

IA (24), The FBI Story, IIA (22), Tarzan Features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), Hollywood Wives\*, V, Bare Essence, Thorn Birds, Pearl, Scruples, Roots, Roots: The Next Generations, Growing Pains\*, Night Court, Matt Houston (68), Private Benjamin (39), Dukes of Hazzard (147), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70's (30). **International:** Bugs Bunny & Friends (100), Bugs Bunny Cartoons (234), Looney Tunes (190), International 32\* (51), 4 (127), 5 (48), 9 (1), 11 (36), 12 (36), 13 (35), 14 (36), 15 (33), 16 (92), 17 (28), 18 (26), 19 (28), 20 (3), 21 (56), 22 (135), 23 (99), 24 (80), 25 (32), 26 (11), 27 (5), 28 (7), 29 (44), 30 (66), 31 (34), Dream West, Crossings, Dress Gray, North and South I and II, Hollywood Wives, Thorn Birds, V, Roots, Roots: The Next Generations, Mystic Warrior, Bare Essence, Scruples, Pearl, Phenomenon of Roots, Awakening Land, Born to the Wind, Hanging by a Thread, Haywire, Moviola, Night the Bridge Fell Down, Pirate, Salem's Lot, Scarecrow and Mrs. King, Hotel, Colbys, Spenser: For Hire, Shell Game\*, O'Hara\*, Shadow Chasers (12), Hollywood Beat (14), V (19), Matt Houston (68), Dukes of Hazzard (147), Harry O (44), Kung Fu (62), Tarzan (57), I Had Three Wives (6), MacGruder & Loud (13), Eye to Eye (6), Double Dare (6), Finder of Lost Loves (23), Glitter (13), Yellow Rose (22), Mississippi (23), Bare Essence (11), Alaskans (36), Banyon (15), Bourbon Street Beat (39), Bret Maverick (16), Bronco (68), California Fever (10), Casablanca (5), Cheyenne (107), Code R (13), Dakotas (19), Delphi Bureau (8), Dial M for Murder (13), Drama (42), Enos (17), F.B.I. (238), Fitzpatrick's (13), Freebie and the Bean (9), Gallant Men (25), Hawaiian Eye (134), High Performance (4), Life on Earth (13), Maverick (124), New Land (13), Nichols (24), Notorious Woman (7), Rafferty (13), Roaring 20's (45), Search (23), 77 Sunset Strip (205), Streets of San Francisco (119), Sugarfoot (69), Superfriends (93), Challenge of Superfriends (16), Surfside Six (74), Time Express (4), Tribal Eye (7), Waltons (219), Wizards and Warriors (8), Wonder Woman (8), New Adventures of Wonder Woman (46), Yeagers (4), Young Maverick, Night Court, Growing Pains, Life with Lucy\*, My Sister Sam\*, Head of the Class\*, Welcome Back Kotter (95), Love Sidney (44), Porky Pig Show (26), Private Benjamin (39), Roadrunner Show (26), Superman (104), Tarzan Lord of the Jungle (34), Alice (202), Rubik the Amazing Cube (13), Off the Rack (7), A.E.S.



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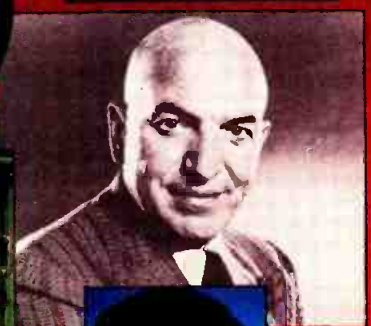
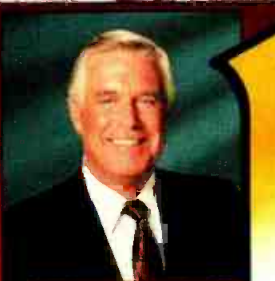
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WIS NBC  
WECT NBC  
WLII IND  
WTVY CBS  
WMGT NBC  
KOAM CBS  
WJCL ABC  
KCWT IND  
KOWY CBS  
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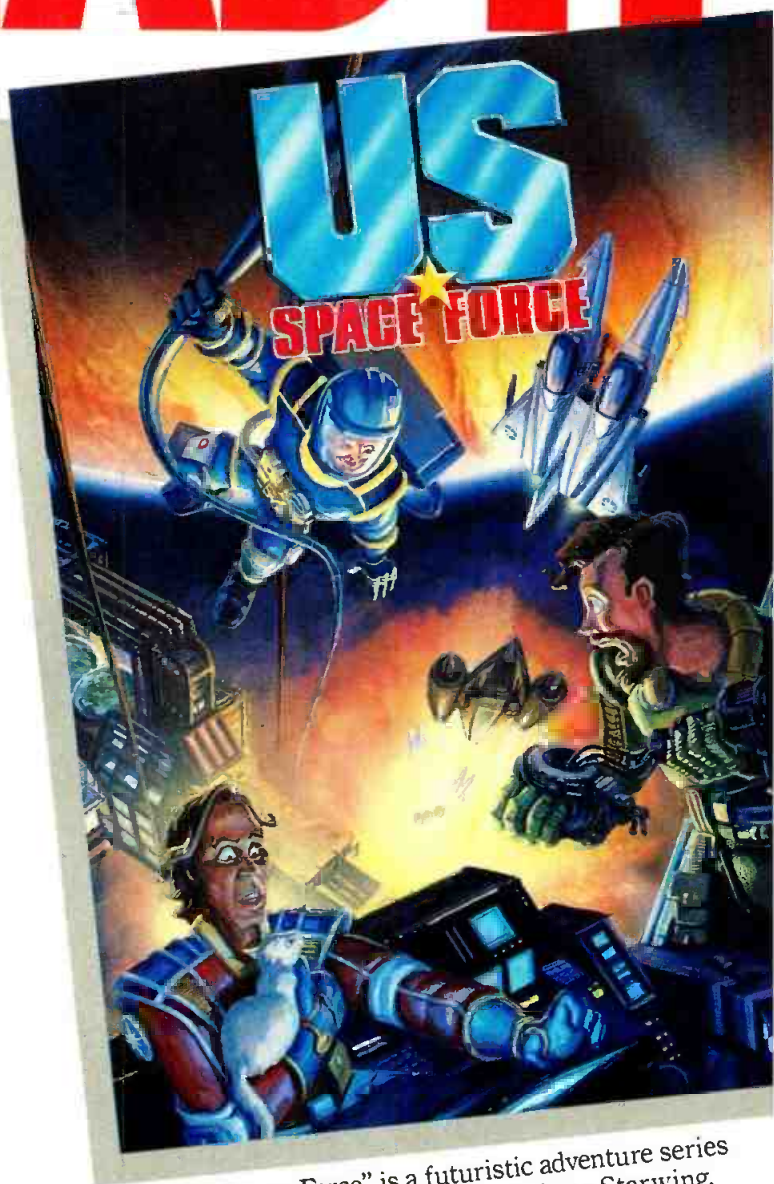
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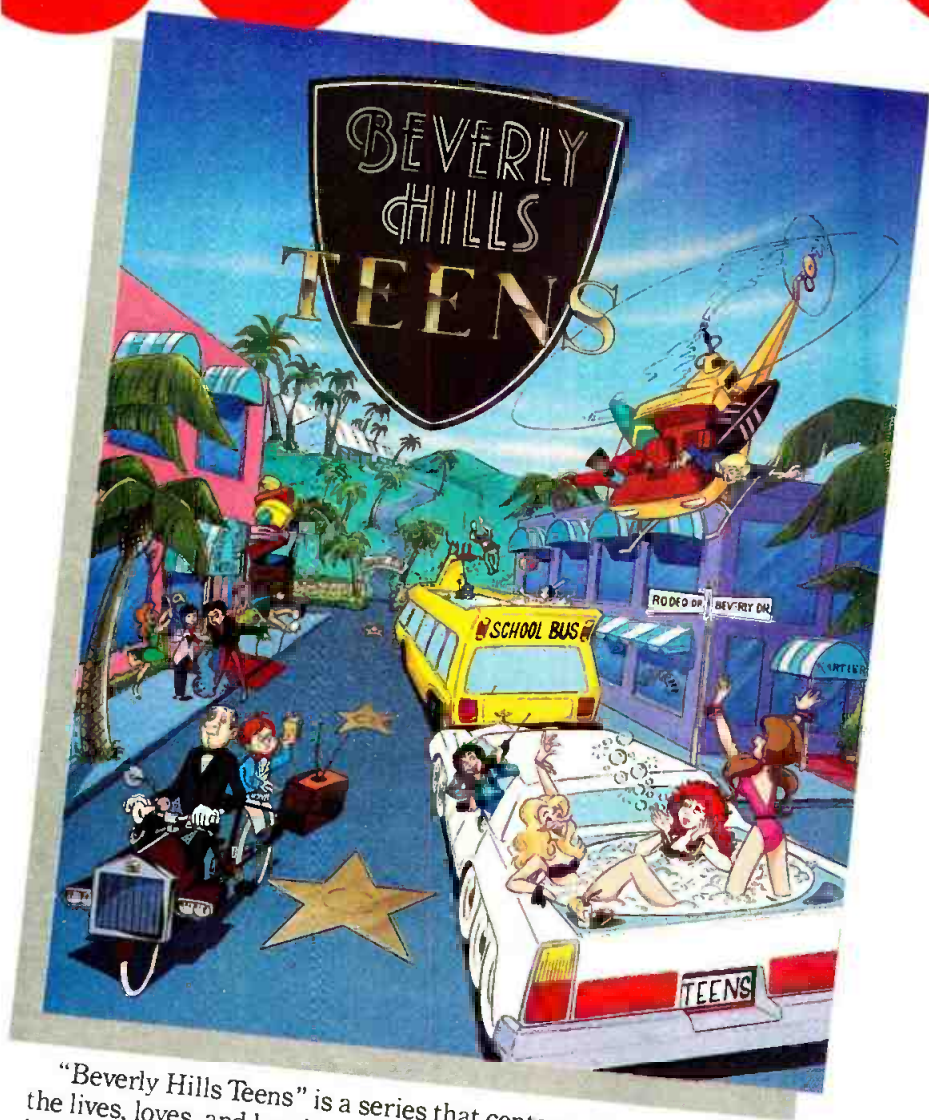
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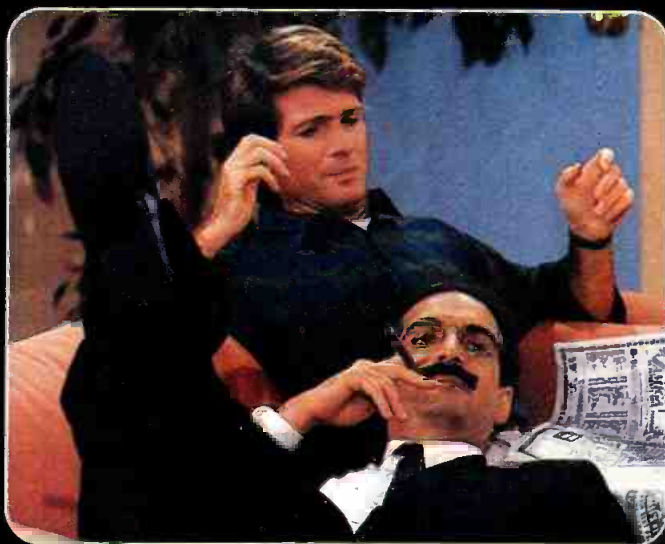


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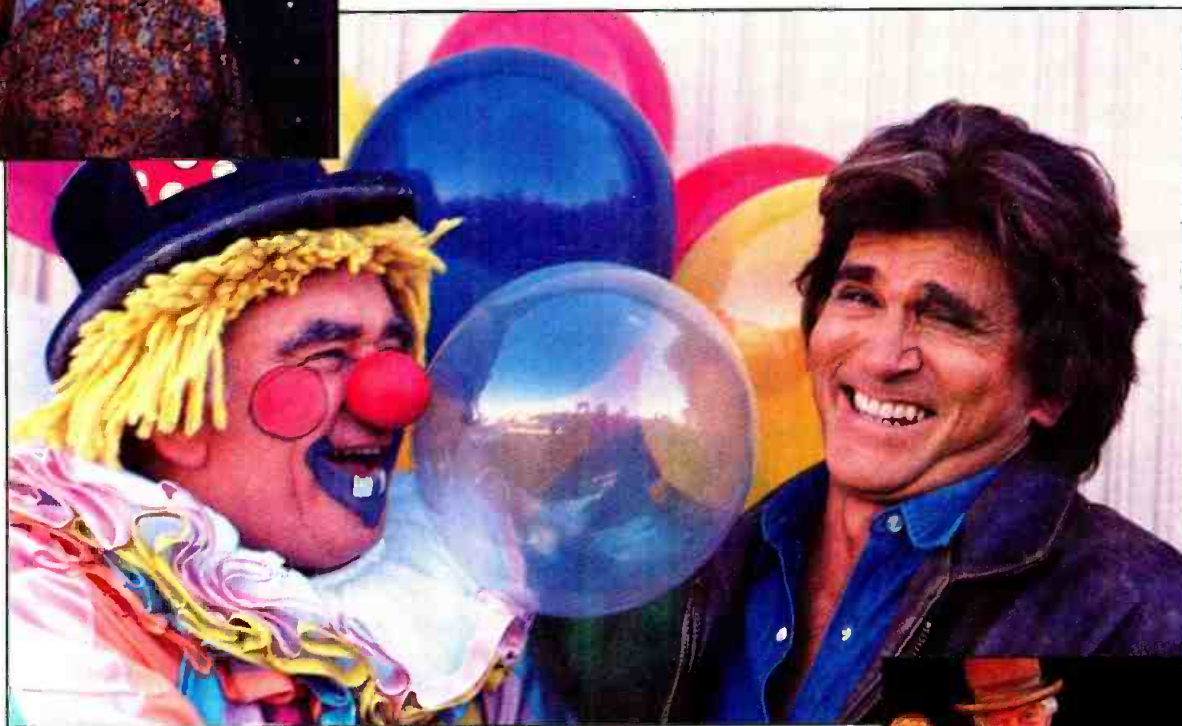
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# C I N G



Hudson Street (5), Another Day (13), Aquaman (18), At Ease (14), Batman (17), New Adventures of Batman (16), B.C. Archaeology of Bible Lands (12), Bugs Bunny Show (78), Chicago Teddy Bears (13), Chico and the Man (88), Colt .45 (67), Cowboys (12), Dorothy (4), The Duke—Animated (20), Fat Albert and the Cosby Kids (60), Flo (29), F Troop (65), Goodnight Beantown (8), Jimmy Stewart Show (24), Lassie's Rescue Rangers (17), Lawman (156), Little People (46), Marine Boy (78), Me and Maxx (10), Merrie Melodies Show (24), Mr. Roberts (30), New Adventures of Superman (34), No Time for Sergeants (34), Park Place (5), Shazam (28), TV Funnies (16). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Edwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman, Bud Rowe, Bryan Hambleton, Gary Phillips, Kevin Williams, Michel Lecourt, Xavier Azpiroz, Matt Brown, Jorge Sanchez, Louremberg do Nascimento, Luis D'Alterio, Ken Sugizaki, Joan McGregor, Max Sheine, Betty Murray.

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Hanna-Barbera's Superstars 10\* (10), Trivial Pursuit\*, The Snorks\* (65), The Fantastic World of Hanna-Barbera\*, Rambo\* (65), Centurions\* (65), Chuck Norris Karate Kommandos\*, The Jetsons\* (75), Yogi's First Christmas\*, Throb\* (24), Starring the Actors\* (13), Shark's Paradise\*, Return to Eden\* (22), The Love Boat II (115), Love Boat (140), Barnaby Jones (177), Little House on the Prairie (216), That Girl (136), Douglas Fairbanks Presents (115), The Fugitive (120), Dark Shadows (780), Doris Day Show (128), N.Y.P.D. (49), The Rebel (76), Ben Casey (153), Combat (152), Wendy and Me (34), People's Choice (104), The Invaders (43), One Step Beyond (94), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), The Range Rider (76), Man From Atlantis (20), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Prime VIII\* (20), Saturday at the Movies (6), Breaking Point (30), Mod Squad (124), Come Along (13), Dickens & Fenster (32), F.D.R. (26), High Road (36), It Pays to be Ignorant (39), Mickey Rooney (17), Next Step Beyond (24), On the Mat (52), One Man Show (26), Take My Word for It (130), Wonders of the Wild (26), Banana Splits (125), World of Super Adventure (129), Discovery (103), Fun World of Hanna Barbera (84), George of the Jungle (17), Harvey/Casper (244), Jackson Five (23), Jerry Lewis (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Smokey the Bear (17), Top Cat (30), Wait Till Your Father Gets

Home (48), Against The Wind (13), Holocaust (10), Return to Eden, Shark's Paradise, A Christmas Carol, Amahl & The Night Visitors, Bay City Rollers, Children of the Gael, Echo I (17), Fabulous Sixties (10), Herbie Mann/Roland Kirk, Irish Rovers Special, Is It Christ?, Jack Nicklaus at Home of Golf, Last Nazi, Musical Ambassadors, New Fangled Wandering Minstrel Show, Night the Animals Talked, Raphael, Robert Flack/Donny Hathaway, Ron Luciano's Lighter Side of Sports, Russian Festival of Music and Dance, Sunshine Specials, A Little Bit of Irish, World of Miss World, Bobby Vinton Show, An Evening with Irish Television, specials, series, animation, mini-series. **Staff:** John Ryan, Bill Baffi, Burt Rosenburgh, Kaki Holt, Jerry Rettig, Jerry Kaufer, Rita Scarfone, Bert Cohen, Tom Devlin, Paul Danylik, Jim Thomson, Randy Hanson, Marty Weisman, Harrington Silva, Mel Watson, Raymond Rodrigues.

**Also on hand**

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Acama Star I (22), II (23) and III (28), Screamers (13), Martial Arts Theater (44), Acama Film Classics (235), Package of Gold (35), King of Kensington (111), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), Explorers (13), Body Buddies (65), Boxing (50), Wrestling (50), Froozles (130), New Zoo Revue (130), Houndcats and Barkleys (26), Hank Williams Jr. Special. **Staff:** William Morrison, James Sowards, John Cosgrove.

**Border Television**

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**William Cooke TV Programs**

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Bourbon Street Parade, In Session, Pete's Place, Nashville Swing. **Staff:** William Cooke, Clifford Wilson, Alex McWilliams, Bill Cooke Jr.

**Eastman Kodak**

1133 Ave. of Americas, New York 10036  
**Staff:** William Koch, Leonard Coleman, John Spence, Roger Woolman, John McDonough.

**Alfred Haber**

321 Commercial Ave., Palisades Park, N.J. 076650  
Act of Passion, Arthur the King, Ordeal of

Bill Carney, Seduced, House that Half Jack Built, Remembrance of Love, Steeler and the Pittsburgh Kid, The Execution, Private Sessions, I Married Wyatt Earp, Confessions of a Married Man, Legs, Hamptons, Samson and Delilah, Imposter, Wife for Hire, A Different Affair, Dead Wrong, Avenging, Gold Runner, Sour Dough, Billions for Boris, Snowballing, Soggy Bottom, New Girl, Getting it On, Hit and Run, One Dark Night, Buddy Holly Story. **Staff:** Alfred Haber, Robert Zimmerman.

**Int. Broadcast Systems Hyatt Regency**  
100 Crescent Ct., Dallas 75201

Dust and Blood. **International:** National Basketball Association. **Staff:** Earl Jones, Ken Lameiras, June Berkheimer.

**London Trust Inter-Continental**  
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Wagner, Quest for Healing. **Staff:** Alan Capper, Martin Cooper, Mari Wilcox, Theresa McCarthy.

**McManus & Co.**

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**Staff:** Tom McManus, Jan McManus.

**Netcom**

2901 W. Alameda Ave., Burbank, Calif. 91505

**Staff:** Gene Bormann, Walt Munro.

**Pro Wrestling Meridien hotel**

575 Ponce de Leon Ave., Atlanta 30308

Wrestling programing. **Staff:** Joe Pedicino, John Serao, Don Hess.

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**TV4 International**

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What If It's Raining, Irish R.M. (18). **Staff:** Larry Coyne, Jane Small.

**TSS—TV South West**

Derry's Cross, Plymouth PL1 2SP

Horse Sense, 1986 Quiksilver World Surfing Championship, Mayflower Project, A Knight Among the Cats of Venice, One Per Cent of Us, Escape to Freedom, Hilda's Book, Painting the Warmth of the Sun.

**Tynes Tees**

**Royal Orleans**

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Supergran II (13), Nasser, The Tube (10), Turning the Tide, Queen at the Wembley Stadium, Wild About Liszt, Acoustic. **Staff:** Tony Sandford, Andrea Wnfor.

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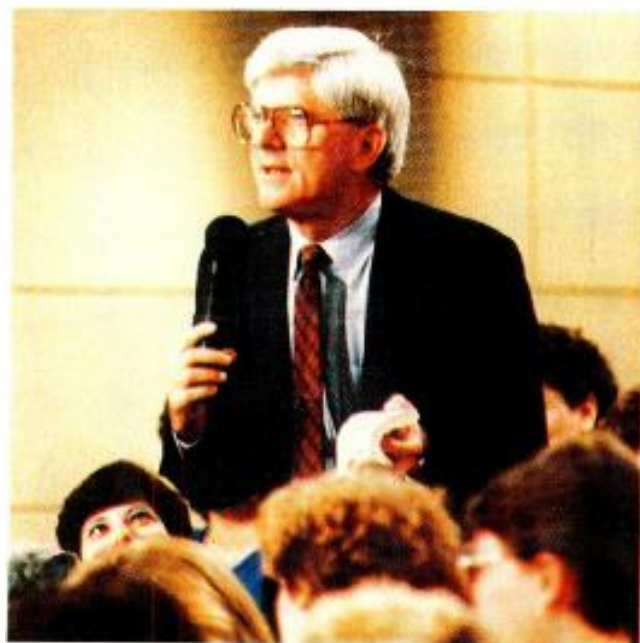
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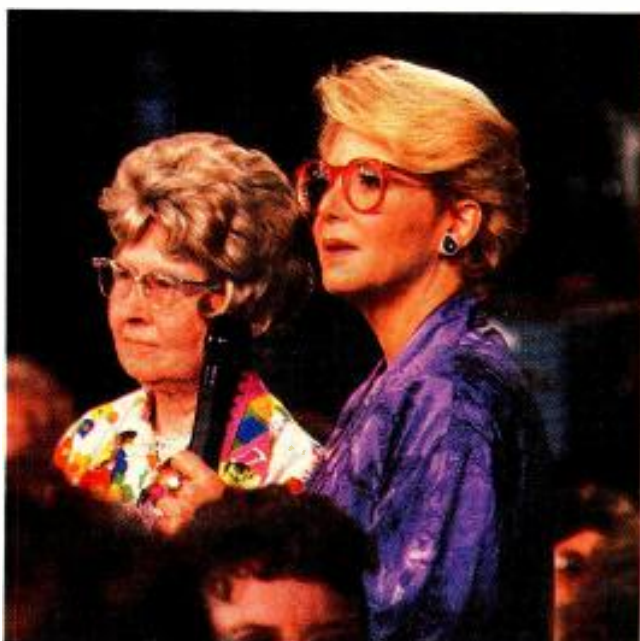
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## Must-carry opinions range far and wide

### Comments at FCC vary from urging no A/B switch requirements to suggesting NOI on the question

The deadline for suggestions on what the FCC should do with its must-carry rules passed last week. Interested parties recommended everything from reconstructive surgery to abortion.

In a joint petition for reconsideration, the National Association of Broadcasters, the National Cable Television Association and the Community Antenna Television Association had previously suggested, among other things, that the FCC adopt a signal carriage requirement that was devoid of A/B switch installation obligations (BROADCASTING, Dec. 22, 1986). In additional filings last week, the associations went their own ways on finer points.

In a petition for partial reconsideration, NAB urged the FCC to expand the carriage aspects of its rules to consider "satellite stations which originate programming" as qualified for carriage. NAB also asked that the FCC beef up the aspect of the rule prohibiting cable companies from accepting payment from qualified TV stations carried under the rules. In addition, it urged that the commission "clarify the exception to the 'no pay' rule for copyright compensation, indicating that this exception is limited to reimbursement for the costs attributable to any increase in the number of distant signal equivalents in the payment formula under the compulsory license due to any expansion in the mandatory carriage radius," NAB said.

In a joint supplemental petition for reconsideration, the NCTA and CATA urged the FCC to eliminate those aspects of the rules giving noncommercial stations "preferential" carriage rights; to revise eligibility standards for carriage of new stations "by adopting the method for dealing with new stations proposed in the joint industry compromise agreement," and to make clear that a station can only be "new" once. "The commission also should clarify the new rules to stipulate that, in order to qualify for carriage, a station must have satisfied the viewership standard for the *previous* survey season," the cable associations said. "Finally, if the A/B switch rules are retained, the commission should revise the information statement requirement . . . so that it merely requires systems to provide their subscribers with general information about the commission's rules and the availability of broadcast signals over the air."

The Television Operators Caucus, which endorsed the NAB-NCTA-CATA joint petition (BROADCASTING, Dec. 22, 1986), said the commission should modify the carriage rules "to prohibit payment by any television

station as a condition of carriage on a cable system. Additionally, this prohibition should extend to payment by a broadcaster for carriage on a particular tier or channel of a cable system."

Among those suggesting novel tacks was Taft Broadcasting Co. It urged the FCC to launch a notice of inquiry on the A/B switch issue. Pending resolution of that proceeding, Taft said the FCC should continue its stay of the A/B switch aspects of its rules, but put the carriage part of the rules into effect. "Since the so-called sunset provision of the new rules was tied to an expectation that the need for must-carry rules would disappear after five years of A/B switch installations, the running of the five-year sunset period should also be suspended pending the outcome of the new A/B switch inquiry proceeding," Taft said. "A far more complete record is needed before the commission may rely upon the installation of A/B switches as a basis for any future sunset of must-carry rules."

Richard Leghorn, a former NCTA board member, urged the FCC to conduct a supplementary inquiry to develop a "complete" record on A/B switches and then to adopt rules "requiring manufacturers to build switches into television receivers and related channel control equipment, and requiring cable operators for an interim period to provide stand-alone switches only when they choose not to carry all local VHF signals."

Continental Cablevision Inc. suggested a

new rule that would require cable systems to carry the signals of all qualified local TV stations, "unless such system supplies and installs for each new subscriber and offers to supply and install for each existing subscriber whatever device is necessary to enable the subscriber to switch to an off-the-air antenna to receive all qualified local signals not carried on the system without having to disconnect the cable from the television receiver. In such event, the cable system operator shall supply and install one switching device for each television receiver connected to the cable service."

The Corporation for Public Broadcasting, the National Association of Public Television Stations and the Public Broadcasting Service repeated their request that the FCC adopt a rule they said "insured all local public television stations of cable carriage." At the very least, the public broadcasters said the FCC should require cable systems with unused activated channels to carry the public stations required by the present rules and "any other nonduplicating local public" TV stations; require cable systems with 25 or more channels to carry at least two public TV stations; use Grade B contours for determining carriage rights of public TV stations; permit public TV translators of five watts or more to qualify for carriage; make it clear that cable systems that do not fill up their must-carry quota are required to carry more than one or two local public TV stations; clarify that satellite broadcast stations qualify for must-carry, and clarify that public TV stations and translators need not operate on reserved channels to qualify for must-carry status.

The ABC Television Affiliates Association urged the FCC to modify the rule to "require a cable system to carry the nonduplicated programming of all local stations that meet the viewing standard. The rule would permit the cable system to delete the duplicating programming of a more distant local station and substitute alternative programming in its place."

Hubbard Broadcasting said the "public interest will be best served if the commission extends its must-carry policies to include commercial TV translator stations operating at 100 watts of power or more."

Noncommercial WNET(TV) Newark, N.J. (New York) is seeking reconsideration of that portion of the order "which suggests that noncommercial educational stations operating on nonreserved channels, such as WNET, may be required to meet the viewing standard applicable to commercial stations in order to qualify for cable carriage," WNET said.

Religious station WRDG(TV) Burlington, N.C., urged the FCC to accord religious TV stations the same preferential treatment non-

**Never mind.** Broadcasters who might have been made uneasy by the passage in President Reagan's budget that described low-power television as the kind of "non-mass media" service that would be affected by the proposal to permit the FCC to auction off portions of the electromagnetic spectrum (BROADCASTING, Jan. 12) can rest easy. It was all a mistake.

A spokesman for the Office of Management and Budget said that "the FCC did not intend" to mention low-power television along with two-way common carrier paging, common carrier cellular and private multiple address in listing the services whose spectrum would be subject to the auction proposal. The budget stresses that the auction would not be used to assign licenses in the mass media, public safety or amateur services. "It was just our error," the spokesman said.

However, he could not explain how such an error of commission was made.

commercial educational TV stations would get.

KTSF-TV San Francisco, which carries Asian-language programming, asked that stations carrying "substantial" amounts of foreign-language programming be exempted from the meeting viewing standards to qualify for carriage. "Alternatively, KTSF seeks exemption from the viewing standard for one year from effectiveness of the rules, as provided for new commercial stations," KTSF said.

American Christian TV Services is seeking to change the definition of noncommercial TV's that don't have to meet viewing standards to qualify for carriage "to include stations operating in the noncommercial mode upon commercial channels."

In a joint petition, Tele-Communications Inc., TKR Cable Co. and TCI-Taft Cablevision Associates supported the joint petition for reconsideration of NCTA, CATA and NAB. "Mandatory A/B switch programs should not be part of the commission's signal carriage regulations or of any other regulatory program," the cable companies said in their filing.

The California Cable Television Association urged the FCC to eliminate its rules altogether. Absent that relief, the FCC should, according to CCTA, sunset the carriage requirements in no more than one year and reconsider the A/B switch aspects of the rules to only require cable operators to make A/B switches available, by sale or lease, to all customers who request them.

Turner Broadcasting System urged the FCC to eliminate the "constitutionally flawed" carriage requirement. "In the alternative, the FCC should stay the five-year requirement pending a determination by the court of appeals of the constitutionality of the rules," TBS said. "Because these mandatory carriage rules are the product of political accommodation rather than reasoned decision making, the record fails to support, and the commission cannot justify, the First Amendment abridgements they occasion."

A group of 19 cable interests—including Adelphia Communications Corp., Hauser Communications Inc. and the Pennsylvania Cable Television Association—said the A/B switch aspects of the rule were unconstitutional. □

## Change of venue for Washington law firms

### Mergers and dissolutions for communications law firms

January is a month for the disappearance of Washington communications law firms. First, there was the merger of Shrinsky, Weitzman & Eisen, P.S., into the New York-based international law firm of Kaye, Scholer, Fierman, Hays & Handler. Then there was the dissolution of Hennessey, Stambler & Siebert, a process still under way. And Jan. 31 is the day on which McKenna, Wilkinson & Kittner, one of Washington's most prestigious communications law firms, will officially close its doors (BROADCASTING, Aug. 4, 1986).

The decision of the McKenna firm to break up reportedly resulted from the decision of the senior partners to pursue other interests and the failure of the younger ones to decide what kind of firm McKenna, Wilkinson & Kittner should be. Although the firm had lost ABC as a client when it was taken over by Capital Cities Inc., McKenna, Wilkinson & Kittner still had an impressive client list. The firm had the services of four senior partners, 10 younger ones and nine associates.

But the fate of the other two firms that have closed their doors may represent something else. Shrinsky, who is now a member of the Kaye, Scholer firm, said the merger is a reflection of what he sees as the changing conditions in the practice of communications law. He said clients now require "full service" law firms. Joseph Hennessey offered a similar comment. He said his small firm—although it handled a variety of communications issues—is "an anachronism" in an era of large firms. Hennessey is also confronting personal problems—the deaths of his wife and mother-in-law and a heart bypass operation.

The Shrinsky firm has moved almost en masse into the Kaye, Scholer organization. James M. Weitzman and Bruce A. Eisen, Shrinsky's former partners, are counsel to the firm. The remaining personnel from the Shrinsky firm—two associates and 13 paralegals and support staff—have also joined the firm. Kaye, Scholer is one of the country's leading examples of a full service law firm. It has 350 lawyers in its New York

office, and its Washington office, established in 1980, offers the services of 20 lawyers, including those from the Shrinsky firm. Kaye, Scholer also has offices in Palm Beach, Fla., and Hong Kong.

The Shrinsky firm was established in 1966 as Arthur Stambler, P.C., and later became Stambler & Shrinsky. Stambler left firm in 1979—to go and join the Hennessey firm.

Hennessey last week said the partners' decision to dissolve the firm was an "amicable" one. They decided "it was time to move on," he said. His immediate concern is to wind down the affairs of the firm that was established as Pittman, Lovett & Hennessey in 1968. Once that is accomplished, he said, "I'll know what to do."

One of the Hennessey partners who started a new life without missing a beat was Stambler. He announced the establishment

of Arthur Stambler, P.C., in partnership with Robert J. Rini, who had been an associate in the Hennessey firm, and said he and Rini were taking the steps necessary "to formalize their working relationship in a new firm to be known as Stambler & Rini." The new firm is located, at least temporarily, at the same address as the Hennessey firm, 1901 L Street, N.W.

The only other partner known to have made a commitment is Richard Rowleson. He will join Vanguard Communications, Inc., Greensboro, N.C., as house counsel. Partners Paul C. Bessozi and Steven D. Gavin are working out a partnership arrangement, and Tom Siebert is said to be considering various options.

Hennessey may not know what he will do in the future. But he knows what he does not want to do—"be the lead partner in a small firm." □

## Supreme Court lets press rulings stand

### Left undisturbed: decisions that criticism of TV is protected opinion, legal advertising can be policed, media have no rights to pretrial documents in civil actions

For three years, an executive of KHJ-TV Los Angeles pursued a libel action against a newspaper critic who had panned a documentary on sex education that the executive produced. Walter Baker, vice president in charge of programming for the station, saw in the review an attack on his reputation. But last week, the Supreme Court let stand a California supreme court ruling that the allegedly libelous piece was a constitutionally protected statement of opinion.

Baker had been executive producer of the documentary that aired on the station on Dec. 29, 1983. *The Los Angeles Herald Examiner*, on the same day, published a highly critical review by Peter Bunzel. In one paragraph, he wrote, "My impression is that executive producer Walt Baker . . . told his writer . . . 'We've got a hot potato here—let's pour on titillating innuendo and as much bare flesh as we can get away with. Viewers

will eat it up.'"

Baker sued the newspaper and Bunzel, who has since left the newspaper, after his request for a retraction was refused. Baker said no such conversation took place and claimed the article defamed him. A state court dismissed the suit, saying the entire article was an expression of opinion, not fact. A state appeals court reinstated the suit after ruling that the article went beyond criticism of the program. But then, after the newspaper appealed, the state's highest court ruled that the article was constitutionally protected comment.

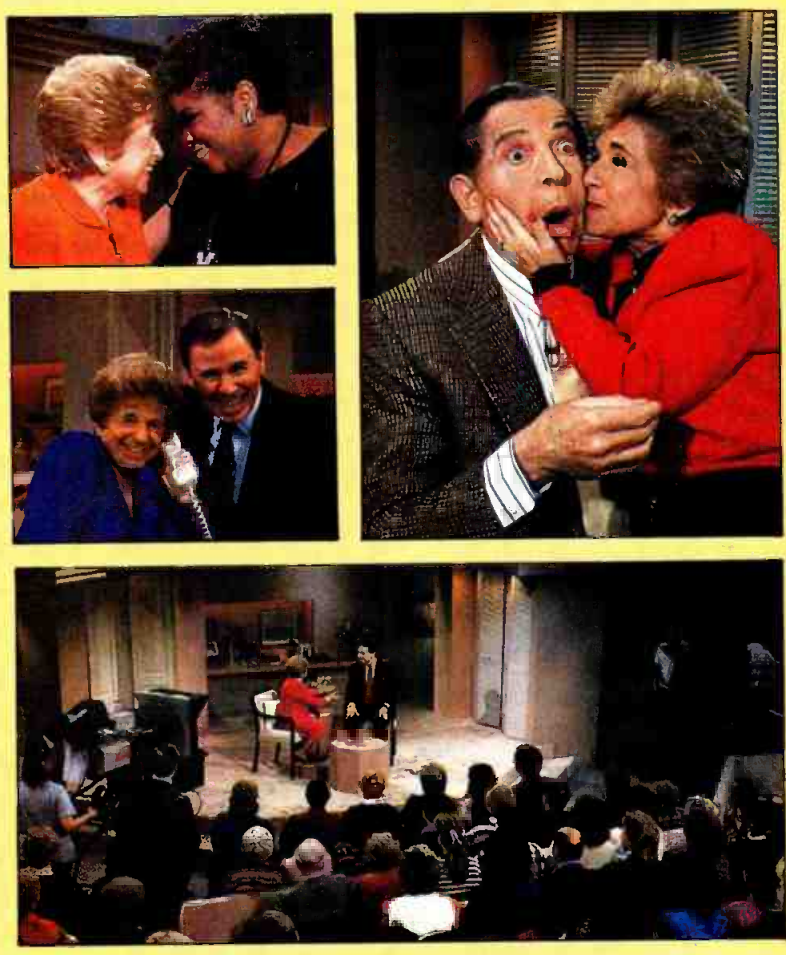
Baker last week was still expressing hurt and anger over the review. He said his most "valuable" possession is his reputation. "It's unfortunate when a member of the media can assassinate character and the person attacked has no way of defending himself." The reviewer, he said, "has a right to attack the show, but not me, when [his remarks are] not true. I don't function as a pornographer."

The newspaper's managing editor, John Lindsay, said that the *Herald Examiner's* position has been that Bunzel was functioning as a critic and that the paragraph in question

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# Public stations balk at new strings on facility funds attached by NTIA

New budget would withdraw 1987 funds and make no provision for allocations in fiscal 1988

The National Association of Public Television Stations has found considerable fault with the National Telecommunications and Information Administration's proposed revisions of rules governing the Public Telecommunications Facilities Program it administers. NAPTS's comments reflect public broadcasting's conflict with an administration that is seeking to eliminate all funds for PTFP. The President's budget submitted to Congress two weeks ago seeks a rescission of the \$19.3 million Congress appropriated for the program in 1987, and proposes no new funding for 1988.

NAPTS, in a letter signed by its president, Peter Fannon, said a proposal to "encourage" noncommercial stations to reduce reliance on federal funding for facilities—it would require applicants to document the means by which they plan to acquire funds to replace equipment under a proposed project—constitutes an improper effort to establish the purposes and goals of PTFP. Establishing such purposes and goals, Fannon said, is Congress's role. And he noted that the goal spelled out in legislation is to extend delivery of public telecommunications services to as many people as possible and to strengthen the capacity of public stations to provide telecommunications service.

NAPTS also objects to the fact the proposed revisions would continue in force a long-standing policy of assigning a higher priority in making PTFP grants to "essential" stations—the only ones in a market—than to stations operating in a market with other public outlets. "Such a distinction is not found in the statutory provisions governing PTFP," Fannon said. "In fact," he said, "the legislative history of the program makes clear that it is to support the growth and development of a full system of stations, acting to provide alternatives to the programming distributed by commercial cable and broadcast outlets."

Whatever NTIA eventually decides on the proposed rules, it has told public broadcasters it will make its grants in fiscal year 1987 on the basis of rules in effect in fiscal year 1986, which ended on Oct. 1. NTIA has said that in view of the need to review the 11 sets of comments filed in the rulemaking proceeding—and the possibility changes will be made in the proposals—new rules will not be put into effect until the 1988 cycle. With new rules anticipated for the current year, NTIA had already postponed for two months—to March 17—the deadline for applications for grants in 1987. Application kits will be sent by Jan. 20 to licensees that have indicated an interest in applying for a PTFP grant. □

## Washington Watch

**Poll closing.** Representatives Al Swift (D-Wash.) and William Thomas (R-Calif.), have introduced legislation setting uniform poll closing time for presidential elections. Under bill, which is identical to one congressmen offered in last Congress, polls would close at 9 p.m. Eastern standard time in Eastern, central, mountain and Pacific time zones. (Alaska and Hawaii would be exempt from legislation.) Measure would extend daylight saving time for additional two weeks in Pacific time zone during presidential election, so that polls would close at 7 p.m. Legislation is designed to counter perceived effects of early television reports in East while polls are still open elsewhere. Companion measure (S 182) was offered in Senate by Donald Reigle (D-Mich.) □

**Campaign reform.** Push is on in Congress for campaign finance reform. Legislation has been offered in House that would affect political broadcasting laws. Representative Samuel Stratton (D-N.Y.) introduced bill (H.R. 521) two weeks ago that would provide free radio and television air time to candidates for federal office. In other action, Senator William Proxmire (D-Wis.) introduced bill (S. 22) that would eliminate fairness doctrine and equal time rules. It is similar to legislation Proxmire has offered every Congress since 1975. "Freedom of the press is for the benefit of all Americans. If television and radio, the most popular disseminators of news and opinion, continue to be tied down by governmental controls like the fairness doctrine and the equal time rule, the people of our nation will continue to be losers," Proxmire said. □

**Moving talk.** General Services Administration is soliciting competitive leases for FCC headquarters. Paul Carroll, GSA realty specialist, said it was "still up in the air" as to whether commission will be moved from its current location at 1919 M Street, N.W., and two other buildings in Washington. "We will move the agency if there can be a savings to the taxpayer," Carroll said. Carroll said that GSA would include moving costs in its consideration. He also said "five or six" parties had expressed interest in submitting proposals. Lease at 1919 M Street expires in October. At FCC, it was said to be unlikely that commission will move unless it can consolidate employees now scattered among three Washington buildings. Edward Minkel, FCC managing director, told BROADCASTING that GSA, under law, had to advertise for competitive bids before it can extend lease on current quarters. Minkel also noted that no money is earmarked for financing move in FCC's 1988 budget. □

**Pee-Wee problem.** Broadcast Art Productions, New York-based production house, said it had filed suit against Pee-Wee Productions, Paul Reubens (also known as Pee-wee Herman) and Richard Abramson, Reuben's manager, over alleged breach of contract for *Pee-Wee's Playhouse*, Saturday children's program on CBS. Suit alleges that defendants "... wrongfully caused Broadcast Art Productions to incur substantial (at least \$700,000) costs in excess of the agreed-upon production budget." Budget had been set at \$2.9 million, or roughly \$225,000 per episode. Suit, filed in U.S. District Court for Southern New York, also said defendants failed to make "good faith" effort to obtain merchandising contracts based on show's characters, and asks for damages totaling \$13.9 million. CBS had no comment on the matter. □

**FM ruling.** FCC has dropped rule reserving 20 FM channels exclusively for Class A stations. Channels were reserved to insure that FM allotments would be available for smaller communities. □

**ITFS relief.** FCC has agreed to permit instructional television fixed service licensees to operate stations by remote control or without anyone in attendance at facility. □

**Issues-programs lists.** FCC has proposed to amend rules to apply to noncommercial broadcasters same program-logging requirements that now apply to commercial broadcasters. Under current rules, noncommercial broadcasters are supposed, on quarterly basis, to put in public file list of from five to 10 community issues addressed during quarter. Under FCC proposal, noncommercial broadcasters would have to keep quarterly lists of programs "that have provided a station with its most significant treatment of community issues for the preceding three-month period," FCC said. FCC adopted same requirement for commercial stations after appellate court held that issues-programs lists requirement was inadequate. □

**Florida denials sought.** National Black Media Coalition and Florida State Conference of Branches of National Association for Advancement of Colored People have petitioned FCC to deny renewals of WTGL-TV Cocoa, WNFT(TV) Jacksonville, WYFE(TV) Leesburg, WJTC(TV) Pensacola, WTWC(TV) Tallahassee and noncommercial wxEL-TV West Palm Beach, all Florida. In joint petition, NBMC and NAACP alleged equal employment opportunity deficiencies. □

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"clearly stated" that the opinion stated was his own. "No one was misled that such a conversation took place. It was stated in the role of comment."

□

The Supreme Court last week let stand two other cases bearing on the First Amendment.

One involved a California rule barring lawyer advertising that contains testimonials or client endorsements. The high court 10 years ago declared unconstitutional the legal profession's long-standing ban on all advertising. But it left the regulation of such advertising to the states. And a Los Angeles lawyer was seeking to overturn a 5-4 ruling of the State Bar of California review panel ordering him publicly rebuked for a radio ad run by his firm and containing an endorsement from a client. The lawyer claimed the rule being applied by the review panel violated the First Amendment—an argument the Supreme Court declined to hear.

The other involved a Michigan court order denying Booth Newspapers Inc. of Michigan access to documents filed in a lawsuit concerning the defunct Midland nuclear power plant. The newspaper company's lawyers were appealing a trial judge's decision to seal pretrial documents without requiring a showing of "good cause." The Supreme Court's refusal to grant review left standing a ruling that the media and public do not have a First Amendment right to review pretrial documents in civil proceedings.

The case stems from a lawsuit that Dow Chemical filed against Consumers Power Co., which in 1984 abandoned the nuclear power plant project when its cost soared from \$267 million to \$5.7 billion. Dow had signed a contract with Consumers to buy steam from the plant. The trial was recessed in September, after the two sides agreed to work together to convert the nuclear project into a natural gas plant—and after Booth sought access to discovery and other materials on file with the court. The trial court denied the request, and Consumers Power's lawyers urged the Supreme Court not to hear Booth's appeal, contending that no federal court had ever held that "the press or public has a constitutional right to pretrial discovery in civil cases." □

## \$298-million stockholder suit filed against GenCorp, RKO

Figure is difference between price of RKO's KHJ-TV and price paid for KTLA in same market; defendants file motions to dismiss

The problems confronting RKO General Inc. and its parent, GenCorp Inc., never seem to cease. With RKO General's 14 radio and television licenses under challenge by competing applicants, its hope of salvaging something from the properties is in settlements that the FCC is attempting to arrange outside the hearing rooms. The proposed sale of one of the stations—KHJ-TV Los Angeles, its license under challenge for 20 years—is pending. But pending also is yet another stockholder suit, one that seeks \$298 million in damages.

The suit follows a number of others to recover damages that stockholders said resulted from RKO's loss of license of WNAC-TV (now WNEV-TV) Boston. The earlier suits were settled with the approval of the U.S. District Court for Northern Ohio. That action was affirmed by the U.S. Court of Appeals for the Sixth Circuit, in a decision holding that the settlement did not bar future shareholder suits resulting from "the very serious additional FCC... proceedings against General Tire," GenCorp's former name.

The new suit, filed in Delaware Chancery Court in New Castle county, names 25 present and former officers and directors of RKO General and GenCorp as defendants, and those corporations as nominal defendants. The damages being sought represent the difference between the \$510 million that the Tribune Co. paid Golden West for KTLA-TV Los Angeles in 1985, and the \$212 million RKO General and GenCorp would receive under a proposed settlement of the KHJ-TV case. And the suit alleges the damages result from the "wrongful conduct" of the

**Minority preferences.** As promised, Representative Mickey Leland (D-Tex.) introduced a bill (H.R. 293) that would codify the FCC's minority and female preferences as well as the commission's distress sale and tax certificate policies and extend them to women.

Leland also introduced a measure (H.R. 294) that would restore investment tax credits when minorities purchase used telecommunications property and would increase that tax credit from the previous limit of \$25,000 to \$500,000.

The measure would also extend the tax certificate policy to cover all telecommunications properties, not just cable and broadcasting. And another Leland bill (H.R. 292) would "assure equal employment opportunities are afforded by radio and television broadcasting stations."

Representative Cardiss Collins (D-Ill.) also introduced legislation (H.R. 323) that would "improve coordination in the formulation of telecommunications policy within the executive branch."

defendants.

The alleged "wrongful conduct" in part led to RKO General's loss of license for WNAC-TV in 1980, the suit says. The FCC, in denying renewal of the application, described as an "egregious lack of candor" RKO General's failure during a renewal/comparative hearing in which its license was under challenge to disclose to the commission that the Securities and Exchange Commission was looking into allegations General Tire had violated federal securities laws. The charges, which were brought to light by a competing applicant, led to an SEC complaint that was resolved by a consent decree.

The suit also says that since denial of the WNAC-TV license, "additional questions" regarding RKO General's fitness to hold a broadcast license have been raised in pending proceedings going on before the commission.

All of which, the suit alleges, constitutes a breach of fiduciary duty on the part of the directors and officers of GenCorp and RKO General named as defendants. Instead of administering the affairs of those corporations "in a fair, careful and prudent manner," the suit says, the defendants caused and are causing "the monies, properties and effects of GenCorp and RKO General to be wasted and impaired promoting and carrying out a continuing cover-up of wrongdoing before the FCC and through [the] other illegal acts."

GenCorp and RKO General and the individual defendants have filed motions to dismiss the suits. They claim that GenCorp, a New York corporation, cannot be sued in Delaware, that the liability asserted was exhausted by the settlement of the earlier shareholder suits and that a three-year statute of limitations has run out. Arguments on those motions are expected to be heard in the Delaware court next month. □

**Dish bills.** Legislation is in the works in both the Senate and the House that would promote the marketing of scrambled cable programming services to the owners of backyard satellite dishes (TVRO's). Representative Billy Tauzin (D-La.), an aide said, will offer a measure similar to the bill Tauzin introduced in the last Congress, H.R. 5476, which would, for the most part, "make sure signals are made available to backyard dish owners at a fair and reasonable price."

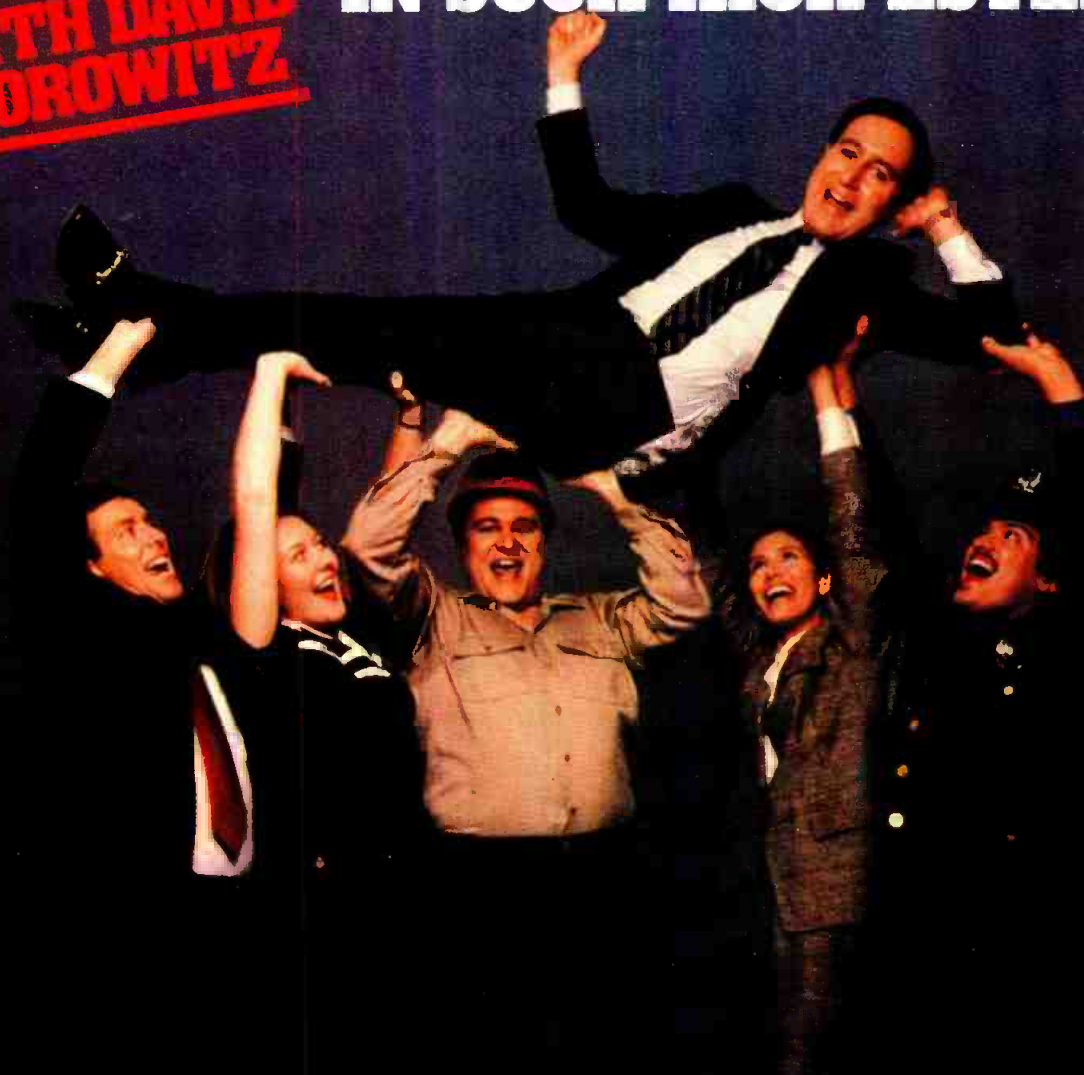
A bill may also emerge in the Senate. Senator Al Gore (D-Tenn.), an aide said, plans to work with Senators Dale Bumpers (D-Ark.) and Wendell Ford (D-Ky.) on a new home satellite measure. Gore, Ford and Bumpers are authors of last year's TVRO legislation (S. 2823).

The aide to Gore said the goal of the new bill, like the previous one, is to "create a fair marketplace." Gore, his aide said, will push for hearings on the situation. He said the senator doesn't think there's been any change in the marketplace since three months ago when the senators tried to attach an amendment to a stop-gap funding measure that would have forced cable programmers to make scrambled services available to backyard dish owners through third-party distributors—either cable operators (outside their franchise areas) or other qualified companies—on a nondiscriminatory basis (BROADCASTING, Oct. 6, 1986).



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# Burnishing the reputation of RFE/RL

## New management, tighter journalistic controls helping government-run radio services improve their credibility

For years, Radio Free Europe and Radio Liberty were the stepchildren of American journalism. Conceived in the 1950's as instruments of the Central Intelligence Agency, they broadcast the truth into Eastern Europe and the Soviet Union as the CIA saw that truth through the prism of the Cold War. Even after Congress in 1971 cut the radios' ties to the CIA and began funding them through a newly created Board for International Broadcasting, their credibility was less than total. The stations, based in Munich, West Germany, were staffed by Soviet and East European emigres who seemed to have agendas of their own and anticommunist passions that were hard to fit into the mold of objectivity that American journalists like to think of as the norm. As recently as two years ago, the BIB was sharply criticized in Congress for failing to keep tight enough rein on the radios' programers (BROADCASTING, April 1, 1985).

But today, visitors to Broadcast Center—a sprawling three-story building on the edge of the English Garden in downtown Munich, where more than 1,000 employees, including top management, are based—sense a new atmosphere. A new management is in charge, very much in charge. For the most part, standards and guidelines are being maintained. Morale appears high. Congressional staffers on inspection tours who once were stopped in the halls by employees with complaints now say they walk the halls without such encounters. "They're happy," said one recently returned House staffer. "They don't have the time to take. The organization is back on track."

The radios—with Radio Liberty broadcasting to the Soviet Union and Radio Free Europe to Bulgaria, Czechoslovakia, Hungary, Poland and Rumania—are taking on a veneer, at least, of credibility. They were among the first of the Western stations to broadcast news of the nuclear plant disaster at Chernobyl to the people of the Soviet Union and Eastern Europe, beating by days reports on stations in the Eastern bloc. And the stations that serve as surrogate services for the Soviet Union and East European countries provided intensive coverage in the 21 languages in which they broadcast. As proud as the radios' officials were of the speed and intensity of the coverage, they were at least as proud of the restraint that enabled the radios to avoid seizing on and broadcasting—as many services did—the spectacular if erroneous report that the number of fatalities had reached 2,000.

And people are beginning to pay attention. In November 1986, a laudatory piece, "Courting Listeners with a Softer Voice," appeared in *U.S. News & World Report*. It said: "The voice of the two U.S.-backed stations is changing. Their once-strident anti-Communism is now modulating as they aim for a new generation of listeners in the Soviet bloc."

The transformation appears to stem from several factors. One is the tough criticism to which Congress—particularly the House Subcommittee on International Operations—subjected the radios in 1985. It was taken to heart. Another is the new management team, which contains professional journalists. The chairman of the BIB is Malcolm S. Forbes Jr., editor, columnist and chief operating officer of Forbes Inc. And the president of RFE/RL is Eugene (Gene) Pell, former NBC and Westinghouse correspondent who served in Moscow and Washington and whose resume also includes mention of 16 months as director of the Voice of America, the first 12 as acting director. He had the job officially only four months before being recruited by the radios. What's more, the assistant to the president, Christopher Willcox, is a veteran of tours with the *Chicago Tribune* and *Detroit News*, and the director of Radio Free Europe, Gregory Wierzynski, had been with *Time* magazine for 20 years, most of that time as a diplomatic correspondent. That's a heavy leavening of journalistic tradition and instinct.

It was Pell's instruction that enabled the radios to avoid being enticed by the erroneous 2,000-fatalities report in their Chernobyl coverage. He had advised the editorial staffs to require at least two sources for every report and not to engage in speculation. It was also Pell who has instituted a number of organizational changes designed to guard against broadcasts that do not meet the journalistic standards the radios are trying to maintain. Radio Liberty broadcasts are subjected to particular scrutiny before broadcast, with scripts reviewed by a panel of specialists after normal checking by editors. In addition, some 30 key editorial people meet every two weeks to take what Pell calls "a hard look at what each service is doing," and to make recommendations.

He has also instituted organizational changes that seem to have improved efficiency. A principal one was to reinstate the post of executive vice president for programs and policy. William Marsh, who had been director of RIAS (Radio in the American Sector of Berlin), was named to the post in October, and that has freed Pell to oversee the work of five key officials who report to him. That and the changes designed to tighten up editorial control were recommended in a report filed by Representative Larry Smith (D-Fla.), a member of the House International Operations Subcommittee, after a two-day visit to Munich in 1985 to investigate reports of anti-Semitic and antidemocratic broadcasts. (The report served as the focus of the hearing at which subcommittee members criticized BIB and RFE/RL management.) "I think he was right," Pell said of the recommendations.

(But not in all cases. Smith had urged that the BIB be kept from the daily operations of the radios. Smith was concerned about the BIB under the chairmanship of Frank Shakespeare, the former RKO General executive who is now ambassador to Portugal. But Pell says he has had "no problems" regarding

Forbes. "Steve Forbes has been tremendous," he said. "There's been no intrusion of BIB into the daily operations in an excessive manner.")

Pell also seems to have had the touch in making senior staff appointments—and not only those with journalism backgrounds. The director of Radio Liberty is Nicholas Vaslef, a retired Air Force officer, who was named to his post in January 1986 after serving as acting director since April 1985. He had joined Radio Liberty as deputy director two years earlier. He is fluent in Russian, has graduate degrees in Soviet studies from Stanford and in Slavic languages from Harvard. And although not a journalist, the talk around the shop seems to have convinced him of the need for fair and objective reporting. "We don't broadcast anything unless it's confirmed by two sources," he says. What's more, he is sensitive to the pressures at work on his staff that can generate material that would hurt the radios' effort to gain respectability and credibility. "We have to watch what the people write. These are emotional issues, and some try to polemicize their work. We don't allow that."

Vaslef, then, was talking about the problem that won't go away. It's endemic to a staff operating and living in unusual circumstances. Most of the programs are produced by East Europeans of a special kind. "They're politically engaged," says Wierzynski. "That's why they're here. They have to justify their decision to leave their country. They could get in front of a microphone and yell: 'Son of a bitch.'" What's more, he says, "It's demanding work, with tight deadlines and long hours." There is also this: The staffers live close to one another in apartments provided by the radios. "They can lose their compass because of the close quarters," says Wierzynski. And there is this: The emigres differ and battle among themselves not only according to the country of their birth but according to the generation to which they belong. For instance, those who left the Soviet Union in the 1920's have little in common with those who left it during and after World War II, and they in turn have little to do with those—mostly Russian Jews—who left in the 1970's. Vaslef finds a special problem in dealing with the group he knows best, the Soviet emigres: "You're dealing with people with a Soviet education, a Soviet way of thinking. It's almost like they never left."

It is probably little wonder then that there are "occasional lapses," as Wierzynski puts it, throughout the somewhat more than 1,000 hours of material (about one-third of it original, the rest repeats) the radios broadcast each week. There were the three Radio Liberty broadcasts on South Africa that Pell felt were "unbalanced" and "gave a false sense of the U.S. attitude toward apartheid." There was another Radio Liberty broadcast that offended Pell, one he felt offered a one-sided (exclusively favorable) roundup of editorial comment on Kurt Waldheim's ultimately successful campaign for the presidency of Austria. "I thought it unprofession-



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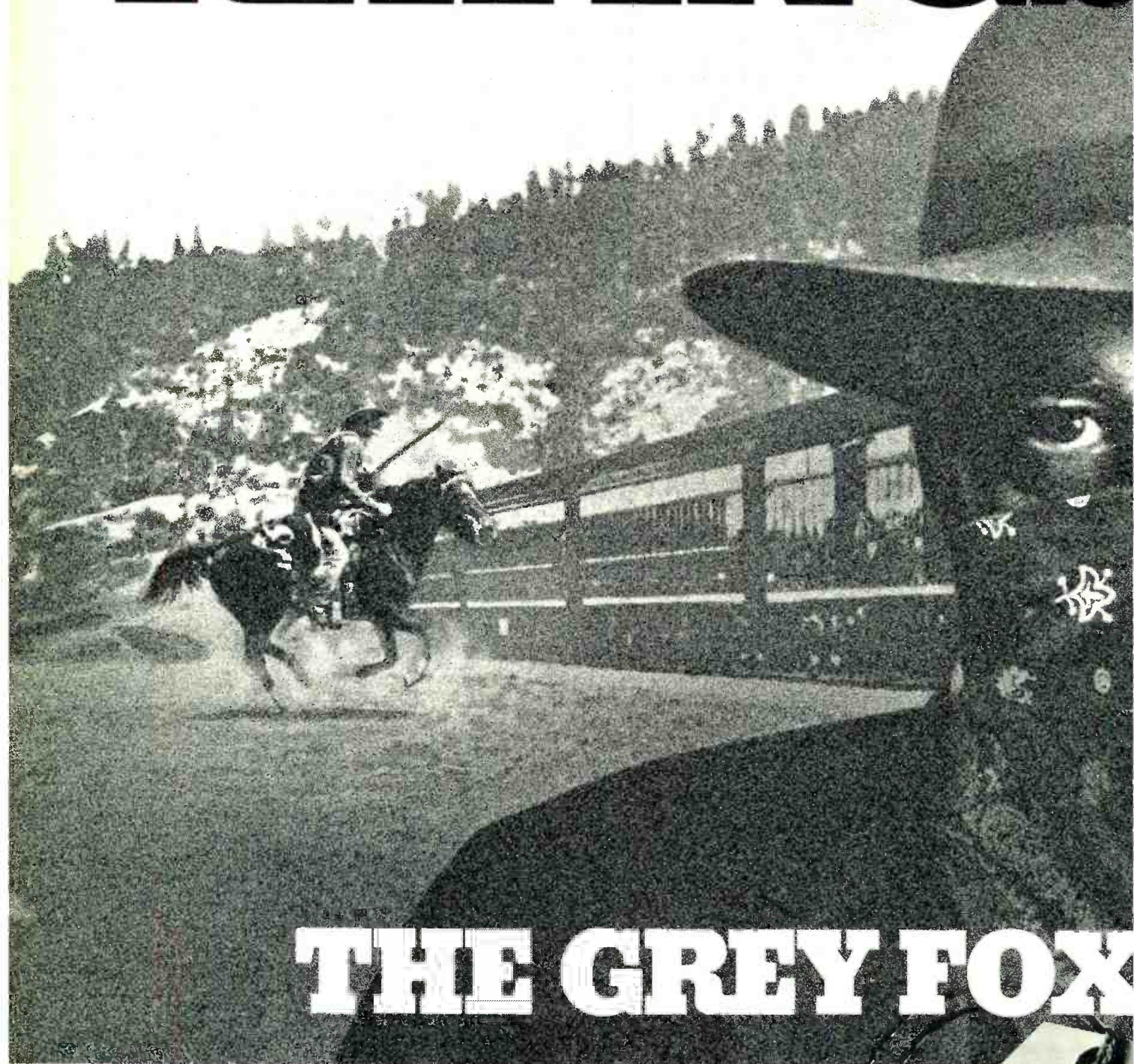
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# RATINGS



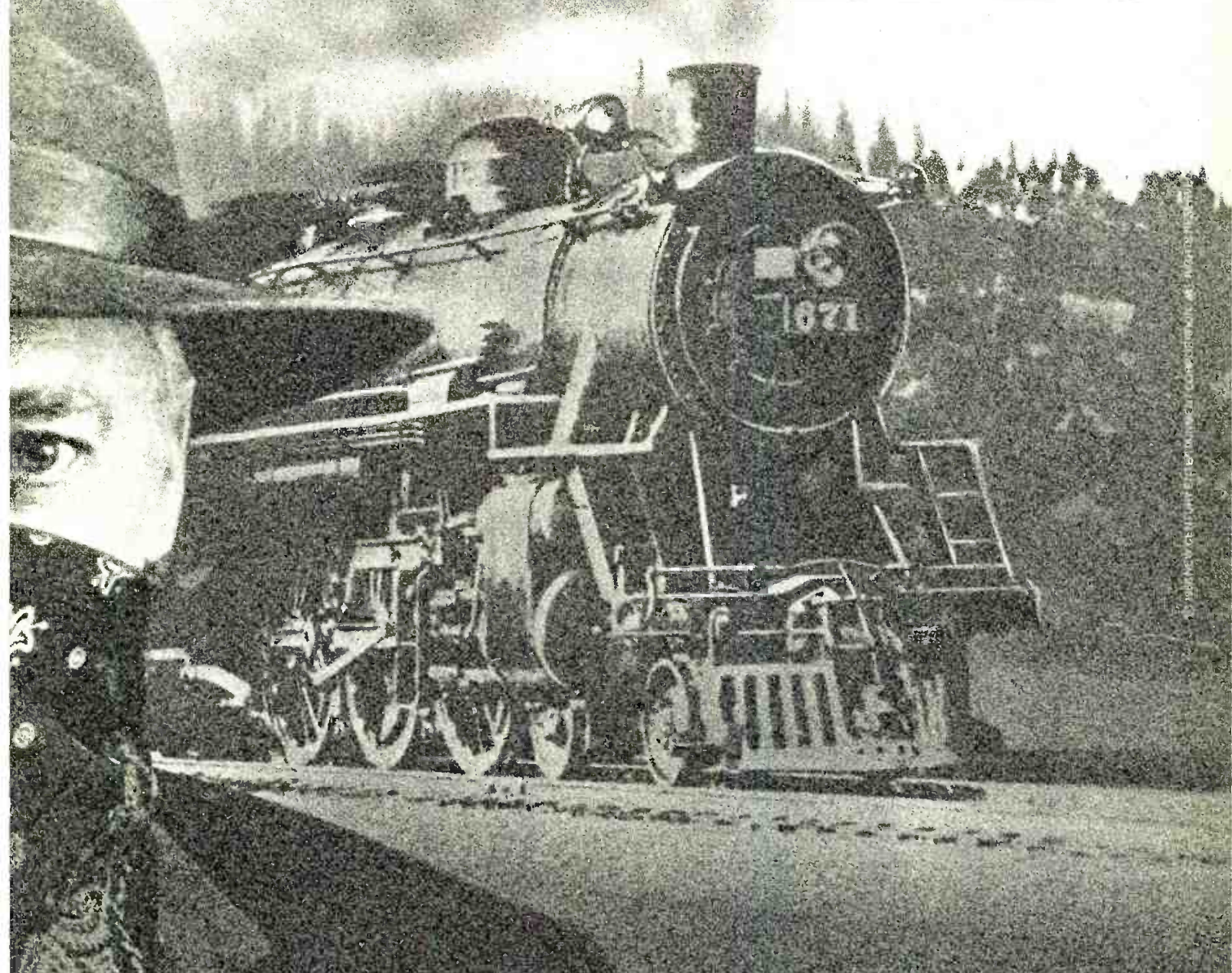
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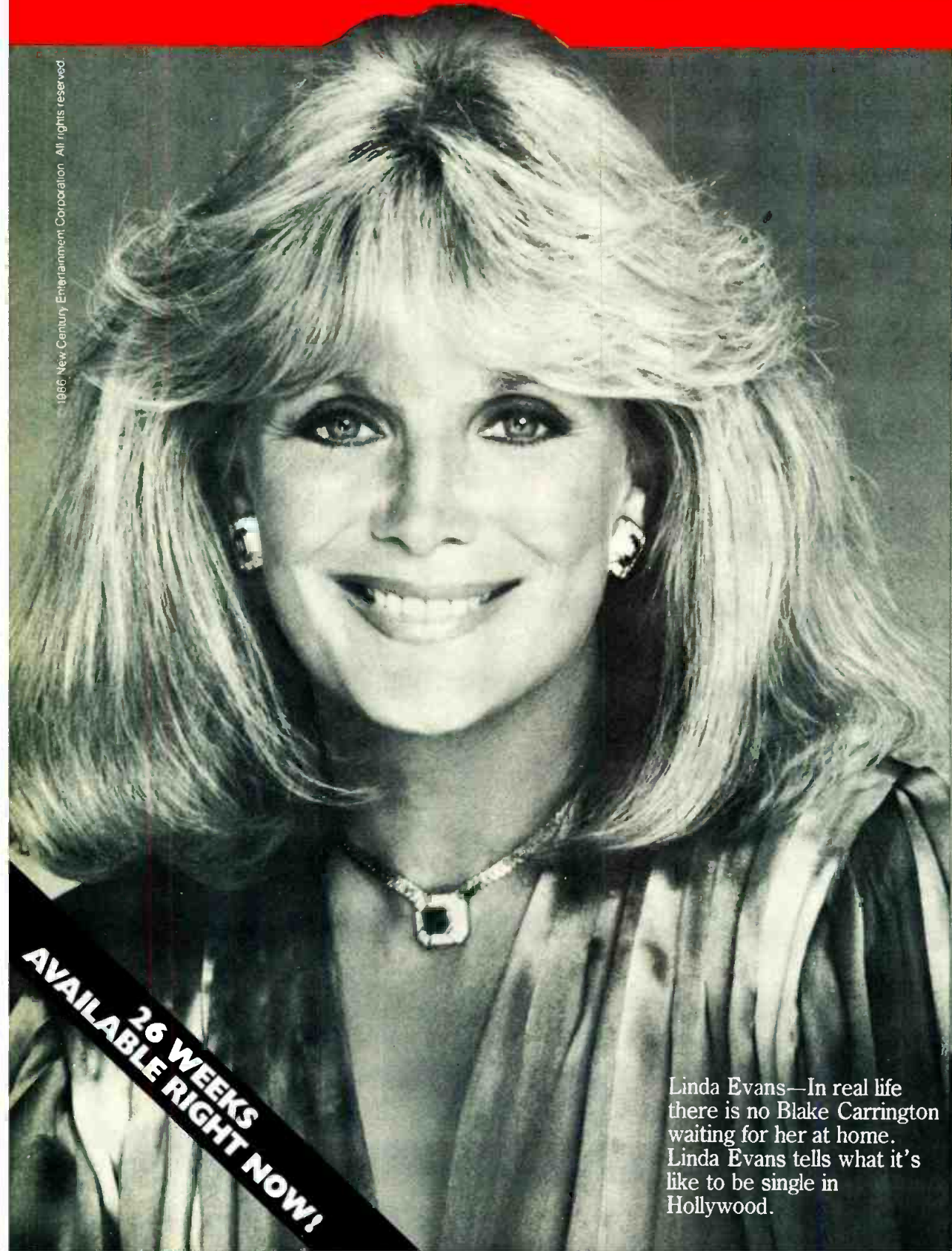
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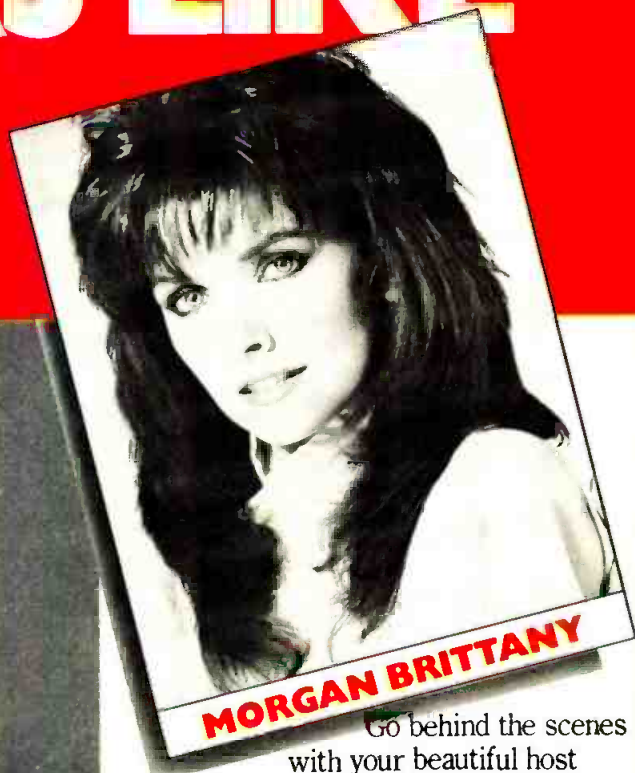
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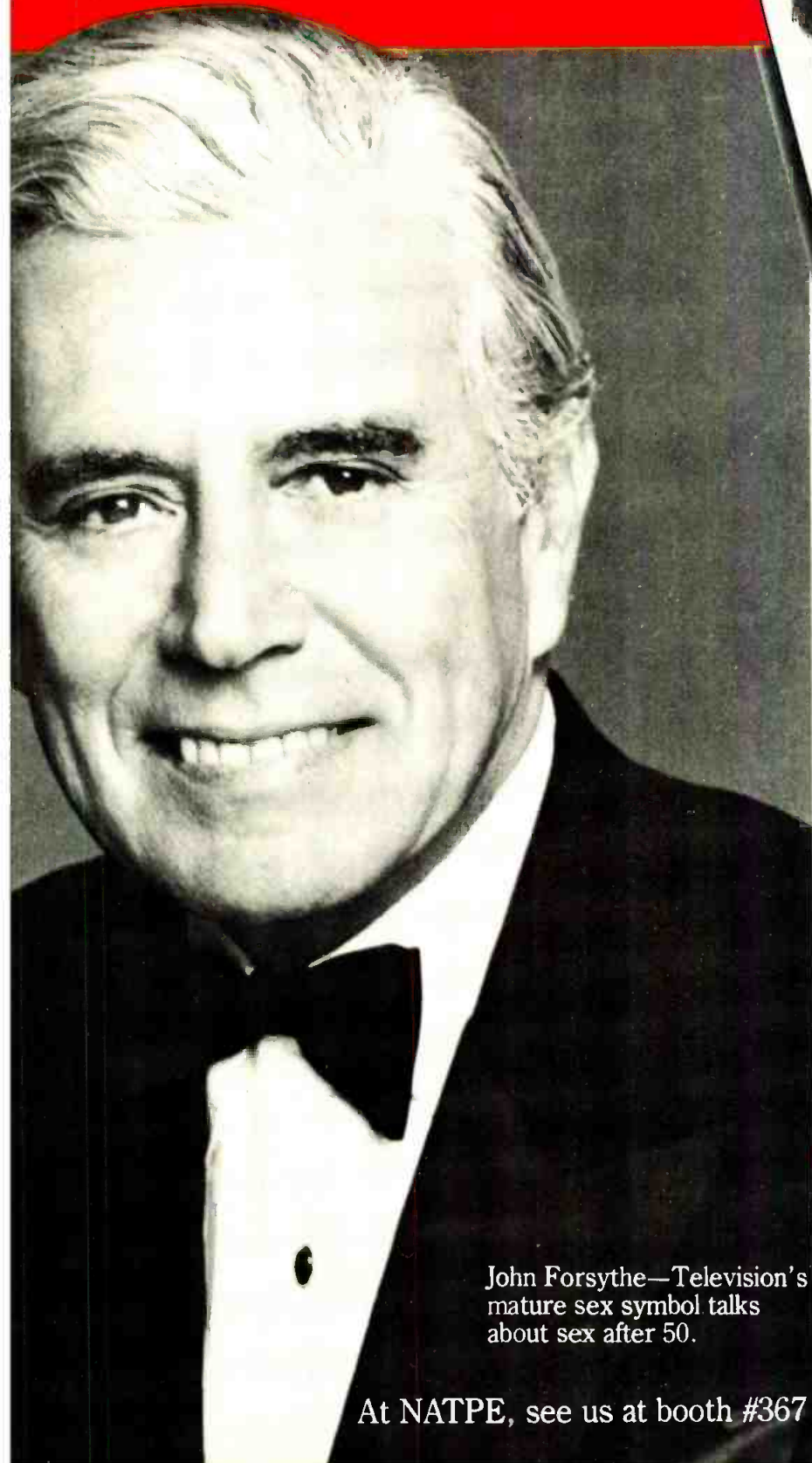


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al," Pell said. It was the concern generated by those broadcasts that led to the prebroadcast review of Radio Liberty scripts.

Holding an emigre staff to American-style standards of journalism is not the only major problem confronting Pell and his staff. There is the ongoing one of jamming, a serious problem for Radio Liberty's broadcasts to the Soviet Union, not as serious for the Radio Free Europe broadcasts to the other countries in the bloc. BIB says the modernization program it is pursuing—the administration is seeking \$42 million for the project in 1988—is an essential answer to that problem. BIB says some RFE/RL facilities built to last 20 years are in their fourth decade.

Funding generally is a nerve-wracking one for a service that may have reason to feel it is living a hand-to-mouth existence. Congress last June provided \$18 million in emergency money to offset the devaluation of the dollar—and keep the stations on the air. For a time last summer, air conditioners were

being turned off in Broadcast Center to enable the radios to pay their bills. The \$140-million budget on which the radios are operating in fiscal 1987 would be increased to \$203 million in FY '88 under the budget proposal the White House sent to Congress earlier this month. But with the dollar at a six-year low in relation to the West German mark, some \$27 million would be used to offset currency losses. BIB is seeking about the same amount for the same purpose in a supplemental appropriation for 1987 (BROADCASTING, Jan. 12). But that is not the only aspect of the BIB budget that has caught the attention of some on Capitol Hill.

Some congressional sources see the modernization program as one that is being approached "piecemeal" when compared to the "consensus" the U.S. Information Agency secured in 1981 on its long-range program of modernizing the Voice of America.

Budgetary problems are not unique to BIB and its radios. But Pell has one problem few

others can claim. It involves the need to replace an aging staff. Two hundred programmers will retire in the next four or five years. And the prospect of finding replacements for some of them has Pell shaking his head. Where, he wonders, does he find someone fluent in Tajik, a Persian language spoken in the USSR, who also knows English and is schooled in journalism and broadcasting?

Congress probably cannot help Pell find such a special kind of person. But it could help in budget matters. And, considering the positive word staffers impressed with what they have seen on visits, it might. One congressional staffer who visited Broadcast Center in December said he had been having trouble distilling his enthusiasm into a memo for his boss. "There's been a change in the atmosphere. Everyone's attitude is positive and work oriented, less polarized. The organization has been turned around, and for the better." □

## Programming

### The morning after for CBS's 'Morning Program'

#### Entertainment show premieres to bad reviews by television critics

CBS's long awaited and highly touted *The Morning Program* opened to a chorus of complaints last week. Television critics from East to West railed against the show. Tom Shales of *The Washington Post* said it seemed "to call less for a review than for an exorcism... Think about it: Does television really need a program for viewers who find the *Today* show on NBC and *Good Morning America* on ABC too intellectually demanding?" Shales added: "If there are heights of inanity, this show scaled them, and if there are depths, it plumbed them."

The *New York Times*'s John Corry said the show "yearns to be loved; Mariette Hartley, Rolland Smith and the gang want to be members of the family." Of the studio audience, Corry said, "Score a point now for courage; it's brave of *The Morning Program* to perform live. But where do you find people that early in the morning? At one point, the camera swept the studio. In the first row, a child slept on a mother's lap."

Of the live audience, Marvin Kitman of *New York Newsday* said: "There is a live, or asleep, studio audience. By next week, they will probably be rounding up New York's homeless, giving them a hot meal in the CBS cafeteria and a shave and shower in the executive bathrooms before throwing them into the bleachers. It's a chance to solve New York's homeless problem and fill the house, too."

Howard Rosenberg of the *Los Angeles Times* suggested that CBS "bring back Phyllis George... The problem is not that *The Morning Program* is too different. The problem is that it's not different enough," he said.

On *TMP*, Rosenberg said, "it's largely the same old story of cooking, fashion, medical and 'how to' segments wrapped around interviews that are too fleeting to convey anything but babble." The *LA Times* critic suggested sending a memo to CBS: "Pitch Hartley, Smith and the rest. Keep the dog."

Clifford Terry of the *Chicago Tribune* called *TMP* "90 minutes of fluff and fawning," adding: "Once the industry's leader in news and commentary, CBS obviously has decided to give the hook to its heritage and send in the clowns."

*The Morning Program*, hosted by Mariette Hartley and Rolland Smith, with comedian Bob Saget and weatherman Mark McEwen, includes 90 minutes of features presented before a studio audience of 101, which on the first day of *TMP* (Jan. 12) included, among others, friends of the show's cast and CBS staff members.

There were weather reports, interviews,

comedy segments, "video personal ads" and news inserts on last Monday's show, as had been previously announced (BROADCASTING, Dec. 22, 1986). There was also a surprise appearance by Hartley's golden retriever, Daisy, and a live interview with a New York couple who had a baby about the time *TMP* came on the air.

But although critics responded negatively to CBS's latest effort to win the morning daypart audience, Bob Shanks, who was put in charge of developing CBS's new 7:30-9 a.m. morning show last September, said last week that he was "pleased" with the program's first show. There is "some fine tuning to do, which I expected," he said, adding that "essentially, everything we put in place is working as I meant it to work and the audience seems to be responding. It's very early." Shanks said he "didn't see anything yet that's dropping out."

The ratings available early last week were



Bob Saget, Smith, Hartley, Mark McEwen

**Tinkering in Culver City.** Gannett Co. will invest up to \$15 million to improve Laird International Studios in Culver City, Calif., which it purchased for \$24 million in December when it entered into a co-venture with Grant Tinker to form an independent production company. Tinker, who went before television critics, reporters and editors with Gannett executives in Los Angeles, said the site will now be known as Culver Studios, and the production company's name, T/G Productions, was derived from the initials of the partners.

With the newly formed production company, Tinker said he hopes to "relive the MTM experience." Tinker said the studio will be ready to begin operating "very quickly," with space reserved for independent production companies to rent, but the production business will take longer to start because of his desire to obtain top creative talent. Tinker announced he has hired Stu Erwin, executive vice president of creative affairs at MTM, and a veteran in program development.

While outlining his production plans, Tinker took the opportunity during a question and answer session to criticize one of his former employes, NBC News President Lawrence Grossman, for canceling the news magazine *1986*. "I will take Larry to task for scrubbing *1986*," he said. "I would have tried to persuade him not to do that." Tinker said he would have suggested that Grossman's proposed desire to expand documentary production could have been satisfied by preempting *1986* once a month for documentaries.

"encouraging," Shanks said, saying that the show won its time period in New York, San Francisco. According to the 12-market overnight ratings for the network morning programs, 7:30-9 a.m., Monday through Wednesday, CBS's ratings improved by 29% over the previous week. Although 12-market overnights showed that CBS's gains diminished throughout last week, in some individual markets such as Washington and Dallas, they improved between Jan. 12 and Jan. 14. According to Nielsen, NBC's ratings were up 9% and ABC was down 10% from the previous Monday-Wednesday's figures.

As for *TMP*'s competition, Steve Friedman, executive producer of NBC's 35-year-old *Today* show, said that "every segment I saw Monday had been on somewhere else on television and quite frankly, had been done better. . . I thought it was a major disappointment." He added that it is difficult to judge the cast from a single program. "That is a chemistry that has to evolve around a long period of time. . . It takes a while to get the rhythm down. But as far as the idea of the show, the concepts and segments, I thought it was one big goose egg."

Jack Reilly, executive producer of ABC's *GMA* (which will undergo some changes itself after its co-host, David Hartman, leaves), said *TMP* "doesn't seem to have any immediacy. It seems like most of it could be taped the night before." He said he was "not really concerned" about what *TMP* "looks like today, because I don't think that's what it will look like in three or four months."

After the first two programs, CBS's Shanks said he was not disappointed by *TMP*'s reviews because he "expected negative reviews." It's "kind of a knee jerk response to taking off news. Everybody that writes reviews I'm sure considers themselves a reporter or journalist, so there will be an automatic negative response to something they perceive as less than that."

Shanks, who helped create ABC's *GMA*, said it got "terrible reviews" when it first aired. "I think it frequently happens with new programs or ones that try new things and innovations," he said, saying critics "in their think pieces" ask for such innovations, "but seldom accept [them] the first time. And audiences are much faster than reviewers in receiving new ideas and material." □

## Reading for February sweeps

ABC, CBS and NBC lining up mini-series, specials and movies in preparation for ratings race

Barring any changes in the schedules as they now stand, the three television networks will try to woo viewers with a total of 26½ hours of mini-series, in addition to other specials, during the February sweeps. Some 20-plus hours of sweeps-scheduled entertainment programming was produced in-house at the networks. The Arbitron sweep begins Feb. 4 and ends March 3, while the Nielsen sweep runs from Feb. 5 through March 4.

In an about-face from its one-time "no frills" approach to sweeps programming last November, ABC has scheduled the 14½-hour saga, *Amerika*. The program has received controversial press coverage over the past year, stemming from a host of groups who charge the program with being too hard or soft on communism, or just unpatriotic. The United Nations has also complained about the way it is portrayed in the program. The ABC Circle Films production explores life in a Midwestern town 10 years after the supposed takeover of the United States by the Soviet Union. About a year ago, when the Soviet Union first became aware of the project, it protested vigorously, and intimidated that it might make it more difficult for ABC News to cover events in that country.

Since then, ABC has been barred from news coverage that some believe is linked to Soviet displeasure with *Amerika*. In October, ABC News was excluded from covering Soviet troop withdrawals from Afghanistan, while CBS and NBC were invited to do so. More recently, *Good Morning, America* correspondent Ron Reagan was denied permission to enter the Soviet Union to do a planned *GMA* feature.

ABC is working overtime to complete post-production of the mini-series, which is scheduled to run in eight parts starting Feb. 15 (9-11 p.m.). At deadline, less than half of the show was in the can, but executives were confident that the project would be completed by the scheduled broadcast date, "even if

the film is still wet," as one put it last week. Post-production is behind schedule because writer/director and executive producer Donald Wrye shot much more film than had been anticipated, said Brandon Stoddard, president, ABC Entertainment.

*Amerika* is by far the most visible special in the sweeps for February. With most of its schedule in place, ABC is boasting only three other "special" programs: a Carol Burnett variety show (Feb. 10) and two made-for-television movies, *The Betty Ford Story*, with Gena Rowlands, and *Cassanova*, with Richard Chamberlain (March 3).

Like ABC, NBC has produced some in-house programming for the sweeps. Two NBC Productions made-for-TV movies have been scheduled: *Convicted: A Mother's Story* and *Innocent Prey*, based on the true story of Kari Swenson, member of the 1984 amateur team representing the U.S. in international biathlon competition, who was abducted by two mountain men while training in Montana (March 2, 9-11 p.m.). CBS has not scheduled any in-house programs for the sweeps, but between ABC and NBC there will be 20½ hours of network-produced entertainment programming in prime time on the sweep schedules.

The NBC mini-series entry for the sweeps is the four-hour *The Two Mrs. Grenvilles*, based on a best-selling novel by Dominick Dunne. It will be shown in two parts, Feb. 8 and 9, at 9-11 p.m. both nights. NBC will also show the two remaining *Remington Steele* movies (both in two one-hour episodes) on Tuesdays at 10-11 p.m. The first is entitled *Steele Hanging in There* and will be shown Feb. 3 and 10, and the second, *Steeled With A Kiss*, will air Feb. 17 and 24.

NBC will broadcast several other made-fors during the sweeps, including *Perry Mason: The Case of the Lost Love* (Feb. 23), *The Dirty Dozen: The Deadly Mission*, (March 1) and *LBJ: The Early Years*, (Feb. 1). Also scheduled is a special two-hour broadcast, *The Facts of Life Down Under*, in which the characters from the long-running series go to Australia (Feb. 16). On Sunday, Feb. 22, the network will broadcast the theatrical film, "Flashdance," originally broadcast several seasons ago.

At CBS, the mini-series on tap for the sweeps is the eight-hour *I'll Take Manhattan*, scheduled for March 1-4 (9-11 p.m. each night). The network is also taking advantage of the sweeps to launch a restructured Sunday night schedule, where two programs on hiatus are rejoining the schedule—*Designing Women* and *Together We Stand*—along with a new midseason replacement, *Hard Copy*, about crime reporters. On Feb. 1, CBS will run a special one-hour episode of *Designing Women*, at 9 p.m., followed by the premiere of *Hard Copy*. (Although the network is calling it the premiere, the first episode of the new show will be broadcast a week earlier, following the Super Bowl post-game show (Jan. 25) to take advantage of what's expected to be the 50-plus share of viewers tuned into the game.) On Feb. 8 the new regular Sunday schedule will kick in: *60 Minutes* at 7 p.m., *Murder, She Wrote* at 8 p.m., *Designing Women* at 9 p.m., *Together* at 9:30 p.m. and *Hard Copy* at 10 P.M.

Other CBS specials include two *Charlie*

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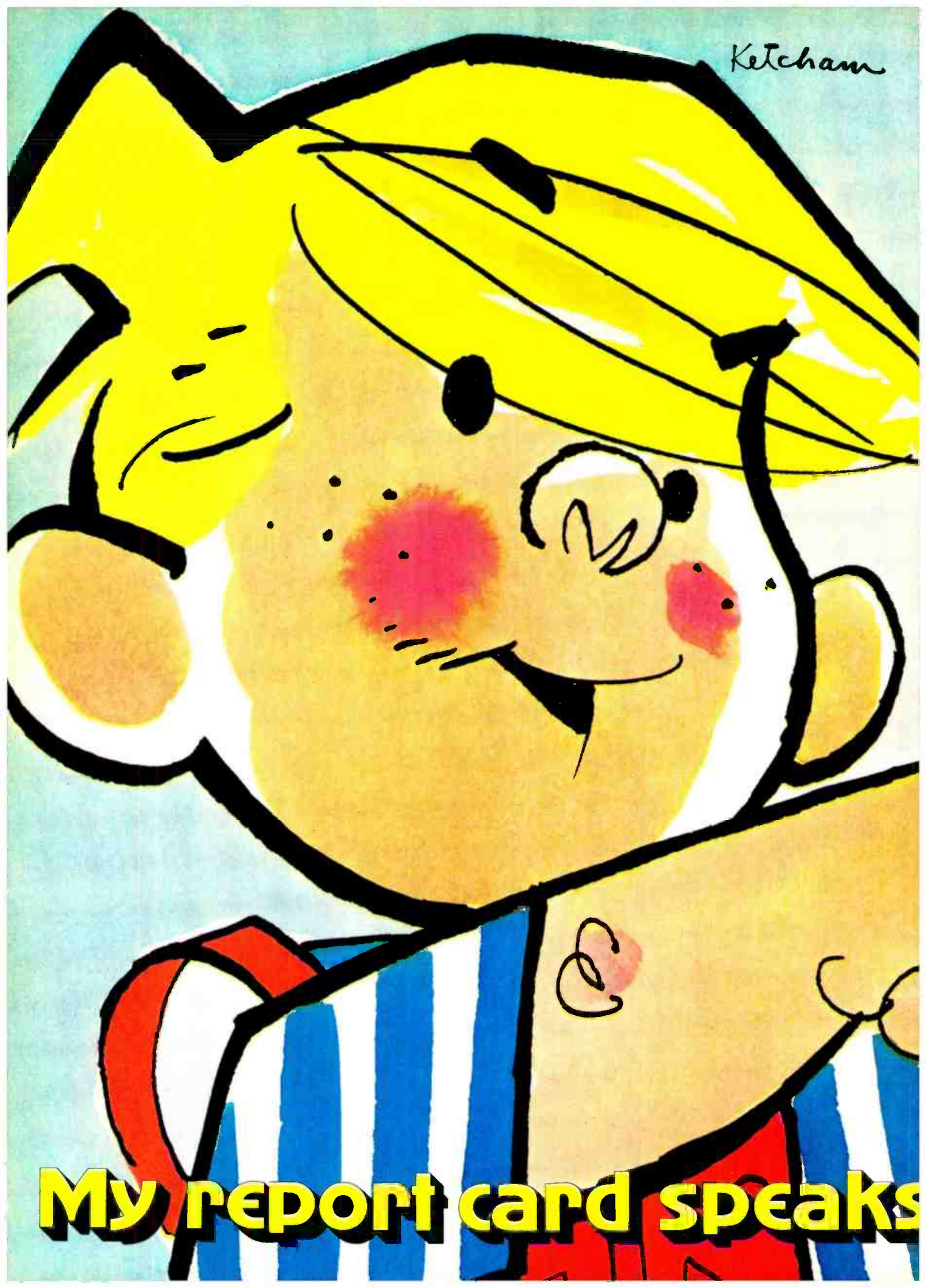
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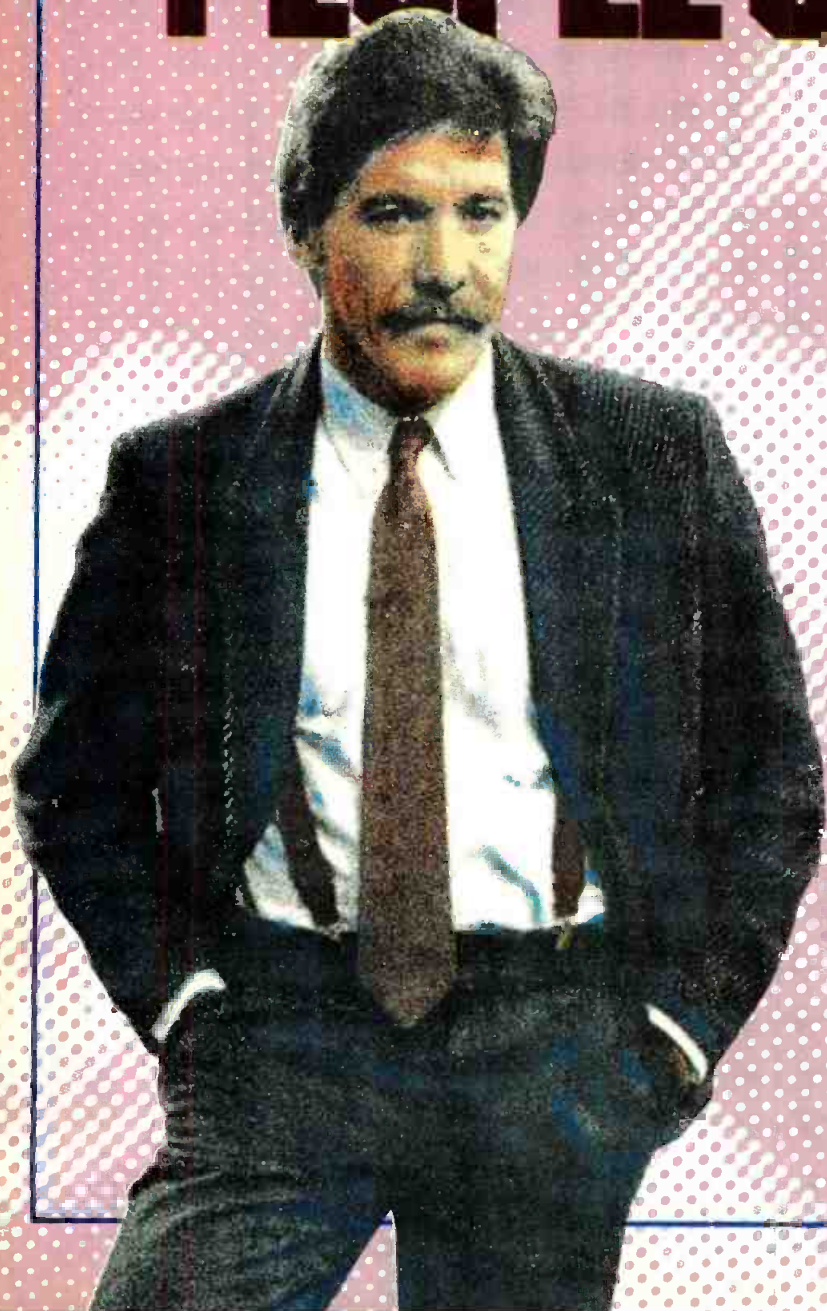
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Brown programs, one celebrating the character's 20th anniversary (Feb. 10) and a Valentine's Day special (Feb. 14). The network will broadcast the *Miss USA Pageant* Feb. 18 and *The Grammy Awards* Feb. 24.

Among the movies CBS will air will be a

rebroadcast of "Star Wars" on Feb. 17 and a made-for, *No Place to Call Home*. A network spokesman said it still had several nights to schedule and that it is possible additional special programming will be announced. □

## Fox to bid for Monday night football

**Diller says package would help company's credibility; Saturday-night lineup set to premiere May 30**

Fox Broadcasting Co., which expects to lose money during its first two years, will bid for the broadcast rights to carry Monday night football despite ABC's loss of millions on its 16-games-per-season package, according to Fox chairman and chief executive officer, Barry Diller. "We would take ABC's contract and sign it today," Diller said during a press conference in Los Angeles.

FBC will make its bid because "it is very important for us to have credibility," Diller said. "There are ways... to purchase that credibility [and] shorten the time span to be a major player in broadcasting." ABC, he noted, is an established network trying to return to profitability, while FBC is just starting its network and is prepared to take a loss. "We are making an investment for the long term," he said.

Establishing credibility is especially important for Fox since many in the industry doubt whether it can turn its programming service into a profit-making venture. Among the skeptics is former NBC Chairman Grant Tinker, who told press tour reporters he was "not at all convinced" FBC will succeed even with the many talented people it has signed to produce shows. "I wonder even with all that good creative input whether they'll make it," he said.

Another tactic Fox plans to use to quiet its critics will be to pay premium prices for quality programs, FBC executives said. The public will get its first glimpse of the offerings next spring when the programming service will roll out six comedies, two as yet unannounced half-hour dramas and one hour drama, said Garth Ancier, senior vice president of programming for FBC. Fox has given one of the programs a commitment that will extend beyond 13 weeks, but Diller declined to name it.

Fox will launch its prime time programming schedule on Sunday, April 5, with two half-hour comedies from 7 to 8 p.m., followed by two hours of repeats. It will introduce the remainder of its Sunday-night lineup throughout the month. The Saturday prime time schedule will begin May 30 with two half-hour comedies and a special. The final two half-hour programs premiere June 6, completing the weekend schedule.

To get a head start in the fall, Ancier said, the network will launch its season two weeks before the other networks. Diller said he plans to add one or two nights of prime time programs a year through 1990, when he expects FBC to have a seven-night schedule in place. But Jamie Kellner, FBC president and chief operating officer, said the schedule could be delayed if it takes six months or a year for the weekend schedule to become successful.

The service will probably begin airing

Introducing *Geraldo Live!*, the all new talk show hosted by national Emmy and audience winner, Geraldo Rivera.

The people's choice because Geraldo cares about his stories and the people in them. The people's choice because Geraldo isn't afraid to ask questions or go wherever it takes to find the answers. The people's choice because Geraldo has delivered the biggest numbers in syndicated television history.

*Geraldo Live!* will feature remotes and live satellite hook-ups to take the audiences to where the action is, and the stories are.

*Geraldo Live!* is a daily one hour strip available for fall '87 on a cash/barter basis from Tribune Entertainment Company. The people's choice should be your choice. Contact Dan Greenblatt for more information — (212) 557-7800, or at NATPE BOOTH #157.

The Post-Newsweek stations have already scheduled *Geraldo Live!*, the hottest new talk show for fall '87.



**AIMing at CBS.** A group from Accuracy in Media, the Washington-based media watchdog, protested in front of CBS's Washington offices last Tuesday (Jan. 13). Its target was a one-hour CBS movie, *My Dissident Mom*, which aired Jan. 14 at 8 p.m. The program, about a woman's decision to protest nuclear weapons and the effect that decision has on her family, was characterized by AIM as a "blatant attempt to make peaceniks out of kids by exploiting and exaggerating any anxieties they may have about nuclear war." CBS declined to respond to the characterization.

made-for-television movies in 1988, but the executives said they have no intention of buying theatrical releases. Fox will eventually have a news program, but Kellner said it will not be a 7 p.m. half-hour to compete with network news. Diller said FBC would stay with the Rivers show even if the ratings

do not immediately improve.

Fox Broadcasting Co. also announced several more program projects last week. George C. Scott will star in a sitcom entitled *Mr. President*; from Carson Productions. Executive producers for the show include Gene Reynolds (*M\*A\*S\*H*), Ed Weinberger

(*Taxi*) and Johnny Carson. Also confirmed last week was a comedy show starring the British singer/comedienne Tracy Ullman, *The Tracy Ullman Show*, with Jim Brooks (*Taxi*) as executive producer, and a half-hour drama called *Beans Baxter*, about a teen-age spy. □

## CBS wins its second in a row

Week 16 of the prime time television season ended Jan. 11 with CBS scoring an 18.3 rating/28 share for its second win in a row. NBC ended the week with a 17.6/26.7 and ABC with a 14.0/21.3. Last year the numbers for week 16 were: CBS 18/28, NBC 17.9/27 and ABC 14/21.

CBS presented four movies: The theatrical "Footloose" aired as a special presentation on Monday night at 9-11 p.m. and drew a 19.7/31; part two of *At Mother's Request* ran during the same two hours on Tuesday and got a 22.7/35; *The Return of Sherlock Holmes* scored a 14.4/24 on Saturday, and part one of "Gone With the Wind" closed out the week on Sunday with an 18.1/28.

NBC aired two special news reports. An *NBC White Paper*, "To Be a Teacher," about the problems faced by America's public school teachers, ran Monday night, 10-11 p.m. It pulled a 9.2/15 against part two of CBS's movie and NBC's *Jack and Mike*, the latter getting 13.5/23. The *NBC News Special Report*, an update on the Iran-Contra arms issue titled "The Arms, the Men, the Money," was broadcast Tuesday night, also at 10-11 p.m. The report came in at the bottom of the chart (see below), with a 6.4/11. The network also aired a special two-hour *Remington Steele* on Monday, at 8-10 p.m. *Steele* came up with a 19.7/28, compared to the 20.2/29 for CBS's *Kate and Allie* (at 8-8:30) and *Newhart's* 19.5/28 (8:30-9). NBC's Sunday night movie was *Mercy or Murder*.

ABC's Monday night movie, *On Fire*, starred John Forsythe as an arson investigator who is forced into retirement. It pulled in a 12.8/20 and ranked 55th. On Sunday evening, ABC broadcast *Uncommon Valor*. Ranked 35th, the movie scored a 15.7/23.

In evening news for week 16, the *NBC Nightly News* won with a 13.2/22 over CBS's 12.9/22 and ABC's 11.3/19.

The HUT level (homes using television) stood at 65.4% for week 16. Last year's HUT level was 65.3%.

At present, the three networks' season-to-date standings are: NBC 17.9/28.5, CBS 16.0/25.6 and ABC 14.1/22.6. At this point in the season last year, the averages were: NBC 17.6/27.5, CBS 16.9/26.4, and ABC 15.2/23.8.

During week 16, CBS took Monday, Friday and Sunday while ABC took Tuesday and Wednesday. This left NBC with two nights, Thursday and Saturday.

Monday's win by CBS came with a 19.8/30.1 over NBC's 16.2/24.1 and ABC's 12.8/19.3.

The Tuesday tally went to ABC with its 19.6/29.8, half a rating point over CBS's 19.1/28.7 and comfortably ahead of NBC's 13.2/20.2.

Wednesday night went to ABC's lineup, boosted by the 18.4/27 brought in by *Dynasty* at 9-10 p.m. and the strong pull by *Head of the Class*, (19.2/28) which airs at 8:30-9 p.m. *Highway to Heaven* airs at 8-9 p.m. on NBC and pulled in an 18.5/27. The overall average for ABC during that same hour, using the numbers for its two half-hour programs, however, worked out to an 18.6/27.5 CBS's *Equalizer* took 10-11 p.m. with its 17.3/29, over ABC's *Hotel* (15.3/25) and NBC's *St. Elsewhere* (12.9/21). The final evening averages provided a win for ABC with a 17.4/26.6, compared to CBS's 15.2/23.5 and NBC's 14.8/22.6.

Thursday went to NBC's 26.6/39.9 over CBS's 14.9/22 and ABC's 10.7/16.2. NBC lost the last hour, 10-11 p.m., to CBS's *Knots Landing* (19.4/31). *L.A. Law* on NBC pulled in a 17.0/27, which is 0.7 of a rating point over the show's season-to-date average. But the numbers brought in by *Knots Landing* were 2.9 rating points above that program's season to date of 16.5/26. *20/20* on ABC scored a 13.1/21 for the same 10-11 p.m. slot.

CBS took all three hours on Friday and averaged a 19.5/31 over NBC's 13.9/21.7 and ABC's 11.8/18.5.

NBC's regular lineup won Saturday with a 19.1/31.2. CBS's new *Outlaws*, which runs at 8-9 p.m., dropped down to a 15.6/25 from the previous week's 18.2/29. For the night, the averages for CBS and ABC were 14.8/24.3 and 10.2/16.5, respectively.

CBS took Sunday with a 23.4/34.1, boosted by the final minutes of the NFC title championship and the accompanying post-game show. The final five minutes of the Washington Redskins-New York Giants game, from 7:10 to 7:15 p.m., closed out with a 33.5/52, while the post-game show, all three minutes of it, at 7:15-7:18 p.m. pulled a 26.2/41. *60 Minutes* got a 27.2/39, and a repeat of *Murder, She Wrote* had a 23.9/33. NBC's Sunday movie, *Mercy or Murder*, had the best numbers for that movie time slot—23.8/35—since the Nov. 9, 1986, airing of the Perry Mason movie, *The Case of the Shooting Star*, which had a 23.6/37.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.6/54	25.	Highway to Heaven	NBC	18.5/27	49.	Gimme A Break	NBC	13.2/20
2.	Family Ties	NBC	36.4/52	26.	Dynasty	ABC	18.4/27	50.	20/20	ABC	13.1/21
3.	Cheers	NBC	28.2/41	27.	Sunday Movie	CBS	18.1/28	51.	Valerie	NBC	13.0/18
4.	60 Minutes	CBS	27.2/39	28.	Perfect Strangers	ABC	17.9/27	52.	MacGyver	ABC	12.9/18
5.	NFC Champ. post-game	CBS	26.6/41	29.	Equalizer	CBS	17.3/29	52.	Stingray	NBC	12.9/20
5.	Golden Girls	NBC	26.6/41	30.	L.A. Law	NBC	17.0/27	52.	St. Elsewhere	NBC	12.9/21
7.	Night Court	NBC	24.4/36	31.	Facts of Life	NBC	16.7/27	55.	Monday Night Movie	ABC	12.8/20
8.	Growing Pains	ABC	24.0/34	32.	Mr. Belvedere	ABC	16.4/25	56.	You Again?	NBC	12.6/19
9.	Murder. She Wrote	CBS	23.9/33	33.	Magnum P.I.	CBS	16.3/24	57.	Colbys	ABC	12.1/18
10.	Who's the Boss?	ABC	23.8/35	34.	Webster	ABC	16.0/25	58.	Mike Hammer	CBS	11.9/18
10.	Sunday Night Movie	NBC	23.8/35	35.	Sunday Night Movie	ABC	15.7/23	59.	Wizard	CBS	11.8/17
12.	Dallas	CBS	23.1/36	36.	Outlaws	CBS	15.6/25	60.	Spenser: For Hire	ABC	11.4/20
13.	Tuesday Movie	CBS	22.7/35	37.	Simon & Simon	CBS	15.5/22	61.	Starman	ABC	11.0/18
14.	Moonlighting	ABC	21.4/31	37.	Hunter	NBC	15.5/27	62.	Sidekicks	ABC	10.8/18
15.	Amen	NBC	20.3/32	39.	Hotel	ABC	15.3/25	63.	Sledge Hammer	ABC	10.3/16
16.	Kate & Allie	CBS	20.2/29	40.	Easy Street	NBC	15.2/21	64.	Shell Game	CBS	9.7/14
16.	Falcon Crest	CBS	20.2/33	41.	Scarecrow & Mrs. King	CBS	15.1/24	65.	White Paper	NBC	9.2/15
16.	227	NBC	20.2/32	41.	Miami Vice	NBC	15.1/23	66.	Gung Ho	ABC	8.6/13
19.	Special Movie	CBS	19.7/31	43.	Disney Sunday Movie	ABC	14.9/21	66.	Heart of the City	ABC	8.6/13
19.	Monday Night Movie	NBC	19.7/28	44.	Saturday Movie	CBS	14.4/24	68.	Dads	ABC	8.0/12
21.	Matlock	NBC	18.6/28	45.	Hill Street Blues	NBC	13.7/20	69.	Our World	ABC	6.8/10
22.	Newhart	CBS	18.5/28	46.	Crime Story	NBC	13.6/22	70.	News Special Report	NBC	6.4/11
23.	Knots Landing	CBS	19.4/31	47.	Jack & Mike	ABC	13.5/23				
24.	Head of the Class	ABC	18.2/28	48.	Our House	NBC	13.3/19				

\*Indicates premiere episode

# Doh, ooh, ooh!

Officers Toody and Muldoon are back at the wheel—and the pursuit of law and order has never been funnier! This acclaimed network series combines the laughter of “Lucy,” the madness of “The Munsters,” the brilliance of “Barney Miller” and the heart of “The Honeymooners” in each of its 60 timeless half-hour episodes. Top name guest stars—Hal Linden, Charlotte Rae, Alice Ghostley, Hugh Downs, Maureen Stapleton and more—join Joe E. Ross and Fred Gwynne as this durable cult classic crashes back into syndication for the first time with multi-runs! Available now!



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**HERE ARE YOU?**

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## Sold out Super Bowl for CBS

**CBS looks to take in at least \$43 million in advertising for football championship programing; network will air game in stereo**

CBS has sold all 52 available advertising units for the Super Bowl (New York Giants vs. Denver Broncos in Pasadena, Calif., Jan. 25) for \$600,000 per 30 seconds, network and agencies confirmed last week. But with the high rate, the network was forced to offer just about all the spots in packages that include positions in other sports programs and other dayparts such as prime time and late night at bargain rates. As a result, agency executives said, advertisers were getting between 10% and 50% better value with the package deals than they would with buying stand-alone spots in the big game. By comparison, last year NBC sold just about all of its spots on a stand-alone basis (\$525,000 per 30), although in prior years the Super Bowl has been packaged with other programs.

But as for the bookkeeping, the records will show CBS generated between \$43 million and \$47 million in gross sales for its two-hour pre-game, kick-off, Super Bowl and post-game programing, which starts at 4 p.m. and is scheduled to end at about 10 p.m. Most of those dollars come from the 26 minutes worth of advertising time sold in the game itself for \$31.2 million. This time around, six stand-alone 15-second spots were purchased, as well as two split-30's. CBS also sold 36 units in its pre-game show at prices that increased with placement closer to game time, ranging from \$150,000 to \$260,000. It also sold seven 30-second units in the 15 minutes before kickoff at \$400,000 and 12 units in the post-game show at \$325,000 per spot.

But as one agency executive put it last week, by selling the Super Bowl units in bigger packages, advertisers could "kind of amortize that \$600,000 Super Bowl price tag over a couple of properties." Several sources in the agency community said that the packages in effect offered discounts of between 10% and 50% for spots in those "properties." The discounts vary by program and daypart, and tended to be greater in those deals closing later, sources said.

Several advertisers are taking advantage of the huge Super Bowl audience to unveil new products including Chrysler and IBM. Chrysler's Dodge division is launching a new mid-sized pickup truck (the Dakota) and is also unveiling a new creative campaign for its Daytona car. BBDO's Steve Grubbs said Dodge had created a "Super Bowl Day scenario" campaign which includes about 12 spots throughout the day on CBS. That day the network has a 10½-hour schedule of sports, starting at 11:30 a.m., with a college basketball game, followed by an NBA game

and then the Super Bowl programing.

IBM reportedly is launching a campaign for a new personal computer during the Super Bowl, although the company and its agency, Lord Geller, declined to talk about the strategy last week. Anheuser-Busch has a lock on beer advertising during the game, where the company has taken more than four units to advertise its Budweiser and Bud Light brands. Miller reportedly has a unit in the pre-game show, while A-B has another two or three spots in both the pre- and post-game shows.

Other advertisers purchasing Super Bowl spots include duPont's Stainmaster Carpets division (BBDO), GTE (DDB-Needham Worldwide), Goodyear and Pepsi Cola's Slice soft drink (J. Walter Thompson), Diet Coke (SSC&B) and R.C. Cola (DFS-Dorland). A movie company has bought stand-alone 15's, and North American-Philips light bulb division has taken a 15-second spot.

While CBS was able to sell out, the going was said to have been a lot rougher this year than last year, when NBC sold out by Nov. 1. Jerome Dominus, CBS-TV vice president, network sales, acknowledged that the network was "behind that pace" this year. He said NBC was greatly aided last year by Sears, which took six Super Bowl units in its effort to launch the Discover credit card, while Federal Express took three units to launch a new advertising campaign. He declined to name any Super Bowl advertisers other than to say that among the categories signed are fast food, beer, insurance, communications and domestic and foreign automobiles.

As for coverage of the game itself, Ted Shaker, executive producer of CBS Sports, said the network intended to cover the game pretty much as it has covered games all seasons. He said that there will be 14 cameras

instead of the normal eight to better isolate players on the field and for reverse angle shots and a blimp shot. But aside from that, the coverage won't be different. "We will try to low key the coverage," said Shaker. "We are not the event and we will not get in the way of the viewer and game."

One new wrinkle this year, however, is the broadcast of the Super Bowl in stereo. And for viewers who want even more realism, the network will also offer Dolby Surround sound, an enhanced four-channel audio system using a special home decoder (about 200,000 are in use).

According to Doug Hennessy, director of technical services for the network's operations and engineering division, Dolby Surround adds little complexity to the production but adds another "dimension" to the program's audio for those with decoders, as well as improved quality to straight two-channel stereo, with which Surround is compatible.

There will be a few new editorial twists in the pre-game coverage, as well. One is the "Beat the Greek" telephone line that has been established so viewers can call in to say whether they agree with Jimmy the Greek's prediction on the outcome of the game. One pre-game feature will focus on how viewers across the country plan the whole day around the television set, said Shaker. Another will look at how the game has become a world-wide phenomenon, as evidenced by the approximately 60 countries that have licensed the game from Trans World International.

The pre-game will feature a live remote from Rome, where the game is being broadcast live (in the middle of the night) for the first time. Another story will focus on the home states of the two participating teams, Colorado and New Jersey, with CBS newsman Charles Osgood recapping the skirmishes between New York and New Jersey fans over the Giants, who several years ago moved to a stadium just east of the Hudson River after decades of playing at Yankee stadium in the Bronx.

In addition to the usual profiles of star players, Shaker said, one key player on each team has been tapped to keep a video diary of his life for the two weeks leading up to the game. He declined to name the players. In addition to live coverage from the hotels the teams are staying at, one story will attempt to explain why the Super Bowl rarely seems to live up to all the hype surrounding it. John Madden will also present, for the third year, his off-beat "All-Madden Team." Madden, who has a fear of flying, took off by train last week for the West Coast so he'd have time to complete his story. Madden and Pat Summerall are the scheduled broadcast team for the game, with Madden doing commentary

**Denver data.** Continuing its compilation of revenue and profit calculations for TV markets, Broadcast Financial Management Association has released 1985 figures for Denver, 19th market. Unaudited figures were submitted to Arthur Young by five stations listed below.

### Denver (19)

KUSA-TV ■ KWGN-TV ■ KMGH-TV ■ KDVR ■ KCNC-TV ■

Network compensation	\$2,705,330
Gross local time sales	\$74,727,249
Gross national/regional time sales	\$87,545,671
Total gross time sales	\$162,272,920
Less ad agency commissions	\$20,157,275
Net time sales	\$142,115,645
Total sales	\$144,820,975
Other operating revenue	\$2,732,863
Total operating revenue	\$147,553,838
Total barter and tradeouts	\$3,835,350

# Win, win, win!

**#1 in Dallas!**  
WOMEN 18-34 • KDFW • M-F • 9:30 am • +69% over Donahue/Divorce Court/Hour Magazine!

**#1 in Detroit!**  
11 RATING/30 SHARE • WJBK • M-F • 10:30 am • +38% over lead-in \$25,000 Pyramid; beats Sale of the Century!

**#1 in Houston!**  
KHOU • M-F • 3:30 pm • 12 RATING/28 SHARE • A top performer in the afternoon, too!

**#1 in Pittsburgh!**  
TOTAL WOMEN • KDKA • M-F • 10:30 am • +34% over Sale of the Century/All in the Family!

**#1 in Philadelphia!**  
11 RATING/31 SHARE • WCAU • M-F • 10:30 am • +22% over lead-in \$25,000 Pyramid!

**#1 in New York!**  
WCBS • M-F • 10:30 am • 6 RATING/26 SHARE • Beats Sale of the Century and Sally Jesse Raphael!

**#1 in Dayton!**  
M-F • 10:30 am • PRESS YOUR LUCK • WHIO • B RATING/35 SHARE! • Sale of the Century • WKEF • 4 rating/18 share • Let's Make A Deal • WDTN • 3 rating/14 share!

**#1 in Richmond!**  
TOTAL WOMEN • WTVR • M-F • 10:30 am • +157% over Sale of the Century/Anything for Money!

**#1 in San Antonio!**  
TOTAL TEENS • KENS • M-F • 9:30 am • +400% over Donahue/Hour Magazine!

**#1 in Buffalo!**  
WOMEN 18-34 • WYVB • M-F • 10:30 am • +225% over Sale of the Century!

**#1 in Cincinnati!**  
M-F • 10:30 am • PRESS YOUR LUCK • WCPO • 6 RATING/31 SHARE! • Santa Barbara • WLWT • 1 rating/1 share • Merv Griffin WKRC • 2 rating/10 share

**#1 in Indianapolis!**  
M-F • 10:30 am • PRESS YOUR LUCK • WISH • 7 RATING/29 SHARE • Sale of the Century • WTHR • 5 rating/20 share • Charlie's Angels • WRTV • 2 rating/8 share

**#1 in Shreveport!**  
TOTAL TEENS • KSLA • M-F • 8:30 am • +500% over Good Morning America/The Today Show!

## A PROVEN WINNER!

Fresh from network success, this fast-paced game show is the ratings winner with a CBS track record to prove it. In key demographic categories—women 18-34, women 18-49, teens and kids—PRESS YOUR LUCK eclipses all major syndicated game shows in a variety of dayparts, and doesn't stop there. Just take a look at how well our "whammy" works against the other competition! It's a winning combination of state-of-the-art graphics, animated characters, and a personable host in Peter Tomarken. PRESS YOUR LUCK and cash in... 130 half-hour episodes... successful, flexible and available now!

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**REPUBLIC**  
PICTURES

**Aussie invasion.** Board of Hal Roach Studios was meeting last week to consider \$84-million proposed investment by Qintex America Ltd. Publicly traded Australian group owner (Universal Telecasters) and investment concern also is negotiating to buy additional Hal Roach securities from Los Angeles-based entertainment company's major stockholder, International HRS Industries. If Hal Roach board, which is expected to vote on matter by today, Jan. 19, approved agreement, Qintex, majority-owned by Christopher Skase, would control majority of Hal Roach stock and would nominate two directors to company's board. Investment consists of \$34-million purchase, over one year, of newly issued shares, increasing outstanding stock from 6.9 million shares to 11.7 million, and of \$50-million investment on "project-by-project basis." Jonathan Lloyd, Hal Roach senior vice president and chief financial officer, said future investment would be mostly "corporate acquisitions," with one likely candidate being independent television stations. If approved, he added, proposed Qintex investment should be concluded by end of month. Since company announced news Jan. 6, stock (NASDAQ: HRSI) has risen from 7 to 10 3/8. Hal Roach is also major investor in HR Broadcasting, headed by board member Albert Krivin, former head of Metromedia stations, which recently completed purchase of WCGV-TV Milwaukee and WTTQ-TV Birmingham, Ala.

**Unemployment tally.** Layoff of 5%, or about 50 employees, was announced by BBDO Inc., New York-based advertising agency. Reasons given were relatively flat revenue growth projected for 1987, caused in part when some accounts departed because of client conflicts created by last year's merger of BBDO into Omnicom Group. Agency will also incur greater overhead costs when it moves to new building in New York. Minneapolis and Detroit offices are reported to be unaffected by layoffs. BBDO is reportedly transferring some work related to Dodge account from New York to Detroit office. Cannon group said it slashed film production schedule to 12-15 films, from previous year's 46. Los Angeles-based company also dismissed unspecified number of employees. Cannon recently received cash infusion from Warner Communications Inc. ("In Brief," Dec. 29).

**Disney business.** Holdings by Bass family-related investment concerns in Walt Disney Co. have been lowered to 16.8%, down from 24.8% in October 1985, according to filing with Securities and Exchange Commission. Almost all selling was by investment groups connected to Robert M. Bass Group, which owns about 25% of Taft Broadcasting. Filing also said additional 155,136 Disney shares were donated to charitable institutions. Disney shareholders are expected to vote on several antitakeover measures at Feb. 11 annual meeting. Proposals include changing company's incorporation from California to Delaware; staggering election of directors; elimination of cumulative voting by shareholders; limiting director liability, and limiting right of shareholders to call special meeting.

**Shares sold.** New England Television, licensee of WNEV-TV Boston, said that most minority shareholders (reportedly all but dozen out of 160) had agreed to accept \$32.50-per-share offer for 2.6 million shares not currently owned by licensee's chairman, David Mugar. Change will reportedly increase Mugar's current voting interest in company from 40% to 58%.

**Center sold.** Time Inc. sold its 45% interest in joint venture whose primary assets are real estate including Rockefeller Center building that houses company headquarters in New York. Paying \$118 million was 55% partner, Rockefeller Group Inc. Time said proceeds from sale, which will be reported in fourth quarter, would be used for general corporate purposes including stock repurchase. As part of transaction's conditions, Time extended current lease expiring 1997 for additional 10 years with option for additional extension.

**Year-end cleaning.** Media General said it would take \$30-million, pre-tax charge following "a detailed review of the company's operations and asset structure." Group owner and publisher wrote down television film rights, pressroom equipment and "...certain marginal assets in the company's auxiliary operations." After-tax effect would be \$16 million. Company noted fourth quarter would also see recognition of federal tax code changes, increasing stated tax by \$3 million. Absent two changes, company said, net income would have been up 9%. Centel Corp. said it would take \$44-million, pre-tax charge against fourth-quarter earnings to write down value of investment in Argo, Rochester, N.Y.-based long-distance telephone service. Decision follows failure of Argo to agree with two other long-distance carriers. Company said write-down would be partly offset by announced sale of Harris County, Tex., cable system so that combined after-tax impact would reduce earnings by \$29 million, or \$1.04 per share.

**Holmes a Court advantage.** Directors of Herald & Weekly Times Ltd. have withdrawn approval of News Corp. bid for Australian-based group owner and publisher. Instead, board approved revised \$9-per-share bid of Australian businessman Robert Holmes a Court. News Corp. Chairman Rupert Murdoch reportedly plans to let his initial bid stand and said he would take matter directly to shareholders.

**Under the wire.** Arbitron said parent company, Control Data, completed acquisition of Broadcast Advertiser Reports and Radio-TV Reports from SFN Companies. Announcement said: "It is expected that nearly all the 600 employees of BAR and RTV will become Control Data employees. No immediate management changes are planned." Cetec said it had consummated purchase of assets of Original Cylinder Co. Knight-Ridder said it completed purchase of all outstanding shares of The State-Record Co., publisher of six daily and two weekly newspapers in South Carolina and Mississippi, for \$311 million. Announcement said that for fiscal year ending June 30, The State-Record Co. had revenue of \$88.9 million; operating cash flow of \$19 million, and net income of \$8.6 million. Times Mirror said it had completed acquisition of CRC Press Inc. and BROADCASTING magazine (BROADCASTING, Jan. 5), and that it completed sale of Times Mirror Magazine Book Clubs, and Graphic Controls Corp. subsidiary. Group owner, MSO and publisher said it also bought 60% of stock in Rhode Island CATV for undisclosed amount. Company already owned other 40% of cable system serving 34,000 subscribers in Providence and North Providence, R.I. Simon & Schuster said it completed acquisition of H.M. Gousha Co., publisher of geographical and automotive publications, from Times Mirror Co. Gulf + Western division also said it completed acquisition of Infosearch. Scripps Howard Broadcasting said it completed sale of interest in Connecticut cable systems serving 121,000 subscribers to Cablevision Systems Corp. Company said preliminary indications are that gain on sale would add \$18.1 million to 1987 earnings, or \$1.75 per share.

**Border guard.** Rogers Communications said it would apply to remove class B nonvoting shares from listing on NASDAQ as part of effort to insure that Toronto-based MSO and group owner does not violate native ownership provisions of Canadian Broadcasting Act. Law currently prohibits ownership of more than 20% of either voting stock or paid-up capital by non-Canadians. Other steps being taken include location of transfer agent for stock in Toronto—the company currently uses as well the Depository Trust Co. of New York—and to require declaration of nationality from those purchasing shares. Moves will not have impact on shares of Rogers's U.S.-based subsidiary, Rogers Cablesystems of America, which will continue to be traded on NASDAQ. Senior vice president, Graham Savage, said company's decision was motivated by "prudence... taking action before action is taken by someone else."

# Stars, stars, stars!



## HOLLYWOOD

*Stars*

"Hollywood Stars" delivers performance power! This outstanding collection of films from the golden era of moviemaking shines bright with the screen's biggest names: Humphrey Bogart, James Cagney, Gary Cooper, Natalie Wood, Gene Kelly, Barbara Stanwyck, Robert Mitchum and more! A stellar entertainment value!

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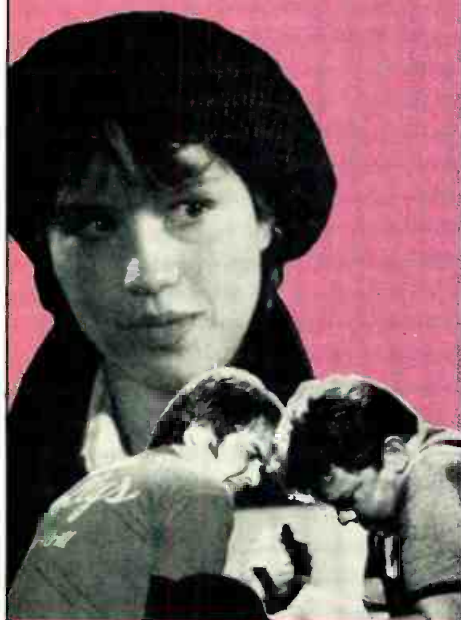
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PICTURES**

discover  
R · E · G · A · L  
**GOLD**

Twenty  
Motion Pictures  
That Meet The  
Prime Time  
Standard



PAUL  
**LE MAT**  
MOLLY  
**RINGWALD**  
**P.K. & THE KID**

**A most unlikely pair.  
Together they're out to  
beat the odds.**

**"Molly Ringwald. If the name  
doesn't set your heart aflutter,  
it probably means you're over  
thirty. The fact is, she's one of  
Hollywood's hottest, teen-age  
actresses."**—*Time Magazine*

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and Summerall the play by play. Joining them in a preview of the game will be Terry Bradshaw, Hank Stram and Dick Vermeil.

The kickoff is scheduled for 6:15 p.m.

NYT. The post-game is to be followed by a special 90-minute premiere of CBS's new midseason replacement, *Hard Copy*, a drama about crime reporters. □

## Barter possibility: Coke, Paramount, LBS

Three companies may merge their barter offerings into new company

Three already sizable barter programming operations, those of Coca-Cola Telecommunications, Paramount and LBS, are reportedly talking about consolidating all their barter programming under one roof. Informed sources say negotiations are continuing between Edward Meyer, chairman of Grey Advertising, the parent company of LBS, and

Frank Biondi, of Coca-Cola Television, who is said to be negotiating on behalf of Paramount as well. The essence of the plan is that Grey would sell its majority interest in LBS to Paramount and Coca-Cola. Grey stock rose strongly last week on heavier than usual volume.

While declining to comment on any negotiations that Coca-Cola might be having, Herman Rush, chairman and chief executive officer of Coca-Cola Telecommunications,

### Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Birdfinder	First	\$1,067	-29	\$111	-69	\$0.03
FNN	First	\$6,665	82	\$1,307	541	\$0.11
General Instrument	Third	\$261,985	31	\$1,997	NM	\$0.06
Gulf + Western	Fourth	\$575,900	25	\$267,400	48	\$4.28
	Year	\$2,093,800	13	\$105,400	8	\$1.69
King World	First	\$81,354	54	\$10,997	53	\$0.36
Pico Products	First	\$7,099	18	(\$182)	NM	(\$0.05)
Prism	Third	\$6,695	-12	\$499	-13	\$0.22
Unitel Video	First	\$5,877	41	\$567	8000	\$0.26
Wavetek	Fourth	\$19,183	15	\$1,113	NM	\$0.12
	Year	\$73,824	-2	\$3,081	NM	\$0.34
Westwood One	Fourth	\$16,606	229	\$2,268	114	\$0.28
	Year	\$59,297	210	\$7,286	110	\$0.94

**Birdfinder**, Sarasota, Fla.-based SMATV company, said it was "continuing negotiations for an equity offering that will allow the company to meet its current capital requirements for new construction and acquisitions of systems." ■ **Financial News Network** said revenue included "approximately \$1.4 million from 10 weeks of commission fully earned from the FNN TelShop agreement with Comp-U-Card, dated July 1, 1986, and two weeks of direct sales generated by FNN TelShop since the company began its own product merchandising on Nov. 17, 1986." ■ **General Instrument** had net loss in previous third quarter of \$64.6 million, including unusual pre-tax charge of \$66.7 million to cover restructuring of ongoing operations, \$21.1-million charge against discontinued operations, and \$12.7-million gain on sale of marketable securities. New York-based electronics manufacturer said that recently acquired Cable/Home Communications businesses (from M/A-Com) accounted for \$51.9 million of revenue in just-completed quarter. Chairman, President and Chief Executive Officer Frank G. Hickey said that all parts of company's broadband segment showed improved results: "Order input was particularly strong in the quarter coming from new construction, a growing rebuild market, and the favorable impact of pending deregulation of the cable industry... The newly acquired Comm/Scope and VideoCipher businesses were solidly profitable... over 85,000 (VideoCipher II) units are now in consumer use." ■ **Gulf + Western** said that for year ending Oct. 31, each of its three major segments contributed record operating income, with entertainment segment posting largest increase. Company said that positive entertainment results were primarily due to successful theatrical schedule and also noted that *Family Ties*, *Cheers* and *Webster* television series and the availability of "Raiders of the Lost Ark," "Trading Places," "Flashdance" and "48 Hours" for network broadcast also contributed to the higher results, which more than offset lower syndication income. The latter was negatively affected by the timing of renewals of the top nine library products. Company also said that USA Network, in which G+W has one-third interest, "topped prior-year results." Also affecting fourth-quarter and full-year results was \$58.9-million net gain from sale of real estate, and \$20.2-million net loss charged to debt refinancing. ■ In previous first quarter, **Pico Products** had net loss of \$196,913. ■ **Prism Entertainment** said it had charged more than \$300,000 in general and administrative expenses as its share of fees related to aborted merger with Fries Entertainment. Prism also said that Fox/Lorber subsidiary had achieved profits for year-to-date. ■ Cash flow from operations for **Unitel Video** was \$1.7 million, up 47%. ■ **Wavetek** had net losses in previous fourth quarter and year of \$12.8 million, and \$14.3 million, respectively, most of it from "losses on disposition of property and product lines." ■ **Westwood One** President and Chief Financial Officer William Battison said that company's growth was "attributable to the acquisition of Mutual (Broadcasting System), internal growth, and generating higher average rates on a significantly larger commercial inventory base while maintaining firm control over our costs."



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GREATEST MUSIC***

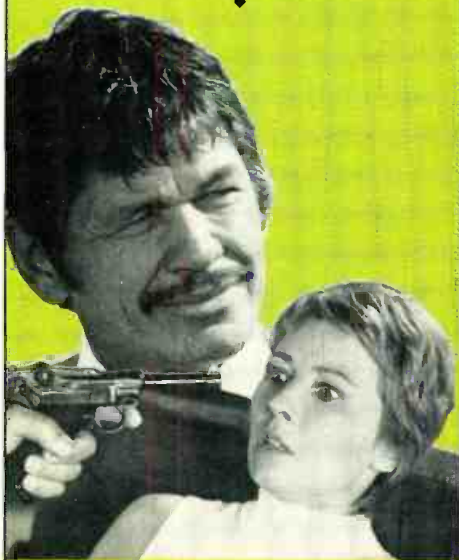
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gives you unlimited access to more than  
1,500,000 songs created by over 50,000  
songwriters and composers.*



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R • E • G • A • L  
**GOLD**

Twenty  
Motion Pictures  
That Meet The  
Prime Time  
Standard



CHARLES  
**BRONSON**

**RIDER  
ON THE RAIN**



Bronson is marvelous. The dialogue is sharp, intelligent and tingles with excitement." —*New York Daily News*

“\$\$\$\$” — *BIB*



A chilling suspense piece!" —*Leonard Maltin, TV Movies*

"An old-fashioned Hitchcockian murder mystery in all its intricacy." —*Time Magazine*

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said that the company intends to expand its operations this year "one way or another, by building internally, acquiring or through a joint venture... The barter business will have sales of a billion dollars by 1990. We want to be in that business and we want to be an important player."

Rush said there were two reasons why the company felt it had to grow larger and both concerned establishing satisfactory relationships with advertisers. Currently, he said, the company's limited supply of barter product made it difficult to predict whether advertising units would be available a year away: "I don't want to be in a position where I have to wait until NATPE to know whether we will have units to sell or not." Second, he said, major advertisers need a greater variety of dayparts and shows than most individual barter players currently offer: "We need to have at least programs at noon, early morning and late night—inventory that will satisfy all of their needs."

Coca-Cola's current barter offerings include *Punky Brewster*, *What's Happening Now* and *The Real Ghostbusters*. Paramount's barter shows include *Entertainment Tonight*, *Solid Gold*, *Friday the 13th* and *Star Trek: The Next Generation*.

LBS, both individually and through its joint venture with Coca-Cola, Colex Enterprises, would bring several dozen barter shows to the merger. According to some, it too would benefit by having an assured supply of high-quality product from both of its studio partners. Whereas the company had previously sold all of its shows via barter,

roughly a year ago it decided to balance its source of revenue by adding some cash and cash-and-barter shows to the inventory.

Would the merged entity run into anti-trust problems? One source suggested that, measured by revenue, "the biggest factor in barter is still King World."

As of last week there was still no word that a merger would take place or details on precisely how it would look. One version had it that the merged entity would be split into quarters—owned by Coca-Cola, Paramount, LBS Chairman Henry Siegel and the remaining 25% made available to the public later in a stock offering. One technical stumbling block, said one source, is that Siegel may first have to sell his interest in the company, incurring some tax liability, if Grey is to receive the most favorable tax treatment on the gain from its portion of LBS.

Although Grey has never broken out separate results, it has been assumed by those commenting on the matter that the largely barter operation subsidiary is profitable. Said one observer: "Last year was a bad year for national advertising, and Grey lost the Revlon account. Still the company managed to show a profit. That was probably LBS." Previously LBS and Coke took the major financial burden in one unprofitable venture, *Inday*, a two-hour daytime block.

Last week the stock of Grey Advertising (NASDAQ: GREY), which for the past six months has traded in the 80's and 90's, bid, was up to \$103, a gain 14% since the beginning of 1987 on heavier-than-usual volume. □

The Media

## Cable dereg according to Jim Mooney

NCTA president addresses Press Club luncheon with cable's view of issue

The National Cable Television Association invited more than 200 persons, including more than 50 reporters, to a luncheon at Washington's National Press Club last Monday (Jan. 12) to hear NCTA President Jim Mooney try to put the industry "spin" on the cable deregulation story that some of the reporters may be writing this year.

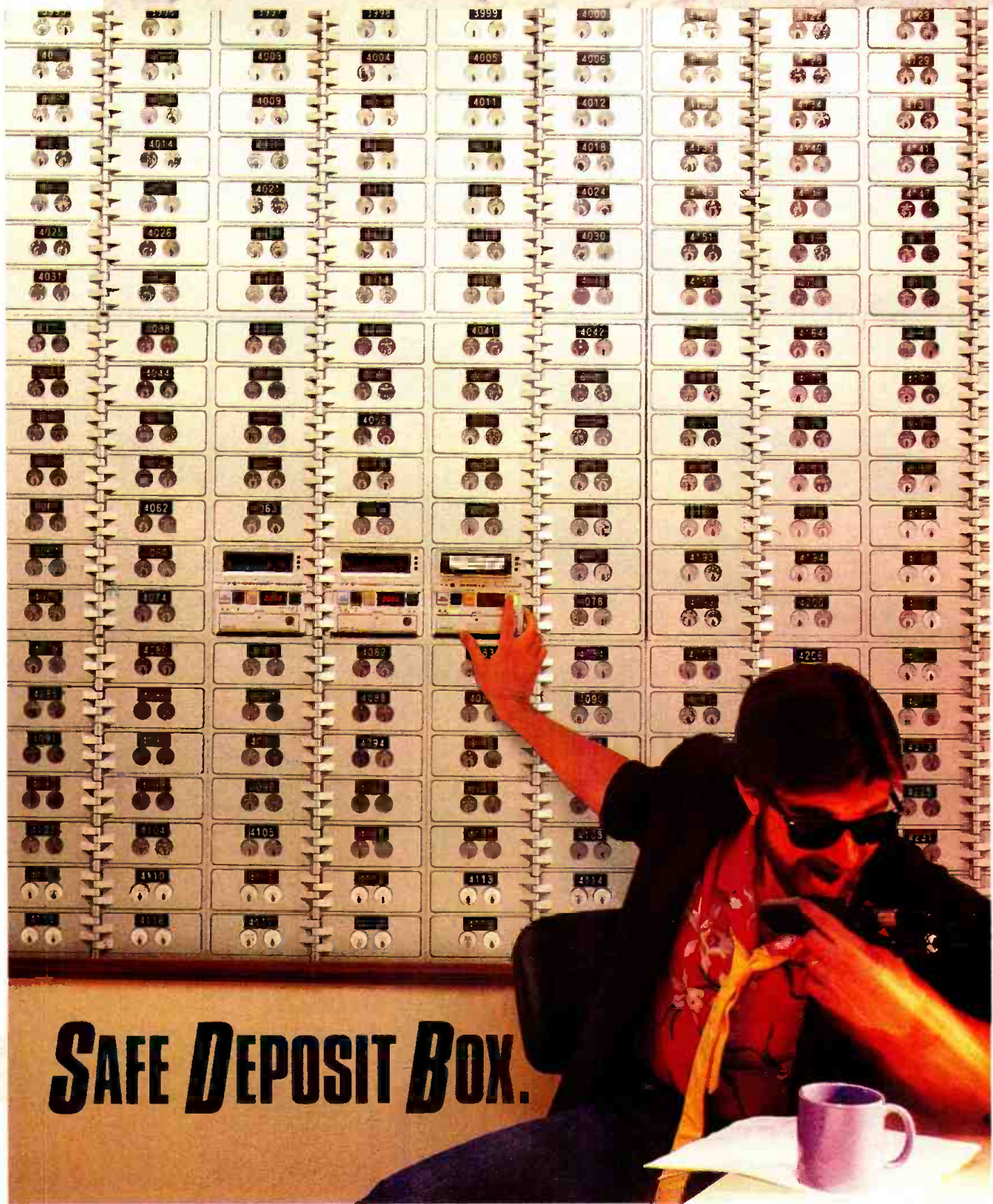
Under a provision of the Cable Communications Policy Act of 1984, states and municipalities have been prohibited from regulating basic cable rates since Dec. 29, 1986. In his speech, Mooney acknowledged that deregulation would result in rate hikes in many systems. But, he said, it would also bring about "more rational" packaging and pricing of cable services. What's more, he said, the marketplace will insure that there is no "price gouging" by cable operators and that some of the "deregulated subscriber fees" will flow into programming.

"Along with deregulation, we're going to see a process of making cable marketing and

pricing practices more rational," Mooney said. "You'll see multiple tiers of basic service eliminated and replaced with one comprehensive, easy to understand basic package, at one simple price. You'll see prices for premium services like HBO, Showtime and Disney coming down. You'll see separate charges for multiple set hookups and cable guides eliminated in many systems. Mr. and Mrs. John Doe will have a much better chance to understand the price-value relationship they are being offered. And so they'll be able to decide more intelligently whether or not to subscribe."

Instead of rates being controlled by state and local governments, Mooney said, they will be controlled by the marketplace. Only 43% of the homes that could subscribe to cable do so, he said, and about a third of the cable homes turn over each year. "These facts mean that consumer satisfaction is a key imperative for our industry," he said. "They mean that a good perception of price-to-value is essential. They mean, in short, that you won't see price gouging by cable operators. For if operators price too high,

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subscribers won't connect. Or worse, they'll disconnect."

In upcoming years, Mooney said, the marketplace will also force the cable industry to spend more for programming. "When all is said and done, we're not selling a distribution system," he said. "We're selling programming because that's what people actually buy. If cable is going to hold on to its existing subscribers—and bring into the fold those families who can take cable, but don't—we simply must give them programs that are good enough, and attractive enough and unique enough to justify what they pay each month. Programming is the challenge by which cable television will rise or fall."

As cable strives to improve its programming, it will cause "some stress" among other segments of the television industry, Mooney in the broadcasting industry, an industry beset by soaring program costs and flat national ad revenues," he said. "The prospect that cable... will compete head-to-head with conventional television in prime time will obviously not please the sitcom and action-adventure factories on the West Coast. They like things pretty much as they are."

In response to a question, Mooney said



Mooney

the effort of the Motion Picture Association of America to put a cap on cable system ownership is "much overdone." There is much greater concentration of ownership in the motion picture industry than in the cable industry, he said. Nonetheless, he said, Hollywood will press the issue for political advantage. □

## Canadian broadcasters must follow guidelines on sex stereotyping

**CRTC says radio and TV licensees must avoid sexist portrayals as condition of license renewal**

Canadian broadcasters have been put on notice that the portrayal of women in stereotypical roles has no place in Canadian broadcasting. The Canadian Radio-Television and Telecommunications Commission has announced that, as a condition of their license, broadcasters will be required to adhere to "voluntary" guidelines "on sex-role stereotyping." The announcement is the culmination of a national effort that was begun in 1979 with a National Action Plan developed by the government with a mandate to promote the equality of women in Canadian society.

CRTC Chairman Andre Bureau said that despite "a considerable effort by broadcasters, advertisers and members of the public," the commission has concluded that "self-regulation has been only partially successful in improving the portrayal and participation of women in the Canadian broadcasting industry." He said the commission believes that "much still remains to be done before the portrayal of women on Canadian airwaves reflects more closely the reality of our society."


Canadian broadcasters are not uninformed regarding the government's views. A number of studies and announcements on sex-role stereotyping have been issued over the years. In 1982, for instance, the CRTC published a report containing what it said were 20 recommendations for improving the portrayal of women and announced the formation of a committee to prepare a plan of action to implement those recommenda-

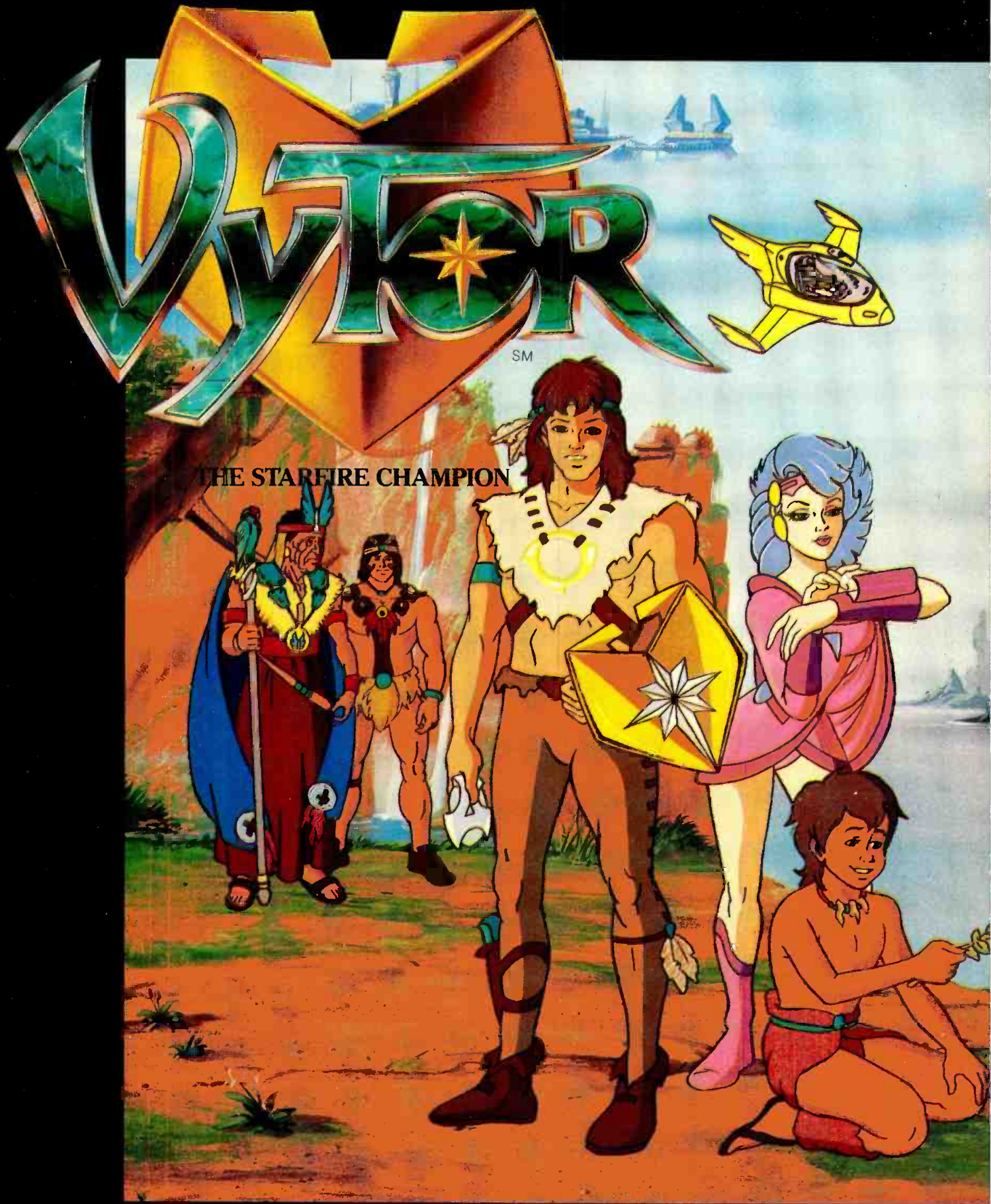
tions. In 1984, the commission adopted regulations prohibiting "any abusive comment" likely to subject any individual or group to "hatred or contempt" on the basis of a variety of factors, including race, national origin or sex.

The commission, in its announcement, said it "remains firmly committed to improving the portrayal of women in radio and on television programming and commercials and ultimately to the elimination of all sex-role stereotyping from the Canadian broadcasting media." To that end, the commission said it will pursue a range of activities, including continuing in service a committee whose job is to supervise the implementation of licensee commitments, meeting annually with the Canadian Broadcasting Corp., the Canadian Association of Broadcasters and the Canadian Advertising Foundation, and semiannually reviewing the disposition of complaints filed with those groups.

The CRTC also announced plans for more direct action. The announcement said CRTC soon will release a list of broadcasters who have not yet filed a required report concerning the initiatives they have taken to improve the portrayal of women in broadcasting. "The efforts of these broadcasters," the announcement said, "will be reviewed by the commission at license-renewal time."

Furthermore, the CRTC said, it expects all radio and television licensees to adhere to "Private Broadcasting Voluntary Guidelines on Sex-Role Stereotyping" that were developed by the CAB. The aim, according to the announcement, is to "insure that all broadcasters participate in the industries' efforts to reflect a more realistic portrayal of women." And as licenses come up for renewal, the

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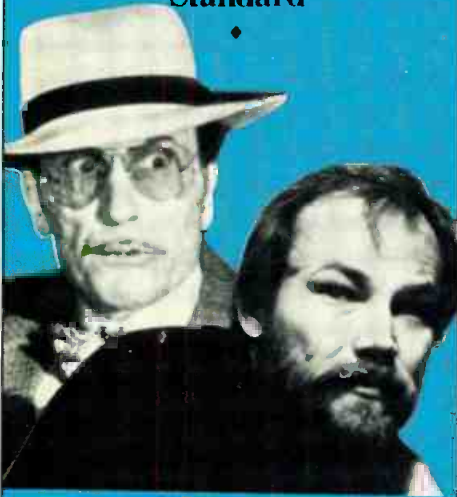


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announcement said, "a condition of license will be added requiring adherence to this code or any amended version as accepted by the commission." A revised version of the code is expected to be filed with the CRTC

1.

Nor is that all. The CRTC said it intends to initiate a study of sex-role stereotyping in 1988 to measure progress made since an original study in 1984. □

## Swift on eliminating comparative renewal

**During INTV convention, congressman tells broadcasters that legislation should include reassertion of public interest standard; no early change seen in cable copyright arrangements**

The broadcast industry's desire to eliminate the comparative renewal process may meet with some success in the new Congress, but at a price. Representative Al Swift (D-Wash.), a key player in the formulation of telecommunications policy, says he's already working on a legislative package that would, among other things, "give broadcasters relief from the comparative renewal process." But it's a package that Swift says needs support from broadcasters and public interest groups, and that those parties must limit their demands.

Swift unveiled his plan before participants at the Association of Independent Television Stations annual convention two weeks ago in Los Angeles. (Coverage of other panel sessions from INTV follows this story). Under his proposal, a limited number of issues would be addressed. He thinks it's important to restrict the scope of the measure to keep it from bogging down.

For starters, the Washington congressman envisions the legislation would "at last deal with comparative renewal and get the bounty hunters out of the business." He also thinks it should include "a reassertion of the public interest standard." He argued that broadcasters should reclaim their public interest responsibilities. Because if they do, he said, it's the most logical basis in which they can argue for special consideration on issues such as must carry, channel repositioning or spectrum fees.

Also, he thinks that by taking that action, "it will make it easier for Congress to carry out its oversight responsibility as far as some of the things the FCC's done." And broadcasters will experience a better situation in the courts where the public interest standard is being viewed as "vague and faint," Swift said. He said the standard has become like the fairy Tinker Bell, a character in the children's play, *Peter Pan*. "You need a lot of kids to clap and bring her back to life."

There may be some other things in the package that won't be as appealing to broadcasters. "If you're going to go to a two-step renewal, you're going to have to beef up petitions to deny. Presumably, a way could be found to so that you don't create a harassment vehicle for irresponsible folks in the community." He also mentioned the possibility of adding language to restore the FCC's antitrafficking rules.

Swift said initially his concept has received a positive response from the National Association of Broadcasters as well as from

some public interest groups. At this point, it seems NAB may, indeed, support Swift's approach. The association has already said it has reevaluated its strategy for achieving broadcasting deregulation. John Summers, NAB's senior executive vice president for government relations, says the association has abandoned its earlier drive for "sweeping changes in broadcast regulation," and instead will focus strictly on "removal of competing applicants" and won't "attempt to codify that broadcasting deregulation which has already taken place." Furthermore, NAB has indicated a willingness to make some concessions (BROADCASTING, Dec. 15).

"We're a long way from doing it," Swift said. "But the process has started. We're trying to put something in place that will give broadcasters some strong ground on which to stand in which to defend themselves. I think broadcasters are going to have to make a judgment. Do you really want to reembrace the public interest standard and thereby gain this ability to justify a whole series of things that are useful to you. And if you don't, then we call your bluff and then you shouldn't be bothering us with all these other things. I am hopeful that we will, in the next few months, present you with what I think is an excellent opportunity."

Swift later told BROADCASTING that he'll continue talking with NAB and other groups. He realizes it won't be easy. "I am hopeful that we can come up with something that no one will think is awful. I've made it clear that both sides can't load up the bill with their wish list."

In other congressional news, Swift was joined on a panel with House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and subcommittee members Ron Mazzoli (D-Ky.) and Michael DeWine (R-Ohio).

Kastenmeier told the broadcasters not to expect any changes in cable's compulsory copyright license anytime soon. "It's very probable that in the years to come, something will happen to the compulsory license," Kastenmeier predicted. "It may well be phased out, but I don't see a complete elimination of the license," he said.

On that same subject, Mazzoli suggested that another method for handling copyright payments be considered. DeWine said he believes the compulsory license has "outlived its usefulness." But because of political problems and the concern that superstations would no longer be available, DeWine said, it is difficult to "do away with the license."

As for some of the other views expressed, Swift called the FCC's handling of the must-carry issue "despicable." He also had some advice for INTV which is calling for the entry of the telephone companies into the



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# Satellite Footprints

**Taking a long look.** Several major cable operators are more than just a little wary about RCAs and HBO's offer of free Ku-band earth stations to cable system that promise to keep them pointed at Satcom K-1 and, after it is launched in 1989, Satcom K-3. RCA owns K-1, which has been in orbit for just about a year, and a joint venture of RCA and HBO, Crimson Satellite Associates, is in the process of building K-3.

RCA and HBO are giving away the dishes, which are valued between \$5 million and \$7 million, in an effort to make the satellites more attractive to cable programmers. The operators fear that if they accept and install the dishes, they will be encouraging cable programmers to make the leap from C-band to Ku-band birds—a transition the operators are not sure they want to see happen.

First of all, they question the reliability of Ku-band technology, pointing to the Ku-band's "rain-fade" problem. Second, they are not eager to begin replacing all their C-band satellite reception gear with Ku-band equipment. And third, and perhaps most important, they don't want programmers on satellites like Satcom K-1 and Satcom K-3 that would greatly enhance their ability to deliver programming directly to the home—in other words, that would allow them to bypass cable systems. According to RCA, dishes as small as one meter could receive signals from either Satcom K-1 or Satcom K-3.

Perhaps the most powerful cable operator, John Malone, president of Tele-Communications Inc., thinks the programmers should stick with C-band as long as possible. Malone called Viacom's plan to lease 21 transponders on AT&T's Telstar 303, which would give leading programmers a C-band home through 1995, a "brilliant move... [that] works from our vantage point."

Comcast President Bob Clasen, who also likes the Viacom-AT&T plan, said: "As a cable guy, I don't see the technical advantage of Ku-band. All the advantages are on the programmers' side. In the long-term, it is a more efficient way to deliver their product. The potential to increase market share [in SMATV and satellite broadcasting] is enhanced."

Malone argues that C-band makes more sense because operators already have C-band equipment and are experienced in its use. And, unlike Ku-band, he said, C-band signals are immune to rain fade—degradation caused by moisture in the atmosphere.

Then there is the matter of money. "I don't see why the cable industry ought to help pay for half a billion [dollars] in space hardware it doesn't need when there are half a dozen C-band birds up there empty," Malone said. "It's foolish."

But Malone's principal concern about Ku-band may be that it enhances the ability of programmers to bypass cable systems. If programmers sign up for slots on Telstar 303 instead of Satcom K-1 "it reduces the bypass possibility," he said. "It makes it pretty clear that cable isn't going to subsidize the bypass of itself, which would be foolish."

**The other side of the story.** HBO has tried to assuage the concerns of the cable operators with a 22-page white paper setting forth its case for why the cable industry should move quickly to Ku-band satellites like Satcom K-1 and Satcom K-3.

In the paper, HBO argues that Ku-band is a superior technology. Unlike C-band satellites, Ku-band satellites are the primary users of the Ku-band portion of the spectrum and, thus, are not subject to interference from terrestrial users of the same frequencies. "Consequently, Ku satellites can be more powerful... permitting the use of smaller, less expensive equipment to receive the signal," it said.

The economic implications are manifold, the paper said. Dishes can be installed at urban headends without worrying about terrestrial interference. Low-cost 1.8-meter dishes can be installed at many small rural systems, permitting them for the first time to receive satellite-delivered programming. And dishes costing \$1,300 can be installed by cable operators at multiunit dwellings within their franchise areas, obviating the need for costly cable runs.

Rain fade is no longer the problem it once was, the paper said. "The early problems of degraded performance due to rain attenuation exhibited in the first-generation Ku satellites have been overcome through the development of more powerful satellites capable of providing increased signal margin," it said. "Using the antenna sizes our industry employs, rain no longer degrades service for any significant time, even in the heaviest rain regions."

The paper acknowledges that Ku-band satellites enhance the ability to broadcast programming directly to homes. And, it said, if cable operators and programmers don't exploit the expanded direct-to-home market afforded by Ku-band technology, others will. "The capabilities of Ku-band technology are available today and can be employed by other companies who don't have an investment in our industry," it said. "It would be unwise for cable programmers and operators to leave themselves without the ability to compete with outsiders who would have no reason to use cable operators to help sell their programming."

The most threatening "outsider," according to the paper, is AT&T, which hopes to provide C-band satellite service to cable programmers through its deal with Viacom and which is planning to launch two satellites with high-powered Ku-band transponders ideal for satellite broadcasting in the early 1990's. When the satellites are launched, HBO said: "AT&T will be able to implement their last-mile agenda to bypass existing copper and coaxial plant into customer premises by using satellite and optical fiber... The addition of desirable cable programming to the existing data and telephone service will give AT&T an extremely powerful consumer offering."

**Truck talk.** Satellite news vehicle reimbursement programs at ABC, CBS and NBC have drawn a muted response from affiliates, with only four or five dozen indicating an interest in participating.

Whether the slowness of affiliate takeup on the network plans reflects a weakening in the Ku-band satellite truck market overall is harder to measure. As far as vehicle suppliers are concerned, there is no sign sales in 1987 will be any less than in 1986.

Spokesmen for the networks, each of which is offering to pay 50% of affiliate truck or fixed uplink costs over a five-year period, attributed the low response rate to the added complexity and cost of the network-approved trucks over more basic vehicles, as well as general managers' concern over the high initial cost of the trucks themselves, which can easily climb into the \$400,000 range.

CBS, which had set a response deadline of last Dec. 31 for affiliates wishing to participate in the plan in 1987, has received the largest number of affiliate responses. According to John Frazee, executive producer of CBS News Services, 27 stations have indicated their interest in the joining the network's NewsNet program. The majority, 19, already own trucks.

At NBC, Jim Ritter, vice president of news, affiliate services, said his network's Skycom reimbursement contract has yet to be sent out to affiliates. Some 13 stations, all already owning trucks, are in one stage or another of agreeing to participate.

Ritter attributed the relatively quiet response to the high cost of satellite news vehicles—in 1986 NBC officials expected to see as many as 35-40 affiliate trucks in the field by year's end, but only 24 affiliates now have them, in addition to NBC's O&Os in Los Angeles, Chicago, Cleveland and Washington. Another five stations, including the O&O in New York, have trucks on order, Ritter added.

ABC affiliates have also responded in relatively small numbers to that network's Absat reimbursement plan. According to Arnold Marfolgia, vice president of administration for affiliate-network relations, only 12 affiliates are currently "definites" in the program. Six now have trucks; six have them on order.

Don Dunphy Jr., ABC News vice president of affiliate news services, acknowledged that the network expected to get more stations: "CBS and we are finding out that for stations that already have trucks," he said, "retrofitting is more complicated than we expected... [also] after the original enthusiasm, general managers take a look at the economic situation and find the truck more expensive than they anticipated."

Despite this lack of initial participation in the network's cost-sharing programs, Ku-band truck suppliers still expect a healthy market to emerge for the vehicles this year. Tom Kidd of Hubcom, which supplies trucks for Conus Communications members and others, said he had already noticed an increase in first-time calls from potential buyers, which he attributes to interest in the network plans.

Dudley Freeman of truck supplier BAF also felt the market would remain strong in 1987: "We're looking for a real good market. We sold 15 trucks to stations and independent operators last year, and probably will see a 25% increase."



cable business as a means of loosening what they say is cable's monopolistic control of the marketplace. "I think if you let the telephone companies into cable, you'll end up making matters worse. The history of telephone companies is historically that of monopoly. You'll merely be trading a giant for a bigger giant. It's not going to solve your problem." □

### **Worrying over being left behind by high-definition TV**

The American broadcasting industry's lack of financial support for high-definition television research means this nation's commercial television stations may have already missed the boat when it comes to wide-band HDTV transmissions, according to a panelist at the INTV convention.

Hal Protter, vice president of Gaylord Broadcasting Stations and general manager of Gaylord's WVTM-TV Milwaukee, said that unless adequate funding comes soon for the new technology, as it has come in other countries, "there is a real possibility that we could be the only people in two years who don't have HDTV to offer." Japan has begun mass production of television sets capable of receiving the HDTV transmissions, and "they will show up during the next two years on our shores," he said.

The apparent apathy toward HDTV on the part of television industry executives, according to Protter, is strikingly similar to the thinking 30 years ago among AM radio station operators who ignored predictions that FM was the wave of the future. In an effort to spark the industry to action, Protter said he will ask the Television Operators Caucus, primarily comprising large group station owners, to "step up to the plate" and provide the funds necessary to conduct serious research. "We are talking about the future of our business," he said.

If the TOC agrees to the request, the recipient will be W.E. Glenn, director of the science and technology research center at New York Institute of Technology, who Protter said has had to conduct his HDTV experiments with "handouts" for the past six years. Glenn, who also appeared on the HDTV

panel, has been attempting to devise a high-definition system that would be compatible with the billions of dollars worth of existing equipment in place at U.S. stations. The 1,125-line HDTV and Muse bandwidth compression technologies developed by NHK, Japan's national broadcasting company, will not be compatible when they are introduced in this country, according to Glenn. "We will have a real problem if we don't fund... a system compatible with our current devices," Protter added.

The financial difficulties, however, are only one obstacle in the way of HDTV service. Panel moderator Bob Wormington, vice president and general manager of KSHB-TV Kansas City, Mo., said the industry must also continue with its battle over an FCC proposal to give private land-mobile radio access to frequencies now assigned to UHF TV stations in eight of the top 10 markets. If it is adopted, broadcasters fear it would dampen their chances to use that now-vacant UHF-TV spectrum for advanced, wide-band HDTV services (BROADCASTING, Jan. 12). With the loss of the spectrum, Wormington said, the industry may have to turn to fiber optics.

"The bandwidth of optical fibers is... unlimited. You can transmit virtually anything you want over fiber optics," said panelist Karen Mangum, a project manager for Atlanta-based Southern Bell Telephone who is overseeing a fiber optics project at a new housing development in Orlando, Fla. In the future, Mangum said, optical fibers will be capable of carrying both voice and video. The first experiment with video will take place Nov. 12 at Hunters Creek, the Orlando project where residents will receive 36 channels over 36 individual fibers, she said. □

### **Management called key to escaping troubled times, INTV panelists say**

Independent television stations can survive the economic turmoil present in the industry if they are well managed, a panel of broadcast executives, sales managers, media reps and bankers said at an INTV workshop.

Tim McDonald, president and chief executive officer of TVX Broadcast Group,

said the business has entered a "shakeout period" and that poorly run stations will have a tough time weathering the next two years. "Well-managed stations will not be in trouble," he said.

Having the right management team in place is especially important now that shakeout fears have made lending institutions more cautious in their dealings with independents, according to Jose Echevarria, manager of communications/media lending at Marine Midland Bank. "There is a lot of analysis about who gets the money," he said. Banks try to loan to multistation owners, and then only to the best management groups, he said, adding, "People are the most important piece of the whole deal."

Marine Midland, which has lent about a half-billion dollars to communication-related businesses this decade, and other banks are concerned by audience erosion, programming costs, the fragmented nature of the industry, increasing competition and the growing list of bankruptcies among independents, Echevarria said. He cited the troubles of Grant Broadcasting as a prime reason for the uneasiness. The incident has caused bankers to take a "very close look" at the financing arrangements they have made with other television stations and broadcast groups. Despite the fact that there is no bank money involved in the Grant case, he said it could affect future deals.

The financial community's deepening concern over the state of the industry will mean more of an emphasis on improving management techniques, panelists said. For stations to achieve that goal, they need to have an overall plan, said John Trinder, executive vice president and chief operating officer of TVX. He suggested adopting annual, quarterly and monthly budgets that set specific revenue goals. Other tactics include examining industry and market forecasts and creating incentives for sales reps and a competitive sales environment among co-owned stations in a broadcast group.

Other panelists provided additional tips on effective management strategy. They said it should entail effective promotions, involvement in political action committees, and cutting overhead costs by adopting "mean and lean" budgets. Speakers also urged station group executives to review every detail of the budgets submitted to them. □

### **Although independents have called for telco-cable crossownership bans to be lifted, Bell Atlantic representative says his company is not anxious to get into cable business**

The charge by independent television station operators that cable is an unregulated monopoly—a dominant theme at the INTV convention—was given institutional status in a panel session entitled "Uncorking the Cable Bottleneck." Independents say that one way to remove the cork is to let phone companies offer cable services.

Participating in the discussion: Representative Jack Fields (R-Tex.); Dave Berry, vice president for external and government affairs, Bell Atlantic; Ward White, vice president for government relations, U.S. Telephone Asso-

**Where the administration stands.** Al Sikes, head of the National Telecommunications and Information Administration, shared his thoughts with members of the Association of Independent Television Stations at its annual convention in Los Angeles two weeks ago. Thomas Herwitz, vice president for corporate and legal affairs for Fox Television Stations in Washington hosted the session. He queried Sikes on a number of topics. Sikes, who assumed his post last March, told broadcasters he believes the marketplace is the "best regulator, but if there isn't competition, then I think the marketplace tends not to be such a good regulator." Keeping that in mind, the NTIA chief said he thinks there is a need for some form of mandatory cable television carriage rules.

He called for general re-examination of several issues that affect the marketplace. "I am personally dubious about the compulsory license, but I am withholding judgment until we look at these broad rules." Sikes was referring to the FCC's notices of inquiry to study the effect of the compulsory license, the absence of syndicated exclusivity rules and presence of network program nonduplication rules on competition between cable and broadcasting. The FCC is also looking at whether it should recommend that Congress eliminate the telephone-cable crossownership prohibition in the Cable Communications Policy Act of 1984 (BROADCASTING, Aug. 15, 1986).

As for lifting the cable-telco crossownership ban, he's not so sure the telephone companies should be allowed to get into cable, but thinks "it has to be considered." In some respects, Sikes said cable faces competition from over-the-air broadcasters, VCR's and backyard earth stations. "In one sense, they're not monopolists, but they certainly do have a monopolistic stance," he noted.

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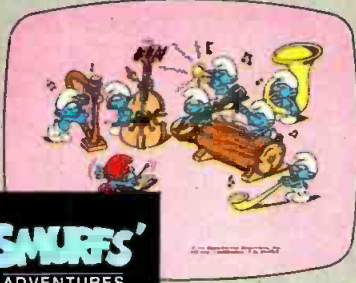
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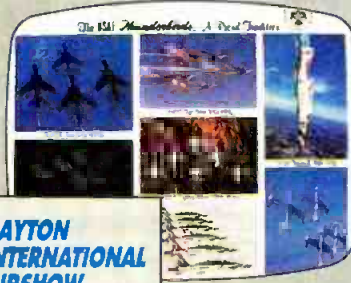
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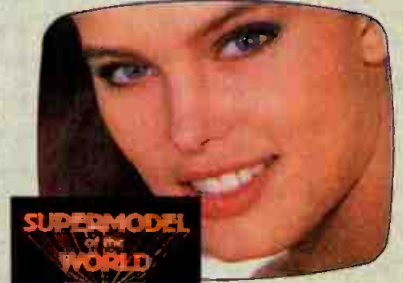
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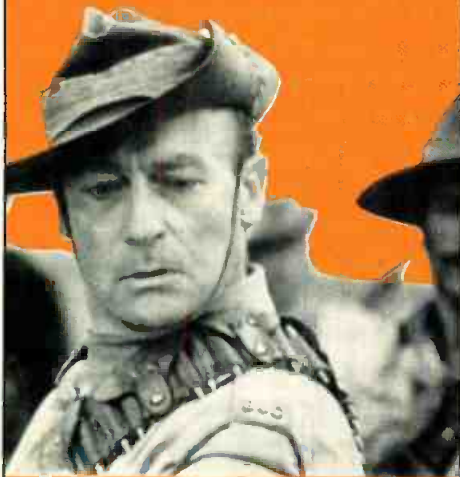
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**Celebrating anniversaries.** *The Presidency and the Constitution*, a five-part public television series commemorating the bicentennial of the U.S. Constitution and the 100th anniversary of the Hearst Corp., began production at the Carter Presidential Library in Atlanta. On hand for the taping of the series' first part were (l-r) Dean Rusk, former secretary of state; Frank Bennack Jr., president and chief executive officer, Hearst; former President Jimmy Carter; Cyrus Vance, former secretary of state; Robert McNamara, former secretary of defense, and James Schlesinger, former secretary of defense and director of the Central Intelligence Agency.

ciation; Robert Perry, Media Law Center, New York Law School, and Spencer Kaitz, president, California Cable Television Association.

Currently, phone companies are barred from getting into co-located cable ownership by the cable-telco crossownership prohibition in the Cable Communications Policy Act of 1984. The likelihood that Congress would repeal that prohibition this session is slim at best. That was the view expressed by Representative Fields, who sat on the House Telecommunications Subcommittee in the last Congress.

Fields sponsored legislation in the previous Congress that would lift the so-called "line of business restrictions" imposed on the telcos. He expects that legislation to re-surface and is hopeful about its eventual chances for passage.

Fields appeared sympathetic to the independents' wish to eliminate the crossownership prohibitions, but he didn't think Congress will tamper with the Cable Act this time around. "I don't see that happening in this Congress," Fields told the broadcasters. But he emphasized that "it's not too early to start talking about the Cable Act." He encouraged broadcasters to begin laying the ground work for their campaign. Fields also believes that developments in fiber optics "will be the force behind reconsideration of the Cable Act."

Bell Atlantic's Berry didn't seem as anxious to see the crossownership prohibitions dropped as his audience was. At present, he told the independents, the cable-telco crossownership prohibitions aren't a "hot item" for his company. Although he said he expects that Bell Atlantic will some day take a strong position on the issue, its chief priority is to get its network established. "I can't tell you we're chafing at the bit to get into the cable business," Berry said. But that could change, he said, as the company continues to put the appropriate technology in place, making it feasible to offer cable services.

"Cable has had some real benefits over the last 10 to 15 years. Now the question is, do they continue to have a leg up over broadcasters?" asked panelist Ward White, vice

president for government relations for the U.S. Telephone Association. White, a former Senate aide involved in the development of the cable bill, noted that for the most part any changes in the Communications Act are "almost insurmountable to pass."

Still, he thinks the FCC will take a serious look at some of the advantages cable has over broadcasters, telephone companies and the motion picture industry. White also stressed that telephone companies have no interest in controlling programming. "They're in the service business. There are phone companies that would like to provide cable services but not because they want to take over cable but because they want to offer a service," White said.

Perry, like the independents, feels competition needs to be injected into the cable television marketplace. A cable bottleneck does exist, Perry argued, citing an example close to home. Perry is part of a group of cable subscribers who have filed an antitrust suit against Manhattan Cable TV, a system owned by ATC, which is owned by Time Inc., parent company of HBO and Cinemax. Perry's group is unhappy with the system's refusal to carry any pay programming services to HBO and Cinemax, owned by Manhattan Cable's parent, Time Inc. "It's up to the subscribers to uncork the bottleneck," he said. If Perry's group fails, he suggested that the opportunity for telcos to enter the cable business might be ripe.

Kaitz, on the other hand, felt that telcos in cable wouldn't solve the problems of independents nor did he think there is a bottleneck. He also felt that coaxial cable delivery system would remain in use for some time and that the development of fiber optic technology was far in the future.

Kaitz said the cable industry doesn't object to telephone companies getting into cable as long as there are safeguards that the service isn't being cross-subsidized.

As for must carry, Kaitz said cable operators will carry stations as long as they have an audience. He said must carry was a disservice to broadcasters as well. It forced cable operators to carry the unsuccessful stations as well as the successful ones, thus



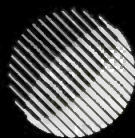
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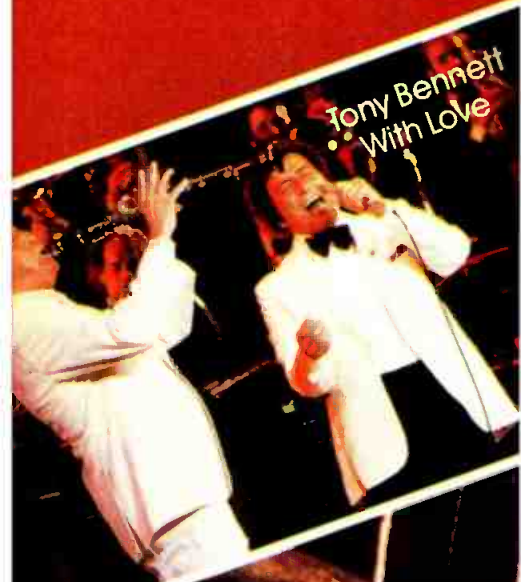
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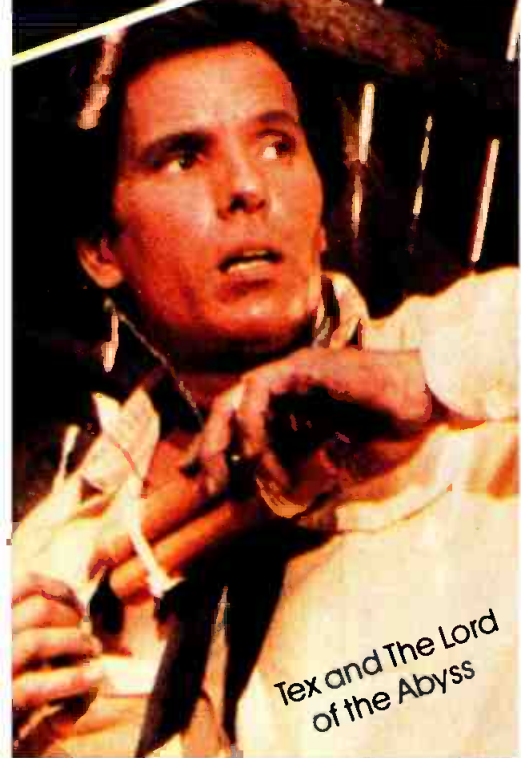
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**CBS News menu.** CBS News said last week that it will produce 12 prime time documentaries and specials in 1987, covering such topics as the future of South Africa, espionage, the deficit a "the human legacy of Vietnam," the Soviet Union and the Catholic Church. Also included will be a show on the 20th anniversary of *On the Road with Charles Kuralt*. Reporters for the public affairs broadcasts will include Dan Rather, Walter Cronkite, Diane Sawyer, Charles Kuralt, Charles Osgood and Lesley Stahl, with executive producers Perry Wolff, E.S. (Bud) Lamoreaux III and Joel Heller. Programs will be under the supervision of Eric Ober, vice president of public affairs programming, CBS said, adding that Lane Venardos will serve as executive producer of the CBS News specials under the supervision of Joan Richman, vice president of special events.

In addition, CBS News said that it is developing an hour-long pilot program for next spring, with the current working title of *The Way We Were*. Charles Kuralt will anchor the program, which looks back at a specific week in history, with current interviews with those featured and analysis of what has been learned from those events. The first program will focus on a week in 1965 during which there was a blackout in New York City and the first woman became New York Stock Exchange. *The Way We Were* will attempt to "bring things up to the present," a CBS News spokeswoman said. It will be produced by Robert (Shad) Northshield, who has been executive producer of *Sunday Morning* since 1979.

creating more competition for broadcasters. Kaitz added that it is the responsibility of broadcasters to inform subscribers how to find stations carried on cable channels differing from those on which they are broadcasting. □

### **Creative marketing key to tighter sales picture**

The director of advertising and marketing at a savings bank, and a former director of sales development for the CBS television stations advised independents to concentrate on creative marketing and programming in today's tougher sales environment.

Jack Myers, former retail development sales manager for WCBS-TV New York, and director of marketing for the owned and operated stations, and currently president of Jack Myers Communications Group, a New Jersey-based consulting firm, said "the greatest threat to sales people" at independent stations today is their inability to see the overall media picture. Myers advised stations to take a new sales approach and, in specifically not to relegate "developmental selling" to "luxury" status.

Myers advised stations to offer buyers a "franchise" in various dayparts through more lower-priced spots, rather than one high-priced spot; by selling sponsorships and promotions, as radio does, and by selling with, rather than against, the competition. Myers said that selling with the competition, as in advising buyers to "roadblock" a time period by buying all stations within a market at the same time, might seem controversial, but could make sense for advertisers. Myers added that the "greatest threat to local sales" is a "lost sense of pride in their product."

From the buyer's side, the INTV audience was advised to better understand the audiences that their clients want to reach. George Winston, senior vice president and director of marketing and advertising for Los Angeles-based Home Savings of America, said that the banking industry, like independent television, has gone through difficult times recently. Winston warned that television is no longer "the big whoop" that it used to be, and that financial institutions, now more than ever, need to reach their target audiences, and not simply the "couch potatoes."

Winston said that his bank, which handled \$9.8 billion in adjustable-rate mortgages last year, needed to reach upscale audiences that are "good credit risks." Stations should have ample opportunities to program for such an audience, he said.

"Take a chance," he said. "Target upscale demos." Winston said that older-skewing radio stations that get lower gross ratings can get higher C-P-M's with an older skew. The key to that, said Myers, is programming.

### **Geraldo Rivera says promotion is way to get a leg up on the competition**

The virtues of promotion to independents were extolled last week by one who has been helped by promotion. TV personality Geraldo Rivera said that the key to overcoming the "real advantage" that the networks have over independents—"the regularity of their schedules—" is through promotion.

"We have to overcome that advantage," he said. For Rivera's *The Mystery of Al Capone's Vaults*, the highest-rated special in the history of syndication, 14 different promos were created, according to Jim Ellis, Tribune vice president for promotion. Stations carrying the special were advised to go beyond the normal *TV Guide* promotions.

John Serrao, general manager of WATL-TV Atlanta, and moderator of the session, said that for every dollar an independent puts into promotions, five are returned.

To further illustrate the importance of promotion, an INTV survey cited at the session showed that 96% of general managers polled participate in formulating the station's promotion budget and plan. Of those responding to the survey, 89% said that they put nonpreemptable on-air promotion positions in their traffic computers, with 85% of those using that practice year-round.

From the syndication side, John Claster, president of Claster Television, which produced animated strips for children, said that as the children's market has grown in syndication, so too has promotion. Claster said that the genre's more successful stations are doing innovative promotional tie-ins such as contests. Claster said syndicators are willing to help stations with their promotion efforts of syndicated shows.

## **PBS president argues for must carry**

### **Christensen says public stations need protection of rules**

The growing wave of criticism directed against the cable industry over must-carry rules took on new and somber tones last week when Bruce Christensen, president of the Public Broadcasting Service, lambasted the FCC for permitting cable operators to drop more than 130 PBS stations. "The FCC really has completely abdicated its public service responsibility in not drafting and moving forward on strong must-carry rules for public television," he said. "They have placed in the hands of cable—that monopoly service—the ability to decide when and where large portions of the American people will be able to receive public television."

Speaking to reporters during the PBS portion of the television critics press tour in Los Angeles, Christensen called it "a travesty for this nation to have the FCC fail to adopt adequate must-carry guidelines and protections for public television. I think that's just a major public service failure and perhaps one of the major ones in the communications area this year."

Christensen, who cited the case of public station WLIW-TV Long Island, N.Y., being dropped from a number of cable systems, said he fears cable operators will strike particularly hard in markets where there are several public television channels. "Those stations can be reduced to one if the cable system chooses to do so," he said. "And that's what I see being a serious problem because the services themselves are substantially different." In some instances, he added, public stations are being forced to share a cable channel with commercial stations, cable networks and local cable programming.

The National Association of Public Television Stations last week filed a petition for reconsideration of the must-carry rules that Christensen asserts put public television into competition with commercial stations (see story, page 187). NAPTS President Peter Fannon said the petition will ask the commission to "recognize the legitimate distinction between commercial and noncommercial services, to take us out of the marketplace notion and put us back into the proper legitimate, government-supported alternative notion." The FCC intends to reconsider the rulings, but has not set a date.

Last spring, Christensen said PBS "spent a lot of money and a lot of time" to prove to the FCC that in markets where there are as many as five PBS signals, fewer than 10% duplicate content and the number is "even less than that in head-to-head simultaneous broadcasting."

Christensen made his comments at the Century Plaza hotel, where independent broadcasters had gathered days earlier to express their displeasure with the cable industry over the must-carry rules. □

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INNOVATIVE PROGRAMMING FROM A TO Z

SFM

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# Stock Index

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	279 1/2	279 1/2			28	4,495
N (CBS) CBS	138 3/4	135 3/8	3 3/8	2.49	26	3,253
O (CLCH) Clear Channel	14 1/2	12 1/4	2 1/4	18.36	21	42
O (INFTA) Infinity Broadcasting	14	12	2	16.66	73	146
O (JCOR) Jacor Commun.	6 3/8	6 1/4	1/8	2.00	36	36
O (LINB) LIN	59 5/8	59 3/4	- 1/8	- 0.20	45	1,578
O (MALR) Malrite	9 1/2	9 3/4	- 1/4	- 2.56	11	79
O (MALRA) Malrite 'A'	9 1/8	9	1/8	1.38	13	38
A (PR) Price Commun.	11 7/8	11	7/8	7.95		116
O (SCRIP) Scripps Howard	82 1/2	82	1/2	.60	30	852
O (SUNN) SunGroup Inc.	3 1/2	3 1/4	1/4	7.69	35	5
N (TFB) Taft	113 1/2	110 3/4	2 3/4	2.48	93	1,029
O (TVXG) TVX Broadcast	10 1/2	9 3/4	3/4	7.69	43	61
O (UTVI) United Television	30 1/2	29 3/4	3/4	2.52	28	334

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	54	52 7/8	1 1/8	2.12	27	621
A (AAR) Adams Russell	21 1/8	21 1/4	- 1/8	- 0.58	17	131
A (AFP) Affiliated Pubs	82 1/2	77	5 1/2	7.14	42	1,456
O (ASTV) Amer. Comm. & TV	3/32	5/32	- 1/16	- 40.00		7
N (AFL) American Family	27 1/8	28	- 7/8	- 3.12	18	1,084
O (ACCMA) Assoc. Commun.	27 1/2	27 1/2				262
O (BMAC) Bus. Men's Assur.	26 1/2	26 1/4	1/4	.95	15	280
N (CCN) Chris-Craft	21 1/2	21 1/8	3/8	1.77	9	140
N (DNB) Dun & Bradstreet	113 1/4	112 1/8	1 1/8	1.00	27	8,609
O (DUCO) Durham Corp.	41 3/4	41 3/4			11	237
N (GCI) Gannett Co.	40	39 7/8	1/8	.31	25	6,423
N (GY) GenCorp	77 5/8	76 1/4	1 3/8	1.80	18	1,734
N (GCN) General Cinema	47	45 5/8	1 3/8	3.01	19	1,711
O (GCOM) Gray Commun.	200	199	1	.50	34	99
N (JP) Jefferson-Pilot	37	37 5/8	- 5/8	- 1.66	12	1,547
N (BJ) John Blair	12 7/8	12 7/8			104	
O (JSON) Josephson Intl.	11 1/2	11 1/4	1/4	2.22		54
N (KRI) Knight-Ridder	48 1/2	48 1/4	1/4	.51	21	2,723
N (LEE) Lee Enterprises	24 3/4	24	3/4	3.12	20	626
N (LC) Liberty	39 3/4	40	- 1/4	- 0.62	16	401
N (MHP) McGraw-Hill	60 5/8	58 3/4	1 7/8	3.19	20	3,056
A (MEGA) Media General	46 7/8	44 7/8	2	4.45	20	660
N (MDP) Meredith Corp.	34 3/8	32 1/4	2 1/8	6.58	13	651
O (MMEDC) Multimedia	47 3/4	44 1/2	3 1/4	7.30	-434	524
A (NYTA) New York Times	37 7/8	36 1/4	1 5/8	4.48	25	3,064
O (PARC) Park Commun.	27 1/2	27 1/4	1/4	.91	26	379
T (SKHQ) Selkirk	19 1/2	19 7/8	- 3/8	- 1.88	42	158
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech/Ops Inc.	30	28 1/2	1 1/2	5.26	5	65
N (TMC) Times Mirror	69 1/8	69 1/2	- 3/8	- 0.53	20	4,455
O (TMC1) TM Communications	2	2			10	15
O (TPCC) TPC Commun.	5/16	1/8	3/16	150.0		3
N (TRB) Tribune	65 3/8	64	1 3/8	2.14	21	2,654
A (TBS) Turner Bcstg.	16 1/2	14 1/2	2	13.79	37	359
A (WPOB) Washington Post	165	166	- 1	- 0.60	21	2,144

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American JV	5 1/2	4	1 1/2	37.50		6
O (BRRS) Barris Indus	18 1/2	17 1/4	1 1/4	7.24	30	164
O (BFTV) Birdfinder Corp.	3/4	1/4	1/2	200.0	-3	2
O (CMCO) C.O.M.B.	22 5/8	22	5/8	2.84	38	261
N (KO) Coca-Cola	38 1/2	39 1/8	- 5/8	- 1.59	20	14,860
O (CLST) Color Systems	17 1/2	17 1/2				
A (DEG) De Laurentis Ent.	12 3/4	12 3/4				122
N (DIS) Disney	50 5/8	49	1 5/8	3.31	35	6,549
N (DJ) Dow Jones & Co.	44 1/2	42 5/8	1 7/8	4.39	31	4,305
O (FNNI) Financial News	11 7/8	12	- 1/8	- 1.04	197	131
A (FE) Fries Entertain.	4 3/8	4 3/8			8	22
N (GW) Gulf & Western	67 3/8	68	- 5/8	- 0.91	19	4,165
O (HRSI) Hal Roach	10 1/4	10	1/4	2.50		57
A (HHH) Heritage Entertain.	8 1/2	8 1/8	3/8	4.61	9	23
A (HSN) Home Shopping Net.	50 7/8	43 5/8	7 1/4	16.62	115	1,962
N (KWP) King World	18 3/4	16	2 3/4	17.18	35	576
O (LAUR) Laurel Entertainment	5	4 3/8	5/8	14.28	19	12
A (LT) Lorimar-Telepictures	17 1/8	17 1/2	- 3/8	- 2.14	17	581
N (MCA) MCA	43 1/8	40 7/8	2 1/4	5.50	19	3,366
N (MGM) MGM/UA Commun.	11 7/8	11 3/8	- 1/4	- 2.19		568
A (NWP) New World Pictures	13 1/8	13 5/8	- 1/2	- 3.66	25	139
N (OPC) Orion Pictures	13 1/2	13 3/4	- 1/4	- 1.81		128
O (MOVE) Peregrine Entertain.	10	11	- 1	- 9.09		18
N (PLA) Playboy Ent.	9	9 1/8	- 1/8	- 1.36		84
O (QVCN) QVC Network	17 1/4	18 1/2	- 1 1/4	- 6.75		112

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (RVCC) Reeves Commun.	8 3/4	8 3/4				109
O (RPICA) Republic Pictures 'A'	9 7/8	9 3/8	1/2	5.33	70	28
O (RPICB) Republic Pic. 'B'	10	9 1/2	1/2	5.26	71	7
A (RHI) Robert Halmi	3 1/2	3 1/4	1/4	7.69	31	66
O (SMNI) Sat. Music Net.	5 7/8	5 1/8	3/4	14.63		39
N (WCI) Warner	25 1/2	24 1/8	1 3/8	5.69	17	3,146
O (WWTW) Western World TV	1 5/8	1 5/8				10
O (WONE) Westwood One	31 1/4	29 3/4	1 1/2	5.04	48	255

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	4 1/8	4 1/2	- 3/8	- 8.33	-7	65
O (CVSI) Compact Video	4 7/8	4 1/4	5/8	14.70	48	28
N (CQ) Comsat	30 7/8	29 1/2	1 3/8	4.66		559
N (FCB) Foote Cone & B.	53 1/2	52 1/4	1 1/4	2.39	13	203
O (GREY) Grey Advertising	103	94	9	9.57	14	124
N (IPG) Interpublic Group	31	29 1/2	1 1/2	5.08	18	676
N (JWT) JWT Group	31 1/8	31 1/2	- 3/8	- 1.19	13	282
A (MOV) Moveleab	3 3/4	3 5/8	1/8	3.44		6
O (OGLI) Ogilvy Group	33 3/4	31 3/4	2	6.29	16	461
O (OMCM) Omnicon Group	23 3/8	23 7/8	- 1/2	- 2.09	21	133
O (SACHY) Saatchi & Saatchi	33 7/8	33 1/2	3/8	1.12	16	1,752
O (TLMTB) Telemation	3	3 1/8	- 1/8	- 4.00	12	13
A (TPO) TEMPO Enterprises	11 1/2	11 1/2			29	66
A (UNV) Uniflex Video	9 1/8	8 7/8	1/4	2.81		19

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	2 3/8	2 1/2	- 1/8	- 5.00	-1	13
A (CVC) Cablevision Sys. 'A'	20	20			-6	420
N (CNT) Centel Corp.	59 5/8	58 5/8	1	1.70	12	1,649
O (CCCOA) Century Commun.	16 3/4	15 1/2	1 1/4	8.06	335	324
O (CMCSA) Comcast	20	19 1/4	3/4	3.89	26	425
N (HCI) Heritage Commun.	27 3/8	26 1/2	7/8	3.30	101	612
O (JOIN) Jones Intercable	13 1/4	12 1/2	3/4	6.00	32	172
T (MHRQ) Maclean Hunter 'X'	19 1/8	19	1/8	.65	26	704
O (RCAA) Rogers Cable Am.	11 5/8	11 1/2	1/8	1.08		59
O (TCAT) TCA Cable TV	18	19	- 1	- 5.26	31	194
O (TCOMA) Tele-Commun.	26 5/8	26 3/4	- 1/8	- 0.46	204	2,559
N (TL) Time Inc.	74 7/8	73 1/2	1 3/8	1.87	23	4,700
O (UCIA) United Art. Commun.	19 1/8	18 1/4	7/8	4.79	91	785
N (UCT) United Cable TV	28 1/4	27 5/8	5/8	2.26	70	688
N (VIA) Viacom	41 5/8	41 3/4	- 1/8	- 0.29	40	1,426
N (WU) Western Union	4 3/8	4 5/8	- 1/4	- 5.40		106

	Closing Wed Jan 14	Closing Wed Jan 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	120 1/8	120 3/8	- 1/4	- 0.20	19	13,819
N (ALD) Allied-Signal	45	43 1/4	1 3/4	4.04	-10	7,934
O (AMTV) AM Cable TV	1 3/4	1 11/16	1/16	3.00	-1	6
N (ANX) Anixter Brothers	13 3/4	13 7/8	- 1/8	- 0.90	25	500
N (ARV) Arvin Industries	28 1/2	28 5/8	- 1/8	- 0.43	12	460
O (CCBL) C-Cor Electronics	9 3/4	8 1/4	1 1/2	18.18	-6	29
O (CATV) Cable TV Indus.	2 1/8	2	1/8	6.25	-10	6
A (CEC) Cetec	5 1/4	5 1/8	1/8	2.43	-8	10
A (CHY) Chyron	6 1/8	5 5/8	1/2	8.88	29	62
A (CXG) CMX Corp.	1 1/8	1	1/8	12.50		5
A (COH) Cohu	7 1/2	7 3/4	- 1/4	- 3.22	15	13
N (CAX) Conrac	13 1/2	13 1/2			12	89
N (EK) Eastman Kodak	74 1/2	71 1/8	3 3/8	4.74	63	16,829
O (ECIN) Elec Mls & Comm.	2	2			8	
N (GRL) Gen. Instrument	21 1/4	19 7/8	1 3/8	6.91		688
N (GE) General Electric	91	91			17	41,493
O (GETE) Geotek Inc.	1 1/4	1 1/8	1/8	11.11	5	4
N (HRS) Harris Corp.	33 1/8	32 1/4	7/8	2.71	22	1,333
N (MAI) M/A Com. Inc.	13 3/8	13 1/8	1/4	1.90		582
O (MCDY) Microdyne	4 1/8	4	1/8	3.12	37	18
N (MOT) Motorola	43 1/2	37 1/2	6	16.00	51	5,555
N (NPH) N.A. Phillips	44 5/8	43 5/8	1	2.29	18	1,291
N (OAK) Oak Industries	1 1/8	1	1/8	12.50		38
A (PPI) Pico Products	2 1/4	2 1/4			7	
N (SFA) Sci-Atlanta	13	11 5/8	1 3/8	11.82	22	304
N (SNE) Sony Corp.	21 1/4	21 1/4			12	4,911
N (TEK) Tektronix	76 1/2	73 1/4	3 1/4	4.43	25	1,496
N (VAR) Varian Assoc.	26 3/8	24 1/8	2 1/4	9.32	37	562
N (WX) Westinghouse	62 1/2	61 7/8	5/8	1.01	17	9,602
N (ZE) Zenith	24 5/8	24 3/8	1/4	1.02		569
Standard & Poor's 400	293.73	284.74	8.99			3.15

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in

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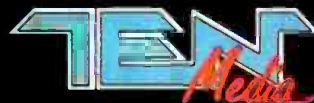
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## Fitzwater chosen to succeed Speakes

**Vice President's spokesman picked to fill roll for Reagan; gets good marks from press corps**

Traditionally, reporters do not applaud those they cover. It's considered bad form; it could be taken to indicate something less than the stern objectivity they are supposed to show. But that tradition was forgotten on Tuesday, when White House spokesman Larry Speakes announced Marlin Fitzwater, a government press officer for more than two decades, as his successor.

Reporters consider Fitzwater not only experienced but smart, easygoing and credible, the kind of spokesman a press corps weary of battling the White House over the Iran arms-contra story would welcome.

President Reagan selected Fitzwater, now Vice President Bush's press spokesman, on the recommendation of White House chief of staff Donald Regan, whom Fitzwater served as assistant public affairs secretary when Regan was secretary of the treasury during Reagan's first term. Fitzwater will take over as chief White House spokesman on Feb. 2, when Speakes leaves the White House after six years to become a top public affairs official for the New York brokerage firm of Merrill Lynch, the company Regan once headed as president.

NBC News's Andrea Mitchell said the applause was a reaction of reporters who have long known Fitzwater. "He has a long track record, and many of us have worked with him," she said. "He is knowledgeable and has a good understanding of the press secretary's role." She also said Fitzwater "doesn't play favorites," and because of his demonstrated credibility, "has served his bosses well in the past."

Fitzwater has a self-deprecating sense of humor that could stand him in good stead in the months ahead. Fitzwater, 44, bald and rotund, said it was obvious what the President, in selecting him, wanted as a spokesman: "An anchorman type—thin, with a lot of hair."

But if the reporters greeted his emergence as chief spokesman with cheers, they did not allow a protracted honeymoon. ABC News's Sam Donaldson asked Fitzwater: "Do you think the government or a government spokesman has at any time the right to lie or to directly or knowingly mislead the public?" Fitzwater declined to answer, saying he did not want to get involved in a debate at the briefing. He also refused to say what his relationship would be with White House communications director Patrick Buchanan, who has accused the press of using the Iran arms-contra story in an effort to bring down the President. Later, Fitzwater, in an interview with the *Washington Post's* Lou Cannon, said he did not believe public officials should ever lie—that all government offi-



Fitzwater

cial, particularly spokesmen, "should tell the truth in all cases."

Speakes introduced Fitzwater as "an outstanding individual of the deepest integrity" and an "ideal choice for the job," a man who can step right into it and perform "very effectively." Fitzwater began his government service in 1965 with the Appalachian Regional Commission. He then went on to a variety of government public affairs jobs, including press spokesman for the Environmental Protection Agency, where he spent nine years before joining Regan at Treasury. After his tour at Treasury, from 1981 until 1983, and before joining Vice President Bush's staff in 1985, he served as White House deputy press secretary for domestic

affairs.

In his new job—which pays \$77,400 annually—Fitzwater will carry the newly created title of "assistant to the President for press relations." James S. Brady, who was severely wounded in the attempt on President Reagan's life on March 30, 1981, retains the title of press secretary. Fitzwater said he would report to the President "through the chief of staff" but would have "direct access" to Reagan when needed.

Fitzwater, in a statement he read in the briefing room, indicated the attitude with which he takes on his new duties. He acknowledged the "difficult times" the administration faces because of the Iran arms-contra scandal, but said "they will not erase the indelible marks of pride and affection that Americans feel for our President and for our country." Then he said, "In the broader sense, I have served in the government for the last 20 years. And every day in that job, I have tried to keep one thought in mind: That we are doing the people's business here and we should be able to explain what we're doing."

The Fitzwater-for-Speakes change was not the only one announced for the White House press office last week. Peter Roussel, deputy press secretary, announced his resignation a day after the Fitzwater appointment was made public. Roussel, 45, was brought into the White House six years ago by Treasury Secretary James Baker, a fellow Texan, when he became Reagan's first chief of staff. At that time, he told reporters, he planned to stay only 60 days. His resignation will be effective Jan. 30, Speakes's last day on his White House job. □

## Studies reveal assaults on press

**Two reports review antipress practices around the world, rise in censorship activities**

Reports documenting what appears to be the sorry state of press freedom in the world continue to surface. Last week, a survey by the London magazine, *Index on Censorship*, spotlighted what it says is the pervasive nature of censorship around the world. Earlier, a report by the New York-based Freedom House said "press freedom was challenged on every continent" in 1986, with journalists being assassinated and media shut down.

The report by *Index on Censorship*—"Censorship: What is it? Where is it?"—is the principal working paper for a four-day (Jan. 16-20) world action conference on censorship abuses that is being held in London. Journalists and news media leaders from 35 countries are participating in the meeting that was called by the World Press Freedom

Committee and five other free-press organizations whose purpose is to develop ways of combating censorship.

Said George Theiner, the magazine's editor, in an introduction to the report, "In many countries all the media are in the hands of the state, which means that censorship is as total as human ingenuity can make it." And where there are privately owned media, he added, "governments resort to a variety of methods to keep them in line." He said "opposition magazines are closed down, journalists arrested and imprisoned, often detained without charge or trial for long periods, antiterrorist or similar legislation used elastically to silence dissent, [and] various economic sanctions applied: fines, bribes in the form of subsidies, the withdrawal of lucrative official advertising, the withholding of licenses, newsprint, etc."

The Freedom House report offered these grim statistics drawn from its worldwide sur-



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**By any other name, part two.** NBC News President Larry Grossman said last week that NBC News "will no longer refer to our hour-long specials as *NBC NEWSHOUR*." In a response sent last week to Robert MacNeil and Jim Lehrer, co-anchors of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*, who took exception to NBC's name choice (BROADCASTING, Jan. 12), Grossman said that he was advised that "NEWSHOUR" is "not registered by MacNeil/Lehrer or anyone else and that it is a descriptive term, as is obvious, rather than a title in anyone's possession. We do not believe anyone could have a proprietary right to the words NEWS HOUR," Grossman said. "However, in view of our respect for what you are doing," NBC News will no longer use the name, he said, adding: "We did not think it was a problem, nor did our lawyers, but if it bothers you, as it clearly does, we shall as a courtesy forgo the use of those words."

vey: 18 journalists killed, 13 kidnapped, 40 expelled, at least 178 arrested and 214 physically and professionally abused. It also said 39 newspapers or radio stations were banned, while 15 journalists were denied entry to a particular country, with "many more [such cases] unreported." It described Mexico, where four journalists were killed, as "the most murderous nation." Theiner, in his foreword to the *Index on Censorship* report, said journalists are also killed in other Latin American countries—Chile, El Salvador, Guatemala and Colombia—as well as in other parts of the world—Beirut, Thailand "and even in democratic India."

Among the bright spots cited in both reports is The Philippines. The Freedom House report said that, with the "heavy burden of [former President Ferdinand] Marcos's oligarchical journalism [having] been removed, the press is bolder and more diverse than ever," with 21 daily, "very independent newspapers" in Manila alone. The *Index on Censorship* agreed that the Philippines can again claim "one of the freest presses in Asia." But it cautioned that, "as the political situation in the country remains fluid and uncertain, vigilance regarding the freedom of the media is in order."

Both reports also cite a new "openness" in the Soviet Union, but again with notes of caution. The Freedom House report noted that the Soviet Union reverted to secrecy in connection both with the Chernobyl nuclear reactor disaster and with the "distortion and entrapment it employed" in the trade of the American journalist, Nicholas Daniloff, for a Soviet spy. The *Index on Censorship* said the campaign of "openness" (glasnost) has led to "dramatic changes, both in the style and content of Soviet news reporting." But it also said that the campaign is being "directed and monitored from above" and that the conviction that the media should serve the leadership's interests "has not changed; all that has changed is what the leadership perceives those interests to be."

In its survey of the conditions under which the media operate in Africa, Asia, Latin America, the Middle East, and Central and Eastern Europe, the *Index on Censorship* report found little about which to cheer. In Pakistan, for instance, it said the Ministry of Information offers "press advice" on topics to avoid, adding that those who disregard the advice subject themselves to possible financial reprisals, since the government is the country's largest single advertiser. And in South Africa, racked by disturbances over the country's policy of apartheid, the report says the government has imposed pre-publication censorship and has prohibited reports of even peaceful protests.

Even the West's democracies do not escape criticism. The Freedom House report cited the Reagan administration's "disinformation" effort aimed at giving news organizations false information regarding Libya's alleged plans for terrorist activities. And the *Index on Censorship* report cited efforts of the Reagan administration to crack down on leaks, including Central Intelligence Agency Director William Casey's threatened prosecution of news media that publish materials whose disclosure is deemed to endanger national security. The report also mentions regulations imposed on broadcasters under the Communications Act, specifically the FCC's fairness doctrine.

## The Russian journalists are coming: U.S.-USSR satellite hookup for ASNE

**San Francisco-Moscow satellite link will provide forum for discussion of different news views**

Journalism—what it is and how it should be practiced—is one of the things on which the U.S. and USSR differ. In the U.S., journalists say their job is to inform the people so they can make judgments on how they should be governed. In the Soviet Union, journalism serves social and political purposes. In April, panels of journalists in San Francisco and Moscow, linked by satellite, may illuminate that difference as they discuss the role of the media in the relations of their countries.

The discussion will be a featured part of the American Society of Newspaper Editors convention to be held April 7-10. The program, on April 8, will run for two hours and will be downlinked to 15 universities in the U.S.—two of them having uplink capacity that will enable the students to participate—and will be seen on Soviet television, though whether live or not, and to what extent, remains to be determined. Later, the program will be edited to an hour's length and offered to the Public Broadcasting Service and the commercial networks.

The program in the U.S. is the joint effort of the ASNE and the Center for Communication, whose main mission is to keep university professors and students informed on policy issues in the communications industry, including those involving print and broadcast. Catherine C. Gay, executive director of the center, said the purpose of the discussion is "to see if we can come to a better understanding of the role of media in

Journalists in Great Britain have more serious problems. The *Index on Censorship* report noted that "while U.S. officials sometimes propose action that would constitute an Official Secrets Act, in Britain this is a reality." The report says that the act, adopted in the years before World War I, at a time of hysteria over reports of German spies, constitutes "a serious impediment to press freedom." During the Falklands Islands war, five years ago, the report added, British correspondents accompanying troops to the war zone "were subjected to rigorous censorship."

British broadcast journalists are subject to special problems. The BBC, much praised for its independence, has known governmental pressures over the years. But last year it was the Conservative Party chairman, Norman Tebbit, who strongly criticized the BBC; he said its coverage of the Thatcher government's support of the U.S. raid on Libya was biased and inaccurate. But the report indicated the BBC's new chairman, Marmaduke Hussey, believes the BBC had not lost its taste for independence. He rejected the charges and said the network would "resist undue influence from any political party." □

U.S.-USSR relations." She noted that the discussion would be held at a time of "major change going on in the Soviet Union" under the leadership of General Secretary Mikhail Gorbachev. "We feel they are now more open than in the past. We want to take advantage of that situation, and get past the vitriolic rhetoric and reach a couple of levels deeper for a mutual understanding."

Each panel will include three to four members. Print and broadcast journalists will be on the American panel, and while the members have not yet been selected, ABC News's Peter Jennings has been chosen as moderator of the American side. Technical arrangements are being handled by Internews, a nonprofit television production company with offices in New York and San Francisco, and Gosteleradio, the USSR's State Committee for Television and Radio. Together, those organizations have been involved in a number of "spacebridges" since 1983. Financing for the American side will be provided by the John D. and Catherine T. MacArthur Foundation.

Gay plans to visit Moscow next month with Kim Spencer of Internews and possibly officers of the ASNE to iron out final details of the joint project with Soviet officials. Gay expects to learn then the conditions under which the program will be broadcast in the Soviet Union. She also said the discussions will center on such matters as who will provide what taped introductory material, as well as how "mutual editing"—which would assure that the program shown in edited form in the U.S. and USSR will be the same—can be accomplished. □

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# TELECASTINGS

## In the works

Former CBS newsman Bill Moyers, who announced Nov. 23 he would return to public television, will receive the first grant to be awarded by the Public Television Programing Challenge Fund, established by the Public Broadcasting Service and the Corporation for Public Broadcasting in May 1986. Moyers will receive \$2.2 million from the \$24-million, three-year fund and will apply it toward three of five public television projects he has planned. Moyers has amassed \$9 million in funding for programs he will host, including grants from General Motors, Chevron and the John D. and Catherine T. MacArthur Foundation.

The three series to receive Challenge Fund grants:

*Moyers: In Search of the Constitution Special*—a 90-minute program, scheduled for September 1987, on the bicentennial of the U.S. Constitution as it is "lived, expressed, taught, celebrated and otherwise exper-

ienced by Americans today."

*Moyers: God and Politics*—six documentaries examining the effect of religious beliefs on politics.

*Moyers: The Wisdom of Joseph Campbell*—six one-hour conversations with comparative mythology scholar Joseph Campbell, for early 1988.

## Russia watchers

The Soviets have "softened their treatment of the United States on TV," according to Dr. Trond Gilberg, head of the political science department at the Pennsylvania State University. Gilberg and a political scientist from the University of Nebraska, Dr. Ivan Volgyes, have used Penn State's new International Satellite System to study Soviet programming sent out on the Molnya and Ghorizont satellites. The researchers taped one week of programming before the Reykjavik summit, then developed a coding sys-

tem to identify political messages that were communicated. According to Gilberg, "Soviet television used to be almost universally negative toward the United States, but since the rise of Mikhail Gorbachev and the Reykjavik summit, Soviet TV coverage of the United States is more positive and less heavy-handed. The treatment of the United States now varies with the issue."

Gilberg said Soviet television has become more open in discussing problems such as the Chernobyl nuclear disaster. He said that the Soviets have discovered that TV is "a cheap and easy way to get their message across to the American public" and said the Soviets "are being unusually cooperative... primarily because they see this as a propaganda tool."

The pilot study was funded with a \$50,000 grant from the United States Information Agency, to which the researchers will report in March. Gilberg and Volgyes hope to receive additional funding from USIA for a one-year project.

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\*Source: NSI Meters, October 1986

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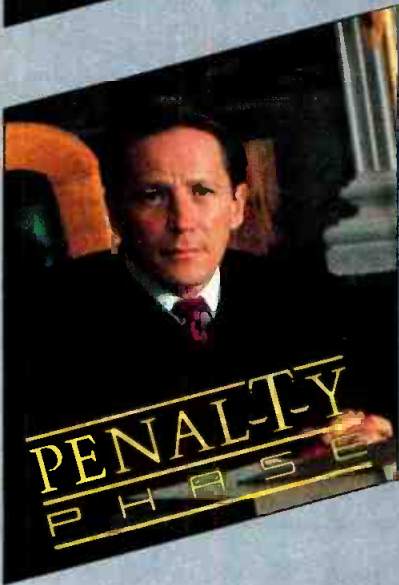
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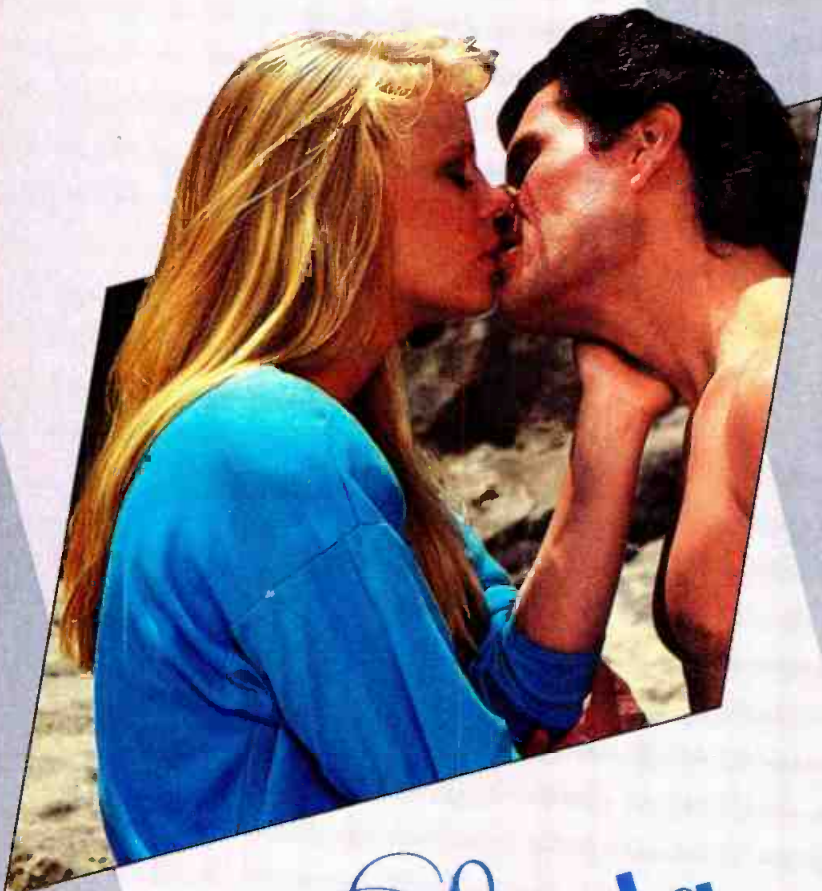
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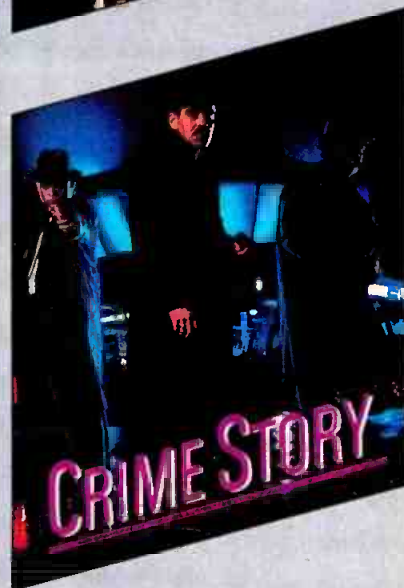
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Our winner's caption appears above. And Jamie Carlson of Lawler Ballard, Kalamazoo, Michigan will be spending a Pro Football Championship weekend in Pasadena in recognition of her achievement.

Our recognition of the 752 other champs who pressed her for the prize appears on the opposite page.

You're wise birds, one and owl.

# But, to us, you're all super.

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Dick Attaway  
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# RIDING GAIN

## O N R A D I O

### Speaking their language

Katz Communications has created a new national radio representation company specifically designed for Spanish-language radio stations. Called Katz Radio Group Hispanic, the new firm, according to Ken Swetz, president of the Katz Radio Group, which is composed of Christal Radio, Republic Radio, Katz Radio and the newest offering, is being formed in conjunction with Katz's representation of Spanish-language radio stations owned Tichenor Media Systems. The initial station client roster includes Tichenor's: KCOR(AM) San Antonio, KUNO(AM) Corpus Christi, KLAT(AM) Houston, KGBT(AM)-KELT(FM) Harlingen and KDX(AM)-KBNA(FM) El Paso, all Texas; and WIND(AM)-WOJO(FM) Chicago. (WOJO was recently purchased by Tichenor from Broadcast Communications Inc., and Katz said it will take over its national sales representation from Caballero Spanish Media once transfer of ownership takes place.)

"According to the U.S. Census Bureau, population studies estimate the current Hispanic population to triple within the next 60 years," said Swetz. "Katz Radio Group Hispanic is being positioned to take advantage of this growing Spanish market."

The new firm will have sales offices in New York, Chicago, Dallas and Los Angeles, all under the direction of Gene Bryan, who has become national sales manager for Katz Radio Group Hispanic. Bryan was formerly a sales manager with Caballero Spanish Me-

dia. Katz Radio Group Hispanic reports directly to Swetz.

Katz is the second national radio sales representation company to branch into Spanish advertising sales in the past month. In late December, Major Market Radio, an Interop company, said it was forming a Hispanic division headed by media executive Julio A. Omana ("Riding Gain," Dec. 29, 1986).

### Today's radio

Radio Today, a four-year old radio program production firm, and LBS Communications, a major distributor of ad-supported television programming, both based in New York, have entered into a joint arrangement whereby LBS will act as the advertising sales agent for programs produced by Radio Today and cleared through a newly formed company called Radio Today Entertainment.

According to Radio Today President Dan Formento, the first project for the new entity will be a 90-minute, monthly music/interview program hosted by former *Rolling Stone* senior editor, Timothy White. The show, called *Rock Stars*, will be targeted to album oriented rock (AOR) stations, said Formento, noting that the program first aired as a special 15-week summer series last year over the ABC Rock Radio Network. Target date for the new monthly rock series is late March.

Formento added that another monthly show will be launched by Radio Today Entertainment in the second quarter and a weekly series in the third quarter, but he declined to give further details.

Formento, the former program manager of NBC's young-adult Source network, is chief executive officer of Radio Today Entertainment. Geoffrey Rich, a media consultant who has worked closely with Radio Today over the past few years, has been named president of the new unit, and Beverly Padratz, who was formerly director of special programming for the ABC Radio Networks, was appointed its vice president and general manager.

Radio Today currently produces: *Flashback* and *The Soupy Sales Moldy Oldies Show*, two weekly two-hour programs distributed by NBC Radio Entertainment; the "Laff Trax" and "Funny Stuff" short-form comedy services for the CBS RadioRadio and CBS Radio Network, respectively, and *Rock Notes*, a two-minute, daily series sponsored exclusively by the Army National Guard and distributed by Narwood Productions, New York.

The agreement with Radio Today to line up advertisers for new radio programs will be LBS's second attempt in the radio broadcasting arena ("In Brief," Sept. 2, 1985.) LBS's first approach to radio was as an in-house program distribution/sales operation called LBS Radio. That was discontinued last year.

### NBC upbeat on 'Jazz'

Surpassing its target affiliate count by a substantial margin in 1986, NBC Radio Entertainment's *The Jazz Show With David Sanborn* has come to exemplify a growing interest in jazz among radio listeners that has been evolving over the past year. The weekly, two-hour series, which just celebrated its first anniversary, climbed from 30 stations when it debuted on Jan. 3, 1986, to its current affiliation of about 112 stations—the number can vary slightly from week to week.

"Our goal for the first year was to have a lineup of 80 to 85 stations with good concentration in the major markets. But we reached 80 stations by April 1," said Andy Denmark, director of programming for NBC Radio Entertainment and The Source. "NBC didn't set out to market the show as a mass appeal product," added Willard Lochridge, vice president and general manager for NBC Radio Entertainment and The Source.

The show is currently cleared by stations in 34 of the top 50 markets including WYNY (FM) New York, WLUP(FM) Chicago, KKGQ(FM) Los Angeles and WIOQ(FM) Philadelphia. A



**Sheppard host.** ProMedia, the Bronx, N.Y.-based radio program supplier, has signed country performer T.G. Sheppard (center) to host a set of new monthly *Country Close-Up* specials. *Country Close-Up*, a weekly music/interview program, is presently carried by more than 100 stations nationwide. Its regular host is country radio personality Lon Helton. Going over program scripts with Sheppard are Bill Quinn (left), president of ProMedia, and James Wynbrandt (right), company vice president.





## Docket 80-90 scramble? FM equipment replacement? Harris has got you covered.

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rough breakdown of the stations in the top 50 markets by format shows that 50% are album rock outlets, 20% are adult contemporary, which includes the various "soft" rock formats, 20% are jazz-formatted stations and the remaining 10% fall into a number of different format categories.

One of the reasons for the show's success, said Lochridge, is that it fills a programming "void" in the marketplace in terms of national jazz programming. "There is nothing [similar national programming] up against us," he said. And Sanborn, a jazz saxophonist, has brought the show "instant credibility," said Lochridge. He also noted that the show came at a time when a large number of contemporary rock stations were experimenting with jazz on a part-time basis.

The mostly music program primarily features mainstream jazz artists such as Herbie Hancock, Jeff Lorber, Grover Washington, Miles Davis, Al DiMeola and Pat Metheny.

### King for a day

Many major radio networks are scheduled to carry Group W's KYW(AM) Philadelphia's five-minute, live tribute to the late civil rights leader, Dr. Martin Luther King Jr., today (Jan. 19), the national holiday honoring King's birthday, at 12:30 p.m. NYT ("Riding Gain," Jan. 5.) According to Group W Radio, the domestic networks planning to offer the broadcast are: ABC, CBS, NBC, Mutual Broadcasting and Westwood One, CNN Radio, National Black Network and United Stations. On the international side, Voice of America and the Armed Forces Radio Network are airing the special.

The KYW tribute coincides with planned bell ringing ceremonies in Philadelphia and other parts of the country. It also features music performed by jazz/classical trumpet player, Wynton Marsalis. KYW is making the special available to networks and stations via Satcom I-R and Westar III with uplinking from Philadelphia provided by IDB Communications.

All of the domestic networks mentioned, plus the Associated Press Network News, offered their affiliates a 54-minute Group W Radio-produced King tribute as well as a number of public service announcements prior to Jan. 19. The long-form special was hosted by actors Charlton Heston and Gregory Peck.

### Playback

CBS's young-adult RadioRadio network, in conjunction with company-owned WCBS-FM New York, is producing a three-hour special for Wednesday evening, Jan. 21, on the second annual Rock 'n' Roll Hall of Fame honoree ceremony. The special will profile each of the 15 inductees including Bo Diddley, the Coasters, Aretha Franklin, Bill Haley, Clyde McPhatter, Smokey Robinson, Marvin Gaye, B.B. King, Ricky Nelson and Carl Perkins. The show will also feature interviews with many of the recipients and with celebrity presenters.

*The Rock 'n' Roll Hall of Fame Radio Special*, which will air from 9 p.m. to midnight, will emanate live from the induction ceremony site at New York's Waldorf-Astoria hotel. Hosting the broadcast will be WCBS-FM personality Bob Shannon.

### Birch in Boston

Birch Radio Research has signed a five-year pact with Hill, Holliday, Connors, Cosmopolis, a Boston advertising agency, calling for the agency to use Birch as its "primary" ratings source for planning and buying radio. In a separate development, Birch said it reached a new three-year agreement with Gannett Radio for Birch to supply ratings to Gannett stations in six markets. Gannett has been using Birch at its KIS-AM-FM Los Angeles and WGCI-AM-FM Chicago.

□

### Classical blast

RKO's WGMS-AM-FM Washington celebrated 40 years of classical music programming with a three-hour live remote from the Kennedy Center. (The station was known as WQQW when it went on the air in January 1947.) Celebrity guests included: National Symphony Orchestra Music Director Mstislav Rostropovich, pianists Andre Watts and Jean-Yves Thibaudet and opera star James McCracken. Also featured during the special remote celebration was the unveiling of a WGMS 40th anniversary poster commissioned from the Corcoran School of Art.

### Money talk

The National Association of Broadcasters has tapped Marshall Loeb, editor of *Fortune* magazine, to speak at the radio luncheon during the association's upcoming convention in Dallas, March 28-31. "With the new tax code in effect it will be most appropriate to have a financial figure of Marshall Loeb's character to offer his views on taxation and managing money," said Jerry Lyman, president of RKO Radio and vice chairman of NAB's radio board. Loeb is also a daily commentator on personal finance for the CBS Radio Network.

### And the nominees are...

The United Stations Programming Network, in conjunction with Dick Clark Productions, is readying the *American Music Awards Nominations Special* for airplay over the weekend of Jan. 24-25. The three-hour music and interview program, hosted by entertainer and founding United Stations partner, Dick Clark, will feature many of the 1987 nominees, including Tina Turner, Madonna, Whitney Houston, Huey Lewis & The News, Robert Palmer, David Lee Roth, Lionel Richie and Anita Baker. The United Stations special will precede the 14th annual telecast of the *American Music Awards* over ABC-TV on Jan. 26, which Clark will also host.

### Reading room

TFT Inc., a Santa Clara, Calif.-based supplier of aural STL and other broadcast gear, has produced a 30-page booklet on the fundamentals of aural microwave links, including STL path considerations, equipment selection and various STL configurations. The primer also addresses 950 mhz congestion and includes tables, graphs and charts to help users calculate path gain-loss.



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## ABC fiber trial

An experimental digital fiber optic network linking ABC-TV's New York and Washington facilities is scheduled to go on line today (Monday, Jan. 19), according to Brent Stranathan, network director of telecommunications.

The fiber link, if successful, would replace the telephone land line system connecting the two ABC operations since the late 1940's and now used heavily for such shows as *Nightly News*, *Good Morning, America* and *Nightline*.

AT&T will maintain the two-channel service, which will use an already installed AT&T 45 megabit digital intercity circuit. Code-decode circuits (codecs) to translate the analog TV signal to digital form and back will be supplied by NEC.

Existing phone lines will remain in position as backups for another couple of months, Stranathan said, although one pair of codecs will also serve as a "hot standby" if the first channel fails. After a trial period of one year or less, AT&T is expected to file for a general tariff to offer the service permanently.

The network had been experimenting with digital fiber optic transmissions since the 1984 Summer Olympics, and began discussions with AT&T on the point-to-point link after a successful operational test during the 1984 elections (BROADCASTING, Oct. 27, 1986).

Advantages to the new fiber lines, Stranathan explained, include a lower cost than the landline link, as well as the improvement of in-plant picture quality and lowering of the signal-to-noise ratio.

A fiber link between the two cities is also preferable to the C-band satellite transmission now used for the rest of network program interconnection, added Stranathan, largely because heavy traffic between New York and Washington would force the network to essentially tie up an entire satellite transponder just for that service.

Whether the use of fiber for other parts of the network is also preferable to satellite transmission is a judgment Stranathan said remains several years away, with fiber still lacking some of the flexibility required for network distribution. For instance, the new fiber link will not allow the network's Philadelphia facilities to switch material onto the circuit, as does the existing landline system.

## CCD crystal ball

Broadcast Television Systems, the Bosch-Philips joint venture, has developed a new broadcast CCD camera and will introduce it at the National Association of Broadcasters' annual equipment exhibition in Dallas next March.

The new camera will use frame transfer CCD's (charge-coupled devices) and a mechanical shutter, similar to technology used by RCA for its broadcast CCD camera prior

to the company's withdrawal from the broadcast equipment business in 1985.

Frame transfer CCD's, unlike interline transfer CCD's used by Sony and NEC for their cameras, transfer the light charge which forms the video image into the chip's storage area every video field, or every thirtieth of a second.

According to Alan Keil, BTS product line manager for broadcast cameras, the new camera will be priced under \$20,000 (without lens) and will use three Philips CCD's in a red-green-blue configuration, with a fixed speed mechanical optical shutter to provide optical black during the frame transfer.

The mechanical shutter prevents vertical transfer smearing or highlights during the transfer, Keil said. The company will also make a variable speed electronic shutter version of the camera available later this year for use in slow-motion or sports applications.

Few performance specifications were available from the company, but Keil said there are 610 pixels per line on the CCD device and the camera will offer a depth of modulation of 45 percent at 5 mhz. In addition, the new camera's body design is low in height and offers "exceptional" vision to the right hand side, he said.

The camera, which is dockable with half-inch Beta gear and other formats, will be available shortly after the NAB show.

In addition to NEC, Sony and Panasonic, which already offer broadcast CCD cameras, Thomson of France and Hitachi of Japan have also indicated recently they are working on new broadcast CCD units.

## British battle

Five hundred British Broadcasting Corp. electricians remained on strike last week over a pay dispute with the noncommercial network, with no new negotiations scheduled, according to the BBC.

The electricians, who are responsible for TV studio lighting, plant and other maintenance for TV and radio services, began their walkout midnight Jan. 3 when the BBC turned down a request for a 20% pay increase.

The network said it preferred to determine basic pay increases for all its 5,500 weekly paid employees after it had completed a study of productivity savings later this year.

The strike was having little effect so far on the network's program schedule, according to a BBC representative, with programs using existing sets and conducting outdoor

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But at least one new program, a monthly audience-participation review of recent BBC shows, has been delayed by the strike, its scheduled Jan. 20 startup pushed back by the need for a new set into at least February.

The union representing the majority of other BBC weekly paid employees has instructed its members to work normally while awaiting the outcome of the productivity review, and the workers have crossed the electricians' picket lines, the BBC representative added.

### Walking shoes

At least 640 companies have signed up for booths at the National Association of Broadcasters annual equipment exhibition in Dallas next March 28-31 and close to 700 are expected by show time, according to convention exhibit director Ed Gayou. Last year's show, which filled some 300,000 square feet of exhibit space, drew 680 companies, he said.

The biggest exhibitor again this year will be Sony, which will occupy the same 15,000-square-foot booth it had at the 1986 show, while Ampex will fill the second largest booth, with 9,000 square feet.

Broadcast Television Systems will jump to third this year, combining footage from booths of Philips and Bosch last year for a total of 7,000 square feet. Also increasing in footage is Dynatech, which this year will have 5,400 square feet.

Other large exhibitors include Harris and

Grass Valley Group-Dubner (both 6,000 square feet), Panasonic-Ramsa (5,600), 3M (4,000), Ikegami (3,600) and Thomson (3,575).

### Vertical integration

Larcan Communications Equipment, a broadcast transmitter manufacturer based in Laurel, Md., will merge with LeBlanc & Dick Communications, a tower and antenna supplier also of Laurel.

The new company, LDL Communications, Inc., will offer design, manufacturing, erection and testing of broadcast transmitter, antenna and tower facilities.

Larcan was formerly owned by Canadian equipment supplier LeBlanc & Royle, while LeBlanc & Dick was jointly held by L&R and English supplier Alan Dick Company.

### Gearing up

Modulation Sciences has introduced an audio processor, the Stereomaxx, that the Brooklyn, N.Y., company says can enhance and enlarge radio stations' stereo images by operating in the spatial domain, rather than the amplitude domain as do most other processors. The mono-compatible unit is available for \$3,195.

A tape degausser that can erase new metal particle videotape formats M-II and Beta SP is available from Data Security of Lincoln, Neb. According to the company, which originally introduced the product last fall for

military and national security markets and then adapted it to handle videocassettes, the unit can erase to more than -80 db a tape saturated with a 25 khz square wave signal. The unit costs \$9,995.

Grass Valley Group has developed an infrared transmission system to send broadcast quality video, audio and data up to 1,500 feet. The \$34,580 duplex transmit-receive system can be used in either electron-



ic newsgathering or fixed link applications, the Grass Valley, Calif., company said. The frequency modulated transmissions, which are affected by heavy rain or snow, do not need licensing, as do similar microwave links.

A second-generation BTSC stereo generator is available from Learning Industries of Costa Mesa, Calif. The \$1,595 MTS-2 unit has new features including test tone generator, and an optional, \$400 audio automatic gain control amplifier.

Wegener Communications has introduced two satellite subcarrier receivers. The model 1606-21 uses a new subcarrier transmission system, developed by Wegener, that allows up to 28 15 khz channels on a single transponder, can be received on 1.8-meter C-band dishes and limits terrestrial microwave interference. The model 1606-51, with 30 mhz bandwidth, uses a conventional subcarrier above video. Both versions, priced at \$595, are single plug-in cards for use in Wegener's series 1600 mainframes.

### Equipment updates

Pioneer Electronics is merging its cable TV equipment, laser disk and optical storage divisions. The manufacturer will continue to carry a full line of cable TV products but said the merger will allow for cross-over applications among cable, industrial laser video disk and optical storage devices. The cable products and laser disk divisions will remain headquartered in Upper Saddle River, N.J., with the optical memory productions division based in Carson, Calif.

American Television & Communications Corp.'s Manhattan Cable TV has purchased approximately \$2.2 million in J-series converters from General Instrument Corp.'s Jerrold Division.

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# Changing Hands

PROPOSED

**WWDC-AM-FM Washington** □ Reported in negotiation for sale by Capitol Broadcasting Co. to Metropolis Broadcasting Group for \$52-\$53 million, highest price ever paid for AM-FM combination. **Seller** is principally owned by Howard Bender and family, owners of Washington-based builder, Blake Construction Co. It has no other broadcast interests. **Buyer** is Cleveland-based group owning WDTX(FM) Detroit and WERE(AM)-WNCX(FM) Cleveland. It is owned by Harvey Deutch, Lorraine Golden and Jim Harper. WWDC is on 1260 khz full time with 5 kw. WWDC-FM is on 101.7 mhz with 50 kw and antenna 750 feet above average terrain.

**WTRK(FM) Philadelphia** □ Sold by WTRK Inc. to Malrite Guaranteed Broadcast Partners Inc. for \$13.8 million. **Seller** is owned by Cox Communications, Atlanta-based newspaper publisher, cable MSO and station group of five AM's, seven FM's and eight TV's. **Buyer** is subsidiary of Malrite Communications, Cleveland-based group of five AM's, seven FM's and four TV's, principally owned by Milton Maltz, chairman. WTRK is on 106.1 mhz with 22 kw and antenna 740 feet above average terrain.

**KUGN-AM-FM Eugene, Ore.** □ Sold by Obie Broadcasting of Eugene Inc. to Omni Broadcasting Corp. for \$4,035,000. **Seller** is principally owned by Brian B. Obie. It owns KMVI(AM) Wailuku and KMVI-FM Pukalani, both Hawaii. **Buyer** is owned by Mason Best Co., headed by Randy Best and Elvis L. Mason, merchant bank based in Dallas and Houston, involved in venture capital investments. Omni is headed by Paul E. Van Hook, who is also a director of Pathfinder Communications, Elkhart, Ind.-based group of five AM's and five FM's. KUGN is on 590 khz with 5 kw day and 1 kw night. KUGN-FM is on 97.9 mhz with 100 kw and antenna 780 feet above average terrain.

**KTYL-AM-FM Tyler, Tex.** □ Sold by Big Thicket Broadcasting Company of Texas Inc. to Stansell Communications Inc. for \$2.4 million. **Seller** is subsidiary of Heritage Broadcast Group Inc., based in Tucker, Ga. It owns WAAX(AM)-WQEN(FM) Gadsden, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KRKK(AM)-KQSW(FM) Rock Springs, Wyo., and WISE(AM)-WKSF(FM) Asheville, N.C. It is owned by James T. Cullen and Adam G. Polacek. **Buyer** is owned by James I. Stansell and William Harrison. It is former owner of KLAQ(FM) Denison, Tex., and recently purchased KAFM(FM) Durant, Okla. KTYL is on 1330 khz full time with 1 kw. KTYL-FM is on 93.1 mhz with 100 kw and antenna 375 feet above average terrain.

**WZDQ(FM) Humboldt, Tenn.** □ Sold by Warmath Communications Inc. to Quality Broadcasting of Tennessee Inc. for \$500,000. **Seller** is owned by John F. Warmath. It also owns co-located WIRJ(AM), co-located cable system and daily newspapers in Humboldt, Dyer and Trenton, all Tennessee. **Buyer** is owned by James T. McAfee and Jerry L. Russell. It also owns WQXM-AM-

FM Gordon, Ga. WZDQ is on 102.3 mhz with 3 kw and antenna 308 feet above average terrain.

**WFNE(FM) Forsyth, Ga.** □ Sold by Mason Broadcasting Inc. to Lamar and Lee Studstill for \$480,000. **Seller** is owned by Charles Finey and his son, Fred. It has no other broadcast interests. **Buyers** own WXRS-AM-FM Swainsboro, Ga. WFNE is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Thorburn Co.*

**WBNE(FM) Benton, Pa.** □ Sold by WBNE Inc. to Holt Associates Group Inc. for \$400,000, comprising \$300,000 cash and remainder

note. **Seller** is owned by Victor Michael and Joseph Kalie, who have no other broadcast interests. **Buyer** is owned by media broker, Arthur H. Holt, and 17 other Holt Co. employees. Holt owns Bethlehem, Pa.-based group of four AM's and five FM's. WBNE is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

**KPCH(FM) Dubach, La.** □ Sold by Dubach Broadcasting Co. to William W. Brown for \$345,000. **Seller** is owned by Rodgers M. Prestridge, who has no other broadcast interests. **Buyer** is salesman at KRUS(AM)-KXXZ(FM) Ruston, La. KPCH is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

*For other proposed and approved sales see "For the Record," page 268.*

**Corporate code.** Corporate sponsors and viewers must be made aware of the value of public radio and television, according to William Lee Hanley, chairman of the board of the Corporation for Public Broadcasting. In an interview with Associated Press, Hanley said he hoped to convince corporations that they cannot afford not to support public broadcasting. "If we can excite some of the chief executive officers of these various companies," he said, the level of support can be raised.

Hanley stressed that the noncommercial system should provide "innovative, diverse, important programming" rather than "coming up with the things that sell cereal." Although production is becoming increasingly expensive, he said, there are "many ways to skin the cat and still get a quality program on the air." Hanley said he would like the CPB board to address problems like competition from cable services and videocassettes. He also said he is interested in developing a competitive plan that would make use of input from station managers, viewers and members of the board. "You can't impose a strategic plan from the top downwards," he said. "Everybody's got to work on it." Hanley said he felt that Congress, if it saw that public broadcasting was working responsibly on such a plan, "would be content to watch" rather than trying to "decree what we are."



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## NAB making push for high fidelity AM

**Association is urging AM broadcasters to accept recommendations of NRSC—uniform preemphasis curve and limiting programing audio bandwidth**

The National Association of Broadcasters is about to launch a \$28,000 campaign to persuade the nation's 5,000 AM radio stations to adopt a uniform preemphasis curve and limit the audio bandwidth of their programing, steps the NAB believes will lead to high-fidelity AM.

The NAB believes that if most stations make the change, receiver manufacturers will begin producing wideband receivers with a complementary deemphasis curve, and the fidelity gap between AM and FM that has been widening over the past two decades will begin to narrow.

The National Radio Systems Committee, a group of broadcasters and receiver manufacturers, gave final approval on Jan. 10 to a voluntary standard calling for the standard preemphasis and deemphasis curves and limitation of audio bandwidth to 10 khz. But

because it is voluntary, broadcasters and receiver manufacturers have to be convinced to implement it.

"This is not a chicken-and-egg situation," said Michael Rau, the NAB staff engineer who heads the ad hoc NAB's task force formed to sell the so-called NRSC standard to broadcasters. "The broadcasters have to come first. We have to show some reasonable intent to implement the standard. If we do, I have no doubt we will see some wideband receivers."

Rau also acknowledged, however, that receiver manufacturers may also want to see the establishment of an AM stereo standard before they start producing high-fidelity radios. Some receiver manufacturers believe they will not be able to sell high-fidelity AM without stereo, Rau said. "It certainly would be desirable to have a resolution of the AM stereo question," he said.

Although the FCC authorized AM stereo broadcasting nearly five years ago, the service has not really gotten off the ground due to a lack of a standard. With some stations

broadcasting in stereo with Motorola's C-Quam and others with Kahn Communications' single-sideband system, large-scale production of AM stereo radios by most manufacturers has yet to begin.

AM has been trapped in a cycle of degenerating fidelity for many years. To mitigate interference among stations, manufacturers have been making AM radios with less and less frequency response. To compensate for the poor response of the radios, AM broadcasters have been boosting or preemphasizing the high frequencies of the audio. Thus, the cycle has been established: The more preemphasis the broadcasters have used, the more interference they have caused and the narrower the frequency response of the radios has had to be. Today, the response of a typical AM radio set is no more than 4 khz compared to the 15 khz response of FM.

By eliminating excessive preemphasis and curtailing second-adjacent channel interference, the widespread adoption of the NRSC standard would permit the production of AM radios with a frequency response of 10 khz, which is generally considered the low end of high fidelity. Some audio experts maintain that most people are unable to distinguish between 10 khz and 15 khz.

(Curtailing the second-adjacent channel interference is achieved principally by limiting the bandwidth of the audio fed to the transmitter to 10 khz rather than 15 khz now allowable under FCC rules. According to Rau, in a further effort to mitigate such interference, the NRSC is now trying to come up with operational and performance standards for AM transmitters to limit or "mask" spurious RF emissions of plus or minus 10 khz.)

To convince receiver manufacturers to make wideband radios, Rau said, more than half the AM stations in the country, including three-quarters of those in the major markets, will have to adopt the standard.

To reach those levels, the NAB executive committee authorized, and the ad hoc task force is implementing, an information campaign. In addition to Rau, the NAB task force comprises Loretta Ucelli, vice president, public affairs and communications; Barry Umansky, deputy general counsel, and Michael Parnigoni, senior vice president, radio.

The heart of the campaign, which will have its own logo and slogans, will be a direct mailing to every AM station prior to the NAB convention, March 28-31 in Dallas. The package will contain detailed information on the standard, the reasons for it and a plea to implement it. It will also include a pre-paid postcard asking stations whether they will implement it. The direct mailing will be followed up by phone calls by NAB board members and others to every station

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that did not return the card.

To promote the standard and generate excitement about it, the NAB (with the help of WWRC[AM] Washington) will produce an audio-visual presentation that will demonstrate the fidelity that can be achieved through the standard. The production will be shown at the NAB and made available to state broadcasting associations and others.

At the NAB convention, NAB President Eddie Fritts will mention the standard in his opening address. As part of the convention engineering program, John Marino, vice president, engineering, NewCity Communications, who was co-chairman of a key NRSC subgroup, will give a report on the standard, and a panel of engineers will discuss technical implementation. A management session on AM improvement activities will also include discussion of the standard.

Also at the convention, the NAB engineering staff will demonstrate what the standard can do for AM using prototype wide-band AM radios with standard deemphasis manufactured by Delco Electronics, Sony and, possibly, others. Rau will travel to several regional meetings of the Society of Broadcast Engineers during 1986 to discuss the standard. In addition, Rau said, he will accept invitations to speak at as many state broadcasting association meetings as his time and budget allow.

Because some AM station may have the desire but not the financial ability to buy new audio processing equipment capable of limiting the audio bandwidth to 10 khz, Rau said, NAB is considering making bandwidth limiting devices available to stations at or near cost—a "few hundred dollars." Such stations could comply with the deemphasis curve by adjusting their existing audio processors, he said.

The NAB task force will not be starting from point zero. A few broadcasting groups with AM stations, through their participation in the standards-setting effort, have tacitly or, in some cases, explicitly made a commitment to implement the standard.

And although there is no way to measure broadcasting support for the standard, it can be said there is little opposition to it. When the standard was released as a draft last September, the NRSC gave interested parties until Dec. 15 to voice objections. Only two broadcasters did. And, according to Rau, only one of the two—Bonneville International Corp.—has problems with the standard that can't seem to be resolved.

Bonneville's principal concern is the limitation of the audio bandwidth, Rau said. In comments to the NRSC, Bonneville argued against cutting the bandwidth from 15 khz to 10 khz. "After 65 years of AM broadcasting, NRSC says this sacrifice is necessary to improve AM," Bonneville said. "Until now, narrow AM receivers were the bottleneck. Now AM broadcasters are supposed to put another bottleneck in the AM signal by cutting their spatial frequency components so important to stereo by 33% and calling it AM improvement. This to reduce second adjacent channel interference from a few AM stations authorized by an errant FCC a few years ago. We don't cut off everybody's arms because a few people have broken arms. We try to fix the broken arms. . . AM

needs to be [made] more comparable to FM by removing the real bottleneck, the narrow receivers, and [by maintaining] the present respectable 15 khz bandwidth of the local signal."

With or without Bonneville's support, Rau said, the NRSC will published the standard and submit it to the American National Standard Institute. "It's not right to hold up the standard for one guy when there is so much support for it." □

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## HDTV premiere attended by industry leaders

### Demonstrations of new television system continue in Washington

Several prominent communication industry figures, including high-level Japanese government officials and FCC commissioners, last week visited ongoing broadcast industry demonstrations of high-definition television transmissions in Washington.

The demonstrations, sponsored by the National Association of Broadcasters and the Association of Maximum Service Telecasters at the FCC earlier this month and at NAB headquarters throughout January, use Japanese-developed 1,125-line HDTV technology in an attempt to show the feasibility of HDTV broadcasts over the UHF band

(BROADCASTING, Jan. 5, Jan. 12).

Among those witnessing the demonstrations at NAB last week were the Japanese ambassador to the U.S., Nobuo Matsunaga, and Japanese cabinet official Shunjiro Karasawa, minister of Post and Telecommunications.

According to NAB President Eddie Fritts, Karasawa first met with U.S. Commerce Department's Bruce Smart last Tuesday, and on Wednesday morning visited FCC Chairman Mark Fowler before spending an hour with Fritts and AMST President Tom Paro viewing the HDTV transmission display at NAB headquarters.

FCC Chairman Fowler had put in a quick visit to the HDTV demonstration at the FCC on the afternoon of Jan. 7, after having originally backed out of an invitation to appear and speak at an opening press briefing that morning. He reportedly was concerned he might appear to be inappropriately taking a position on UHF-private radio spectrum sharing issues now before the commission.

FCC Commissioner Mimi Dawson appeared briefly at the demonstration's debut and Commissioners Dennis Patrick and Patricia Dennis also viewed the demonstration at the FCC last Monday.

Others who visited the demonstrations, both at the FCC and NAB, included large numbers of commission staff, such as Chief of the Office of Engineering and Technology, Thomas Stanley, and FCC Managing Director Ed Minkel, as well as industry engineering groups from AMST, the Electronic Industries Association, the National Frequen-

December, 1986

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cy Coordinating Counsel, the Association of Federal Communications Consulting Engineers and CBS.

Among those scheduled to visit the demonstration last week and through the end of the month include ABC's Julius Barnathan, representatives of Public Broadcasting Service, Home Box Office, Advanced Television Systems Committee, Massachusetts Institute of Technology, National Cable Television Association, National Telecommunications and Information Administration, a group of local TV station and advertising agency executives, and Swedish embassy officials, as well as possibly representatives of the Society of Motion Picture and Television Engineers, AT&T and Port Authority of New York. □

## EIA predicts another record year for consumer electronics sales

Association expects figure to reach \$30 billion wholesale in 1987

Factory sales of consumer electronics products will reach \$30 billion—more than \$35 billion at the retail sales level—for the first time in 1987, according to industry esti-

mates released at the semiannual Consumer Electronics Show in Las Vegas.

But rising revenues may not translate into increasing profits, warned the show's keynote speaker, Frank Myers of Arvin Electronics. Myers is industry vice president for the consumer electronics group of the Electronic Industries Association, sponsor of the gathering, which drew more than 100,000 attendees this year.

Myers called 1986 a "tough and turbulent year," and noted that while volume and gross revenues were up for both manufacturers and retailers, profits weren't keeping pace. "A healthy 14% increase in sales for 1986 over 1985, and yet the tales of woe in the industry are being heard loud and clear," he said. "Why? The answer is obvious. Volume increases don't necessarily mean increased profits."

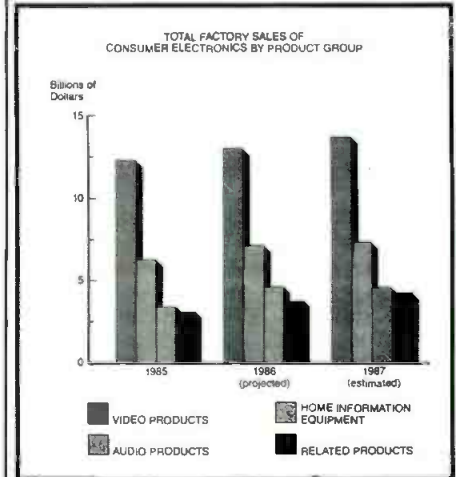
Growth will continue, Myers predicted, but at half the rate of 1986. He suggested that the industry take advantage of profit opportunities found in new features such as the HQ (high quality) enhancement to VCR's and multichannel sound and digital video in TV sets and videocassette recorders.

EIA estimates of 1987 sales, many already released in mid-1986 but updated for the winter conference, showed color television remaining the leading product category, with 1987 factory sales estimated at \$5.885 billion and 18.1 million sets sold.

Videocassette recorders will follow closely as the next largest category, with factory sales expected to reach \$5.767 billion. EIA also estimated some 14.6 million VCR's

## CONSUMER ELECTRONICS U.S. SALES

JANUARY 1987



ELECTRONIC INDUSTRIES ASSOCIATION  
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would be sold to dealers in 1987, up from the previous high of 13.8 million in 1986. That would bring household penetration to approximately 50% by the end of this year ("Closed Circuit," Dec. 29).

In other video categories, an estimated five million stereo TV sets will be sold in 1987, along with 2.9 million VCR's with built-in stereo and five million stereo-adaptable color TV's. According to Myers, one of every six TV's purchased in 1986 was stereo-ready and nearly 30% of color TV's sold this year will have the feature built in.

Video camcorders, which Myers predicted "may well be this year's star attraction in the video sector," are expected to sell 1.5 million units this year, compared to last year's 1.1 million.

Audio systems for both home and auto will account for an estimated \$7.365 billion in 1987 factory sales, with the hottest audio category still the compact disk player, which is expected to show a 40% increase in sales over last year, with 4.25 million units going to dealers in 1987.

Some 320 million blank videocassettes and 110 million prerecorded videocassettes will also be sold to retailers in 1987; home satellite system sales, down drastically last year because of consumer concerns over program scrambling, are expected to pick up this year to nearly the 1985 rate of 600,000, and the mini-TV category is also expected to show growth this year, with color unit sales increasing 400% and black-and-whites increasing 100%. □

**No yen for sets.** General Electric will no longer buy television sets from Matsushita Electric Industrial for sale under the GE label. According to AP, the two were unable to agree on new pricing arrangements following large increase in the value of the yen.

## Jesup & Lamont Securities Co., Inc. is pleased to announce the appointments of

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**Peter A. Haring, Jr.**  
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Mid-America Capital Resources, Inc.  
(an IPALCO Enterprises, Inc. subsidiary)

has sold the assets of

Indianapolis Cablevision, Inc.

to

Comcast Cable Leasing Partners L.P.

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*The undersigned acted as financial advisor to  
Mid-America Capital Resources, Inc. in this transaction.*

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Shearson Lehman Brothers Inc.

January 19, 1987

"Datebook" continued from page 58.

defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

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

**March 28-31**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center, Dallas.

**March 29-31**—*Cabletelevision Advertising Bureau* 38th annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

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

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

**March 31**—*Broadcast Pioneers* breakfast. Loews Anatole, Dallas.

## April

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

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

■ **April 8**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Lawrence P. Fraiberg, president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

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

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

**April 16**—*Federal Communications Bar Association*

luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

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

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

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

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

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

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

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

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

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

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

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

**April 24-26**—*Federal Communications Bar Association* annual seminar. Wintergreen resort, Wintergreen, Va.

**April 25**—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

**April 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.

## May

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

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

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

**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-Gabrovo*. Gabrovo, Bulgaria.

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

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

**May 17-21**—Nebraska Videodisk Workshop, sponsored by *Videodisk Design/Production Group of Nebraska ETN Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

**May 21**—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

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

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

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

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

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

**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.

## June

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

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

**June 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 Cen-

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

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

**June 17**—*International Radio and Television Society* "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.

**June 24-28**—*Florida Association of Broadcasters* annual meeting. PGA Sheraton, Palm Beach, Fla.

## July

**July 12-15**—*New York State Broadcasters Association's* 26th executive conference. Sagamore Resort hotel, Lake George, N.Y.

**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.

## August

**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. 9-11**—*Arkansas Broadcasters Association* meeting. Royale Vista hotel, Hot Springs, Ark.

**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, Atlanta. Information: (404) 252-2454.

## September

**Sept. 9-12**—Radio '87 Management, Programming, 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* Western 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

**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 Communi-*

This announcement appears as a matter of record only.

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*Edward K. Christian, President*

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September 1986

cations: 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

**Oct. 7-10**—Kansas Association of Broadcasters convention. Wichita Marriott, Wichita, Kan.

**Oct. 7-11**—Women in Communications national professional conference. Minneapolis. Information: (512) 346-9875.

**Oct. 9-11**—Illinois Broadcasters Association fall convention. Knickerbocker hotel, Chicago.

**Oct. 14-16**—National Religious Broadcasters Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszhart (402) 845-6595.

**Oct. 16-19**—Audio Engineering Society convention. New York. Information: (212) 661-8528.

**Oct. 18-21**—Association of National Advertisers 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

**Oct. 19-21**—New York State Broadcasters Associ-

ation 33rd annual meeting. Desmond Americana, Albany, N.Y.

**Oct. 20-27**—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by International Telecommunication Union. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

**Oct. 21-22**—Ohio Association of Broadcasters fall convention. Hyatt Regency, Columbus.

**Oct. 22-24**—National Religious Broadcasters Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

## For the Record

As compiled by BROADCASTING, Jan. 7 through Jan. 14, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

■ KADQ(FM) Rexburg, Idaho (94.3 mhz; 3 kw; HAAT: 315 ft.)—Seeks assignment of license Mountain River Broadcasting Inc. to Ted W. Austin Jr. for \$220,000. Seller is owned by Richard B. Howe. It has no other broadcast interests. Buyer owns KETB-FM Coeur d'Alene, Idaho, and is former owner of KIGO(AM) St. Anthony, Idaho. Filed Dec. 19.

■ KDSN-AM-FM Denison, Iowa (AM: 1530 khz; 500 w-D; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Crawford Communications Inc. to Ridgeway Broadcasting Co. for \$250,000 plus assumption of \$110,000 liabilities. Seller is principally owned by Kenneth D. Anderson, who also owns W69VG(LPTV) South Bend, Ind. Buyer is owned by Walter F. Morrison. Donald A. Uker and Wayne A. Specht. Specht is stations general manager and 33.3% owner. Filed Dec. 30.

■ KPCH(FM) Dubach, La. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dubach Broadcasting Co. to William W. Brown for \$345,000. Seller is owned by Rodgers M. Prestridge, who has no other broadcast interests. Buyer is salesman at KRUS(AM)-KXKZ(FM) Ruston, La. Filed Dec. 29.

■ KYTV(TV) Springfield, Mo. (ch. 3; NBC; ERP vis. 100 kw; aur. 20 kw; HAAT: 2,040 ft.)—Seeks assignment of license from KY 3 Inc. to Schurz Communications Inc. for \$50.8 million. Seller is owned by Harte Hanks Communications Inc., publicly traded. San Antonio-based group of four TV's, cable MSO and publisher of 16 newspapers. It is headed by Robert Marbut, president. Buyer is South Bend, Ind.-based group of one AM, one FM, three TV's, cable MSO, and publisher of eight newspapers, headed by Franklin D. Schurz, president. Filed Dec. 17.

■ KSDY(FM) Sidney, Mont. (95.1 mhz; 100 kw; HAAT: 330 ft.)—Seeks assignment of license from Fischer Land & Development Corp. to Country 95 Inc. for \$115,000. Seller is owned by Gerald Fischer, who has no other broadcast interests. Buyer is owned by Linda K. Wells and her husband, Russell. It has no other broadcast interests. Filed Dec. 22.

■ KJUS(FM) Lincoln, Neb. (95.3 mhz; 3 kw; HAAT: 100 ft.)—Seeks assignment of license from Sequel Corp. to Harley M. Lampman and L. Lee Thomas, a partnership for \$100,000 plus assumption of liabilities. Seller is owned by Steven Reichert and Stephen Clod Felner. It also owns KLIZ-AM-FM Brainerd, Minn. Buyer, Lampman, is sales manager at KWKH-AM-FM Shreveport, La. Filed Dec. 19.

■ WBNX-TV Akron, Ohio (ch. 55; ERP vis. 2,298 kw; aur. 229.8 kw; HAAT: 582 ft.)—Seeks assignment of construction permit from Rhema Television Corp. to Grace Cathedral Inc. for assumption of liabilities. Neither has other broadcast interests. Filed Dec. 31.

■ KUGN-AM-FM Eugene, Ore. (AM: 590 khz; 5 kw-D; 1 kw-N; FM: 97.9 mhz; 100 kw; HAAT: 780 ft.)—Seeks assignment of license from Obie Broadcasting of Eugene Inc. to Omni Broadcasting Corp. for \$4,035,000. Seller is principally owned by Brian B. Obie. It owns KMVI(AM) Wailuku and KMVI-FM Pukalani, both Hawaii. Buyer is owned by Randy Best and Elvis L. Mason. It is headed by Paul E. Van Hook, who owns group of four AM's and five FM's. Filed Dec. 30.

■ WTRK(FM) Philadelphia (106.1 mhz; 22 kw; HAAT: 740 ft.)—Seeks assignment of license from WTRK Inc. to Malrite Guaranteed Broadcast Partners Inc. for \$13.8 million. Seller is owned by Cox Communications, Atlanta-based newspaper publisher, cable MSO and station group of five AM's, seven FM's and eight TV's. Buyer is subsidiary of Malrite Communications, Cleveland-based group of five AM's, seven FM's and four TV's, principally owned by Milton Maltz, chairman. Filed Dec. 19.

■ WZDQ(FM) Humboldt, Tenn. (102.3 mhz; 3 kw; HAAT: 308 ft.)—Seeks assignment of license from Warmath Communications Inc. to Quality Broadcasting of Tennessee Inc. for \$500,000. Seller is owned by John F. Warmath. It also owns colocated WIRJ(AM), colocated cable system and daily newspapers in Humboldt, Dyer and Trenton, all Tennessee. Buyer is owned by James T. McAfee and Jerry L. Russell. It also owns WQXM-AM-FM Gordon, Ga. Filed Dec. 22.

■ KILT-AM-FM Houston (AM: 610 khz; 5 kw-U; FM: 100.3 mhz; 100 kw; HAAT: 1,920 ft.)—Seeks assignment of license from LIN Broadcasting to Legacy Broadcasting for \$36,750,000. Seller is publicly traded, New York-based

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Left to Right: Washington: Ronald J. Ninowski, James A. Gammon, Donald R. Bussell (202) 862-2020. Kansas City: Richard T. Wartell (913) 681-2901. Denver: Marc O. Hand (303) 733-5637; Al Perry (303) 239-6670. Philadelphia: Jack F. Satterfield (215) 525-8767. Los Angeles: Carl J. Fielstra (714) 583-0366.



# ***BT Acquisition Corp.***

*a Joint Venture Between Taft Broadcasting Company  
and the Robert M. Bass Group, Inc.*

*has acquired*

## ***Wometco Cable TV, Inc.***

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*The undersigned acted as financial advisor to  
BT Acquisition Corp. in this transaction.*

***MORGAN STANLEY & CO.***

*Incorporated*

*December 23, 1986*

*This announcement appears as a matter of record only.*

***\$338,323,529***

## ***BT Acquisition Corp.***

***\$212,000,000***

*Senior Subordinated Discount Notes due 1996*

***\$92,500,000***

*Subordinated Debentures due 2001*

***\$25,000,000***

*Cumulative Exchangeable Redeemable Preferred Stock*

---

## ***BT Cable, Inc.***

***\$8,823,529***

*Class B Common Stock*

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*The undersigned acted as agent in the  
private placement of these securities.*

***MORGAN STANLEY & CO.***

*Incorporated*

*December 23, 1986*

communications company which owns five AM's, five FM's and seven TV's. It is headed by Donald A. Pels, chairman. Buyer is Los Angeles-based group of three AM's and three FM's principally owned by Carl Hirsch and Robert F.X. Sillerman. Filed Dec. 30.

■ **KTYL-AM-FM** Tyler, Tex. (1330 khz; 1 kw-U; FM: 93.1 mhz; 100 kw; HAAT: 375 ft.)—Seeks assignment of license from Big Thicket Broadcasting Company of Texas Inc. to Stansell Communications Inc. for \$2.4 million. Seller is owned by Heritage Broadcast Group Inc., which owns WAAX(AM)-WQEN(FM) Gadsden, Ala.; WELQ(AM)-WZLQ(FM) Tupelo, Miss.; KRKK(AM)-KQSW(FM) Rock Springs, Wyo., and WISE(AM)-WKSJ(FM) Asheville, N.C. Buyer is owned by James I. Stansell and William Harrison. It is former owner of KLAK(FM) Denison, Tex., and recently purchased KAFM(FM) Durant, Okla. Filed Dec. 30.

■ **KTXZ(AM)** West Lake Hills, Tex. (1560 khz; 2.5 kw-U)—Seeks assignment of license from SCAN Communications Corp. to DFJ Group Inc. for \$1,059,750. Seller is owned by Neal Spelce, who has no other broadcast interests. Buyer is newly formed company owned by David Dorin, Joseph Capobianco and Fred Altberger. Dorin is former sales executive with Arbitron. Capobianco is Westchester, N.Y.-based media consultant. Altberger is financial consultant with WGH Corp., Denver. Filed Dec. 24.

## New Stations

### New FM's

■ **Kings Beach, Calif.**—McGee Castillo Communications seeks 107.9 mhz; 724 w; HAAT: 650 ft. Address: 471 Eagle Dr., Box 7528, Incline Village, Nev. 89450. Principal is owned by William McGee and Frank Castillo. It has no other broadcast interests. Filed Dec. 30.

■ **Kings Beach, Calif.**—Spanish Aural Services Co. seeks 107.9 mhz; 450 w; HAAT: 1,735 ft. Address: 839 Timber Cove Dr., Seabrook, Tex. 77586. Principal is owned by Roy E. Henderson, who also owns KLEF(FM) Seabrook and KOS1(L/LPTV) Lake City, both Texas. Filed Dec. 31.

■ **Kings Beach, Calif.**—Eric R. Hilding seeks 107.7 mhz; HAAT: 120 ft. Address: 12130 Calle Uvas, Gilroy, Calif. 95020. Principal has no other broadcast interests. Filed Dec.

30.

■ **Kings Beach, Calif.**—California Broadcast Co. seeks 107.7 mhz; 1.2 kw; HAAT: 503 ft. Address: 22 Greenwich Plaza, Greenwich, Conn. 06830. Principal is owned by Kevin B. Brown and three others. It has no other broadcast interests. Filed Dec. 31.

■ **Kings Beach, Calif.**—Chris W. Kidd seeks 107.7 mhz; 3 kw; HAAT: minus 378 ft. Address: 4096 Bridge Street, Suite 4, Fair Oaks, Calif. 95628. Principal owns LPTV's in Fergus Falls and Foxhome, both Minnesota. Filed Dec. 31.

■ **Fresno, Calif.**—Community-First Broadcasters of Fresno seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 2777 Willow #243, Clovis, Calif. 93612. Principal is owned by Jose Luis Lozano. It has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—John E. Ostlund seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 521 N. Circle Dr., 93704. Principal has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—Dennis R. Brostrom seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 2900 Blackjack Oak Lane, Bakersfield, Calif. 93311. Principal has no other broadcast interests. Filed Dec. 30.

■ **Fresno, Calif.**—Wayne P. Decker seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1152 Sample, 93711. Principal has no other broadcast interests. Filed Dec. 30.

■ **Fresno, Calif.**—Valley Radio Ltd. seeks 99.3 mhz; 2.62 kw; HAAT: 350 ft. Address: 4110 Apple Valley Dr., Bettendorf, Iowa 52722. Principal is owned by William B. Roth, who has interest in KLIO(FM) Davenport, Iowa. Filed Dec. 31.

■ **Fresno, Calif.**—Fresno FM Ltd. Partnership seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1733 N. Baker Ave., Ontario, Calif. 91764. Principal is owned by Jesus Cruz, who has no other broadcast interests. Filed Dec. 30.

■ **Fresno, Calif.**—Fresno FM Partnership Ltd. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 10135 W. Exposition Ave., Lakewood, Colo. 80226. Principal is owned by Gloris Welch and two others. It has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—John M. Hooker seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 5663 N. Farris Ave., 93711. Principal owns KEAP-FM Fresno. Filed Dec. 30.

■ **Fresno, Calif.**—Valley FM Broadcasters seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 514 N. Fowler, 93727.

Principal is owned by Michael Cardenas and W. Millard. It has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—Laura H. Norman seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1733 East Menlo Ave., 93710. Principal has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—California Broadcasting Co. Inc. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 22 Greenwich Plaza, Greenwich, Conn. 06830. Principal is owned by Kevin B. Brown and three others. It has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—Fresno FM Partnership Ltd. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 4974 N. Fresno St., Box 165, 93726. Principal David Jimenez and George Rodda. Rodda has interest in KZAY(FM) Delano, Calif. Filed Dec. 31.

■ **Fresno, Calif.**—Robert Mason seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1943 Greenview, Northbrook, Ill. 60062. Principal has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—New Life Enterprises Inc. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 3636 North First, Suite 142, 93726. Principal is owned by Dan W. Jantz and James Patterson. Patterson also has interest in KGD(PAM) Orcutt, Calif. Filed Dec. 31.

■ **Fresno, Calif.**—Paul Bowman and Co. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 17813 South Main St., #102, Gardena, Calif. 90248. Principal is owned by Paul Bowman, who has no other broadcast interests. Filed Dec. 31.

■ **Fresno, Calif.**—Carta Corp. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 6386 N. Teilman, 93711. Principal is owned by Tami Smurr and family. It also owns KXEX(AM) Fresno. Filed Dec. 30.

■ **Eldon, Mo.**—Dennis J. Klautzer seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: 840 Westbrooke Meadows Ct., Ballwin, Mo. 63021. Principal has no other broadcast interests. Filed Dec. 30.

■ **Ithaca, N.Y.**—RFI Associates seeks 88.5 mhz; 4.7 kw; HAAT: 365 ft. Address: P.O. Box 6628, Ithaca, N.Y. 14851. Principal is nonprofit corporation headed by Curt R. Dunham. It has no other broadcast interests. Filed Dec. 29.

■ **Loudon, Tenn.**—Loudon Broadcasters Inc. seeks 99.1 mhz; 3 kw; HAAT: 328 ft. Address: 405 Mulberry, Box 465, 37774. Principal is owned by Gene Chrusciel and Doyle Lowe. It also owns collocated WLOD(AM). Filed Jan. 5.

■ **Oliver Springs, Tenn.**—Charles E. Phillips seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 307 Westbury Dr., Clinton, Tenn. 37716. Principal has no other broadcast interests. Filed Jan. 5.

■ **\*Galax, Va.**—Golden Rule Organization Workshop seeks 91.1 mhz; 3 kw; HAAT: 328 ft. Address: Box 889, Blacksburg, Va. 24060. Principal is nonprofit corporation headed by Vernon H. Baker. It has no other broadcast interests. Filed Dec. 29.

### New TV's

■ **Anchorage, Alaska**—Eclipse Broadcasting Group Inc. seeks ch. 33; ERP vis. 1,805 kw. aur. 361 kw; HAAT: 475 ft. Address: 3212 Charleston St., Houston 77021. Principal is owned by David E. Brown and family. It has no other broadcast interests. Filed Dec. 31.

■ **Owensboro, Ky.**—Bluegrass Broadcasting seeks ch. 48; ERP vis. 5,000 kw. aur. 500 kw; HAAT: 391 ft. Address: Box 690851, San Antonio, Tex. 78249. Principal is owned by Amanda Kelton, who has no other broadcast interests. Filed Dec. 23.

■ **Jackson, Miss.**—Frederick Grimm seeks ch. 51; ERP vis. 5,000 kw. aur. 500 kw; HAAT: 1,165 ft. Address: R.D. 2, Box 276, Petersburg, N.Y. 12138. Principal has no other broadcast interests. Filed Dec. 22.

■ **Marquette, Mich.**—Linda F. Turner seeks ch. 19; ERP vis. 1,000 kw. aur. 100 kw; HAAT: 398 ft. Address: 1718 Martin Luther King Blvd., Tyler, Tex. 75702. Principal has no other broadcast interests. Filed Jan. 7.

■ **Elko, Nev.**—Darryl Madlock seeks ch. 10; ERP vis. 1 kw. aur. 100 w; HAAT: 143.7 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. Principal has no other broadcast interests. Filed Dec. 23.

■ **Ely, Nev.**—Darryl Madlock seeks ch. 3; ERP vis. 1 kw. aur. 10 w; HAAT: 227 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. Principal has no other broadcast interests. Filed Dec. 23.

■ **Goldfield, Nev.**—Courtney Jackson seeks ch. 2; ERP vis. 100 w. aur. 1 w; HAAT: 206 ft. Address: 4809 Colehern, Baltimore 21227. Principal has no other broadcast interests. Filed Dec. 23.

■ **Jamestown, N.Y.**—Ray Steed seeks ch. 10; ERP vis. 1 kw. aur. 100 w; HAAT: 143.7 ft. Address: 503 Cottonwood.

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Crockett, Tex. 75835. Principal has no other broadcast interests. Filed Dec. 23.

■ Duncan, Okla.—Calvin Ross seeks ch. 40: ERP vis. 1,000 kw, aur. 100 kw; HAAT: 200 ft. Address: 955 Sylvan, Atlanta 30310. Principal has no other broadcast interests. Filed Dec. 23.

■ Grove, Okla.—Stephen Sparks seeks ch. 45: ERP vis. 5,000 kw, aur. 500 kw; HAAT: 190.2 ft. Address: 5150 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Dec. 23.

■ Beaumont, Tex.—Frederick Grimm seeks ch. 21; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 606 ft. Address: R.D. 2, Box 276, Petersburg, N.Y. 12138. Principal has no other broadcast interests. Filed Dec. 22.

## Facilities Changes

### Tendered

#### FM's

■ WSFU-FM (100.9 mhz) Union Springs, Ala.—Seeks

CP to change TL; change ERP to 1.3 kw and change HAAT to 488 ft. Filed Jan. 12.

■ WSHU (91.1 mhz) Fairfield, Conn.—Seeks mod. of CP to make changes in ant. sys. Filed Jan. 12.

■ \*WFCS (97.9 mhz) New Britain, Conn.—Seeks CP to change freq. to 105.3 mhz; change TL; change ERP to 18.96 w; change HAAT to 724.9 ft. and make changes in ant. sys. Filed Jan. 9.

■ WKHX-FM (101.5 mhz) Marietta, Ga.—Seeks CP to change HAAT to 984 ft. Filed Jan. 12.

■ WCTT-FM (107.3 mhz) Corbin, Kan.—Seeks mod. of CP to change HAAT to 492 ft. Filed Jan. 12.

■ KRZZ-FM (95.9 mhz) Derby, Kan.—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. Filed Jan. 12.

■ WYNK-FM (101.5 mhz) Baton Rouge, La.—Seeks mod. of CP to change TL; change HAAT to 1,500 ft. and make changes in ant. sys. Filed Jan. 12.

■ WYFL (92.5 mhz) Henderson, N.C.—Seeks mod. of CP to change HAAT to 1,040 ft. Filed Jan. 12.

■ WMGF (96.1 mhz) Shelby, N.C.—Seeks mod. of CP change HAAT to 1,738.4 ft. and make changes in ant. sys. Filed Jan. 12.

■ WHGM (103.9 mhz) Bellwood, Pa.—Seeks CP to change TL; change ERP to 300 w; change HAAT to 1,007.6 ft. and relocate studio outside of main city of license. Filed Jan. 12.

■ WWKX (104.5 mhz) Gallatin, Tenn.—Seeks CP to change TL; change ERP to 48.9 kw and change HAAT to 1,312 ft. Filed Jan. 12.

■ KTXN-FM (98.7 mhz) Victoria, Tenn.—Seeks CP to change ERP to 92.5 mhz and change HAAT to 1,328 ft. Filed Jan. 12.

■ WZZR (92.7 mhz) Mechanicsville, Va.—Seeks CP to change ERP 1.35 kw and change HAAT to 479 ft. Filed Jan. 12.

### Accepted

■ WHHY-FM (101.9 mhz) Montgomery, Ala.—Seeks mod. of CP to change HAAT to 1,020 ft. Filed Jan. 12.

■ KJJJ (95.3 mhz) Clifton, Ariz.—Seeks mod. of CP to change freq. to 102.1 mhz; change TL; change ERP to 66.5 kw and change HAAT to 2,349.1 ft. Filed Jan. 12.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Seeks mod. of CP to change TL and change HAAT to 492 ft. Filed Jan. 12.

■ KRLT (93.9 mhz) South Lake Tahoe, Calif.—Seeks CP to change TL; change ERP to 5 kw; change HAAT to minus 340 ft. Filed Jan. 12.

■ KJOT (105.1 mhz) Boise, Idaho—Seeks CP to change TL; change ERP to 3.01 kw; change HAAT to 269 ft. and make changes in ant. sys. Filed Jan. 12.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change TL. Filed Jan. 12.

■ KSNR (99.3 mhz) Thief River Falls, Minn.—Seeks CP to change freq. to 100.3 mhz; change TL; change ERP to 100 kw and change HAAT to 563.8 ft. Filed Jan. 12.

■ WJYY (105.5 mhz) Concord, N.H.—Seeks CP to change ERP 1.21 kw and change HAAT to 495 ft. Filed Jan. 12.

■ WJR (100.1 mhz) Manahawkin, N.J.—Seeks CP to make changes in ant. sys. Filed Jan. 12.

■ KEXL (106.7 mhz) Norfolk, Neb.—Seeks mod. of CP to change HAAT to 1,027.75 ft. Filed Jan. 12.

■ WMMS (100.7 mhz) Cleveland—Seeks CP to change ERP to 33 kw. Filed Jan. 12.

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## Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
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

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- WOTB (107.1 mhz) Middletown, R.I.—Seeks CP to change freq. to 100.3 mhz and make changes in ant. sys. Filed Jan. 12.
- WXYR (104.9 mhz) Ridgeland, S.C.—Seeks mod. of CP to change ERP to 1.85 kw and make changes in ant. sys. Filed Jan. 12.
- KUIN-FM (92.7 mhz) Vernal, Utah—Seeks mod. of CP to change freq. to 105.9 mhz; change ERP to 3.015 kw and change HAAT to 412 ft. Filed Jan. 12.

### Actions

#### AM's

- WZZX (780 khz) Lineville, Ala.—Granted app. to change SL. Action Dec. 22, 1986.
- KUKQ (1060 khz) Tempe, Ariz.—Granted app. to make changes in ant. sys. Action Dec. 16, 1986.
- WGAB (1550 khz) Bloomfield, Conn.—Granted app. to make changes in ant. sys. and reduce night power to 2.4 kw. Action Dec. 18, 1986.
- WDBQ (1490 khz) Dubuque, Iowa—Granted app. to change SL. Action Dec. 29, 1986.
- WOKT (1040 khz) Cannonsburg, Ky.—Granted app. to change SL. Action Dec. 22, 1986.
- WBGR (860 khz) Baltimore—Granted app. to make changes in ant. sys. Action Dec. 11, 1986.
- WMIN (1030 khz) Maplewood, Minn.—Granted app. to make changes in ant. sys. Action Dec. 16, 1986.
- KYKN (1430 khz) Keizer, Ore.—Granted app. to operate trans. by remote control. Action Dec. 15, 1986.
- WBAW (740 khz) Barnwell, S.C.—Granted app. to make changes in ant. sys. Action Dec. 15, 1986.
- KSAH (720 khz) Universal City, Tex.—Granted app. to operate trans. by remote control. Action Dec. 8, 1986.
- KRI (1420 khz) Renton, Wash.—Dismissed app. to change SL to Seattle. Action Dec. 12, 1986.

## Call Letters

### Applications

*Call*                      *Sought by*

#### New FM's

KZZT                      FM 105, Moberly, Mo.  
KJAS                      Jasper County Broadcasting Co., Jasper, Tex.

#### New TV's

KDOB-TV                Dorothy J. Owens, Bakersfield, Calif.  
KUDB                      Denver Channel 29 Partnership, Denver  
KUYA                      Galveston Educational TV Inc., Galveston, Tex.

#### Existing AM's

KWBY                      KAAP Gold Coast Communications Corp.,  
Santa Paula, Calif.

-KRDG                      KCLM Prather-Breck Broadcasting, Red-  
ding, Calif.  
KBSO                      KNFL Regency Communications Ltd., Lau-  
rel, Mont.  
WTKT                      WSRC Wright Communications Corp., Dur-  
ham, N.C.  
WJQI                      WCPK Radio WJQI Inc., Chesapeake, Va.

#### Existing FM's

WXLS                      WZRK Contemporary Communications  
Corp., Gulfport, Miss.  
WMFK                      WMSR-FM H and L Broadcasting, Manches-  
ter, Teon.  
WJQI-FM                  WNRW Radio WJQI Inc., Virginia Beach, Va.

### Grants

*Call*                      *Assigned to*

#### New FM's

KMUD                      Redwood Community Radio Inc., Garber-  
ville, Calif.  
WOOG                      Lock Haven Public Radio Inc., Kissimmee,  
Fla.  
KNGM                      Christian Action Team Inc., Emporia, Kan.  
KIDI                      Loretta Rose Salazar, Albuquerque, N.M.  
WOUL                      Ohio University, Ironton, Ohio  
WLMU                      Lincoln Memorial University, Harrogate,  
Tenn.

#### New TV's

WMEG                      Franklin D. Graham, Christiansted, VI.  
WTKC                      Community Educational Television Inc., New-  
port News, Va.

#### Existing AM's

KFXX                      KEZG Southwestern Wireless Communica-  
tions, Inc., Green Valley, Ariz.  
KKPW                      KFXX Tucson Wireless Ltd., Tucson, Ariz.  
KCIW                      KUUK Wickenburg Broadcasting Co., Wick-  
enberg, Ariz.  
KLSZ                      KAYR RMR Broadcast Media Inc., Van  
Buren, Ark.  
WNGA                      WLYZ Hanson R. Carter, Nashville, Ga.  
WCHY                      WWSA Voice of Savannah Inc., Savannah,  
Ga.  
KLTK                      KCTE Gene Humphries, Southwest City, Mo.  
WEET                      WANC Simpro Inc., Aberdeen, N.C.  
KATK                      KBAD Radio Carlsbad, Carlsbad, N.M.  
WTKU                      WMCA Federal Broadcasting Co., New York  
WCCD                      WSUM American Sunrise Communications

of Cleveland Inc., Parma, Ohio  
KKUL                      KCNR Gothic Broadcasting, Portland, Ohio  
KLKL                      KLAB 960 Radio Inc., Klamath Falls, Ore.  
WNAP                      WGHW George H. Buck, Jr., Norristown, Pa.  
WVOC                      WIS Ridgely Communications Inc., Colum-  
bia, S.C.  
KGMW                      KGNW Salem Northwest Broadcasting Co.,  
Etowah, Tenn.  
KLDD                      KRQX Anchor Media Ltd., Dallas  
KBIB                      KKJB Hispanic Community College, Marion,  
Tex.  
KDLX                      KATJ Color Country Broadcasting Inc., St.  
George, Utah  
WLPY                      WMHA Martha Hahn and Phillip Y. Hahn,  
Purcellville, Va.  
WPQZ                      WKKW Radio Two, Clarksburg, W.Va.  
KEZX                      KGMW Roy H. Park Broadcasting of Wash-  
ington Inc., Seattle  
KGNW                      KQIN Inspiration Media Inc., Seattle  
KEYK                      KSGA Wenatchee Wireless Works, Wenat-  
chee, Wash.

#### Existing FM's

KCIW-FM                  KUUK-FM Wickenburg Broadcasting Co.,  
Wickenburg, Ariz.  
KKIS-FM                  KINQ Chabin Communications Corp., Wal-  
nut Creek, Calif.  
WOKC-FM                  WLMC Okeechobee Broadcasters Inc.,  
Okeechobee, Fla.  
WCHY-FM                  WCHY Voice of Savannah Inc., Savannah,  
Ga.  
WAYX-FM                  WQCW Rowland Radio Inc., Waycross, Ga.  
WMMJ                      WTKS Outlet Broadcasting Inc., Bethesda,  
Md.  
WJQK                      WZND Beacon Broadcasting Co. of West  
Michigan, Zeeland, Mich.  
KMSO                      KUEZ Shiela Callahan and Friends Inc., Mis-  
soula, Mo.  
KGVW-FM                  KCDQ Christian Enterprises Inc., Belgrade,  
Mont.  
WIKS                      WAZZ Joyner Communications Inc., New  
Bern, N.C.  
KATK-FM                  KATK Radio Carlsbad Inc., Carlsbad, N.M.  
KIIQ                      KSRN-FM KSRN Corp., Reno  
WCZR                      WBEA Elyria-Lorrain Broadcasting Co.,  
Elyria, Ohio  
KMGE                      KBMC McKenzie River Broadcasting Co.,  
Eugene, Ore.  
KLAD-FM                  KJSN 960 Radio Inc., Klamath Falls, Ore.  
WMMX                      WWGOCannon Communications Inc., St.  
Andrews, S.C.  
WVKS                      WPCH-FM Bvack Broadcasting Inc.,  
Etowah, Tenn.  
WJFC-FM                  WKJQ Defuniak Communications Inc., Jef-  
ferson City, Tenn.  
KENT                      KYXX Shamrock Broadcasting Inc., Seattle  
KEZX-FM                  KEZX Roy H. Park Broadcasting of Wash-  
ington Inc., Seattle

#### Existing TV's

KHSC                      KIHS-TV Silver King Broadcasting of South-  
ern California Inc., Ontario, Calif.  
WFXT                      WXNE WXNE-TV Inc., Boston  
WHSP                      WSJT Silver King Broadcasting of Vineland  
Inc., Vineland, N.J.  
KCAN                      KBGT-TV Citadel Communications Co. Ltd.,  
Albion, Neb.



## R.A. Marshall & Co.

Media Investment Analysts & Brokers

Sky Broadcasting  
has acquired  
WGIV-AM/WPEG-FM

Charlotte (Concord), North Carolina  
for \$16,000,000  
from Suburban Radio Group

We are pleased to have served as exclusive broker in this transaction.

508 Pineland Office Center  
Hilton Head Island, South Carolina 29928, 803-681-5252



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Initiate Public Radio Station. Experience in fundraising, grantsmanship, working with CPB, NPR, FCC. Salary commensurate with qualifications. Application deadline: February 15 or until filled. Send resume, three confidential recommendations, official transcripts: William R. Rabin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209-0320 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.

**General manager:** 50 KW newsradio inter-mountain region. Ownership potential. New group building seven stations. Applicant needs strong, provable sales and sales management abilities. Nistler Communications, 5150 S.W. Griffith Drive, Beaverton, OR 97005.

**General manager** needed for top sixty market AM/FM. If you have a full understanding of radio, have good organizational skills, are people-oriented and can lead people to do their best, this could be your chance to develop a true success story. Sales background preferred and you must be willing to work hard and produce. Good area, good company, good benefits. We will pay for performance. Box P-38.

**General manager, WVU-FM, West Virginia University.** Fulltime professionally oriented university station; paid student department directors; progressive, alternative format; 380 watts. CP for 2.4KW. Performs station planning, develops operational goals, with assistance from directors, consistent with policies/goals of Interim Assoc. VP of student affairs. Oversees all aspects of station operations, including FCC compliance. Selects/trains large volunteer student staff. Maintains extensive liaison with university officials and community leaders. Bachelors degree in appropriate discipline required, masters preferred. Minimum 3-5 years professional experience required in radio, commercial and/or college station; teaching/major college employment, desirable. Minimum salary \$20,148; excellent benefits. West Virginia University, enrollment 17,500, is state's land grant university, offering bachelor degrees in 64 programs, masters in 78, and doctoral in 29. Morgantown area offers many university and community cultural/educational activities, scenic beauty, and outdoor opportunities. Application deadline: January 23, 1987. Send letter of application, resume to: Fred Daniels, Manager, Employment Services, Department of Human Resources, Knapp Hall, West Virginia University, Morgantown, WV 26506. WVU is an equal opportunity/affirmative action employer.

**General sales manager.** Sunbelt major market FM, part of newly formed group, seeks highly motivated, aggressive GSM to form and train sales team. Experience in teaching, motivating, forecasting. Knowledge of co-op and vendor dollars very important. Local sales managers with experience will be considered. Candidate selected will have first shot at General Manager's position within twelve to fifteen months. Send resume in strictest confidence to Box P-25.

**Operations manager.** Florida seeks talented individual for challenging and diverse position combining responsibilities. OPS MGR will be responsible for production, supervision of jocks, on-air sound. This is newly formed multi station group. Send resume in strict confidence to Box P-26.

**Experienced broadcast sales representative.** Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

**Need general/sales manager** to head up staff of newly acquired and automated AM station with 125,000 audience in southeastern Virginia. Aggressive leader needed in this capacity which reports directly to owners Box P-22.

**General manager:** Southeast. Must be aggressive with a good track record and good references. EOE. Box P-45.

**Sales manager.** Southeast, small market, FM with good ratings. Must be aggressive with good track record and good references. EOE. Box P-46.

**General sales manager;** for 51 KW stereo country contemporary station. Seeking individual who has the proven ability to run an aggressive sales operation at this highly rate NBC Network affiliate serving the greater Anchorage, Alaska market. Excellent living and working conditions, salary, commission, bonuses and benefits available to the right person. Send resume, references to Stephen Brooks, President KNBZ, PO Box 87-1890, Wasilla, Alaska 99687. We will send you information on our station, community and life in the 49th state.

**General Manager:** North Florida small market FM located near Tallahassee. Energetic, proven sales ability, able to hire, train, motivate. Resume, references, salary history. Contact Harry Hagan, 904-584-2373. P.O. Box 821, Perry, FL 32347.

**Healthy and profitable Midwest AM/FM** combination needs a manager with both indignation and leadership qualities. One of the Midwest's better positions. Send a resume to Box P-57 and we will call you.

**Hawaii manager wanted:** Small market station now without a manager. Must be strong on sales. Hawaiian experience a plus. Good salary, incentive & benefits. Rush credentials and what you can do for us. Previous management experience not necessary if you're a radio sales winner. Reply to Box P-56. EOE. M/F.

### HELP WANTED SALES

**California:** Highly successful AM/FM combo, medium market, has sales openings for seasoned professional. Established active list, guaranteed salary, plus commissions, car allowance, bonuses and other company benefits. Send picture and resume to KGEQ/KGFM, Box 260, Bakersfield, CA 93302. EOE.

**Ad sales booming,** tropical Pacific island, multi-media firm has immediate sales management & account executive positions open in Guam in radio, TV & print. Excellent salary, commission & benefits. Long term opportunities with growth potential for the aggressive seasoned professional. Send resume including salary history to: Western Systems, Inc., 92 West Bellevue, Pasadena, CA 91105.

**Sales.** WERA in central Jersey has an immediate opening for an experienced account executive. Accounts plus tremendous potential for a hardworking professional. Reply quickly to WERA, 120 West 7th St., Plainfield, NJ 07060. Also taking applications from outstanding individuals for entry level position.

**Station sales manager.** Class II clear channel, AM fulltime Mid-Atlantic state. Despite prosperous, university, federal facility, light industry area, billing weak. Prefer family person. Box P-28.

**Sales manager.** Must have experience in agency and local direct. No beginners. West Coast resort area. Reply: Box 21117, Reno, NV 89502.

**Sales/sales management.** AM/FM combo with great track record is looking for an experienced sales person. Top 100 market. A sales management position and a stock option are available for the right person. Box P-39.

**Sunbelt growth market AM/FM** seeks experienced radio sales person with the desire & ability to be the best. Young aggressive group ownership offers advancement opportunities to top producers. Excellent compensation plan based on results. Send resume to Box P-48 EOE.

**Sales manager** with possible step up to manager to replace older owner about to retire. Central Minnesota small market station. Perfect place to raise family. Complete confidentiality guaranteed. Box P-41.

**Central Pennsylvania station** needs two feature oriented salespersons Paul Harvey, baseball, local, news, sports. Outstanding benefits available. 717-533-3525.

**Energetic sales manager.** Small market AM/FM combo in booming southern California high-desert region. Grow with us if you have sales, promotion and management skills. Reference/resume to: Box P-70.

**West Palm Beach market.** Self starting street fighter. Excellent list. Promotion potential to sales manager. Will consider aggressive AE working in Midwest or Northeast. One year contract required. WKSJ-FM, Radio Park, Jupiter, FL 33458. 305-746-5191.

**General sales manager: radio** Excellent opportunity for highly motivated individual. We seek a manager who is organized and can lead a young sales staff. We offer terrific benefits and growth potential to the right person with proven radio sales track record. Located in the Sunbelt and an equal opportunity employer, please send resume to Box P-69.

**Northern California** broadcast group with 7 facilities has A/E-assistant SM position due to expansion. Good list and responsibility. Beautiful area 1 hour north of San Francisco. Send resume POB 1712 Santa Rosa, CA 95402.

### HELP WANTED ANNOUNCERS

**Telephone talk.** Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box M-99.

**KLMR country** in southeast Colorado is looking for a morning person with solid production background. Tapes and resumes to PO Box 890, Lemar, CO 81052.

**South Florida's** classical music station has openings for experienced and versatile persons with announcing, production, engineering and program typesetting abilities. If you have several of these talents call PD at WTMI, 305-443-5251. EOE.

**Needed immediately** seven radio personalities. Our firm is embarking on a revolutionary radio concept. Our personalities will be on camera throughout the entire show. We are seeking people who know how to sell on the air. Must be experienced. We are seeking 3 female personalities as well. You will be working in the Boston market; your audience will be the entire country. Send a cassette or VHS demo tape and picture to: High-Tech Communications, Inc. P.O. Box 658 Mashpee, MA 02649 or call 617-477-6555.

**Middle market AM** seeking announcers for present and future openings. Recently improved signal encompasses Allentown, PA and surrounding area. This could be your gateway to the majors. Experienced preferred. T&R to: Jill Adams, Operations Manager, WYNS, P.O. Box 115, Lehigh, PA 18235. EOE.

**Communicator.** 50,000 watt FM needs warm personality for mornings. If you are looking for a good opportunity and want to be part of a dynamic radio station, this is for you. Send resume and tape to: Gene Walker, c/o WYEZ-FM One Edison Centre, Suite 200, 237 N. Edison, Mishawaka, IN 46545.

### HELP WANTED TECHNICAL

**Experienced broadcast sales representative.** Leading broadcast manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

**Ohio's capital city** seeks assistant chief engineer for Great Trails Broadcasting's WCOL-AM/WXGT-FM. Strong electronics/digital theory and application required. FCC first/general license, studio/transmitter maintenance experience preferred. Salary commensurate with market standards. If you're a talented, hands-on, "idea-oriented" technician, send resume to: Chief Engineer, WCOL Radio, 195 E. Broad St., Columbus, OH 43215. EOE.

**Chief engineer/professional technician I** - Chief engineer for University radio station and video production facility. 50% chief engineer for 1,000 watt 24 hour student radio station. 50% maintenance of industrial video equipment for student training and access group. Minimum qualifications: Associate degree in electronics or equivalent. Two years experience as an electronics technician. FCC license preferred. Must demonstrate a broad knowledge of audio and video circuitry and equipment, including troubleshooting, diagnostic, repair, maintenance and familiarity with current industry development. Starting salary range: \$18,500 - \$21,300 for a full-time position, plus standard benefits. Send application letter and resume to Suzanne Jean 416 Student Union, UMass, Amherst, MA 01003 by no later than February 4, 1987. An affirmative action/equal opportunity employer.

#### HELP WANTED NEWS

**News director:** Chicago area A/F. Investigator, writes well, delivers with authority. Writing samples & resume to Box P-29. EEO employer.

**The new Magic 96** in a top 40 Sunbelt market needs a dynamic afternoon anchor, must be personable, enthusiastic & a solid journalist who writes the hard stuff as well as lifestyle. & interact with air personality. Good money & benefits. EOE. T&R to Toni Trueblood, 6514

**Writer/reporter/anchor** needed for a four person news department in New York's Hudson Valley. Send tape/resume/salary history to Hank Silverberg, WGHQ/WBPM, 82 John St., Kingston, NY 12401. EOE.

**News director:** Peabody Award-winning station wants seasoned professional to lead into information-age future. Belief in the power of radio news, creativity, energy, maturity and integrity are musts. Very attractive pay and benefits for our most important hire of this decade and the next. Start with a phone call to "Bill" 701—237-5346. E.O.E. M/F.

**Afternoon news anchor** for major FM in top 20 market. Minimum 3 years experience required. Excellent writing is a must. Send tape, resume and writing sample to Dave Humphrey, News Director, WLIF, 1570 Hart Road, Baltimore, MD 21204. WLIF is an equal opportunity employer.

**Seasoned newswoman.** NYC suburb. Gather, edit, anchor local reports. Salary matches experience. T&R: Box 910ND, Pomona, NY 10970. EOE, M/F.

**News director:** news leader in southwest Virginia's Blue Ridge Mountains seeks aggressive self-starter. Strong news delivery and writing ability required. No beginners. Tape and resume to David Sizer, WBOB, Box 270, Galax, VA 24333 EOE.

**News producer/reporters:** Two positions for in-depth oriented professionals. Bachelor's degree plus two years' experience. Salary: \$15,000. Deadline - February 13. Target starting date - March 9. Complete resume/non-returnable audition tape to Dan Simeone, WILL-AM/FM, University of Illinois, 228 Gregory Hall, 810 South Wright Street, Urbana, IL 61801. 217—333-0850. AA/EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Operations manager:** Chicago area A/F. Take charge individual looking for a challenge. Some airwork and production. Minimum 3 years broadcast experience. Resume to Box P-30. EEO employer.

#### SITUATIONS WANTED MANAGEMENT

**Group W management** experience combined with a great "street sales" reputation. 15 years in broadcasting has prepared me to sell, manage, motivate, train, create, and lead a sales staff that will meet and exceed your goals. Terry Dean, 5 Sutley Dr., Voorhees, NJ 08043. 609—768-8093.

**Successful pro** with extensive sales, programing and technical experience is looking for a new opportunity in a small/medium market. Box P-14.

**GM.** 18 year pro. will increase sales, profits, ratings. Turn around expert, sales, programing, production, can train, proven. Budget minded, bottom line oriented. Box M-86.

**Employed manager/sales manager.** Self-motivated. Honest, sober, dependable. Experienced all phases station operation. Box P-52.

**Rare opportunity.** Working GM, #1 biller, ambitious, seeking the right company, the right market, the right job. Experience with budgets, hiring, training and winning. Box P-47.

**Stand up America!** Are you looking for results, profit, team work, honesty. I'm honest, hard working, middle 30's sales manager/station manager of AM/FM at this time. Looking for a new opportunity with someone who appreciates progress! All offers considered. Box P-43.

**Does your station need** an experienced, dependable, aggressive, stable general manager? This GM, who is sales-intensive, bottom-line oriented and staff motivator will be available soon. Current properties selling, Top 100 market preferred. Box P-64.

**Losing money?** Absentee ownership? Presently employed manager with documented success in programing/sales will build team and turn red ink into black. Permanent GM position with equity based on performance. Can cut corners without cutting quality - never beaten in any competitive situation. Proven winner. Box P-58.

#### SITUATIONS WANTED SALES

**CRMC supsalesman** available February 15th. Can train new salespeople to RAB standards. Box P-66.

#### SITUATIONS WANTED ANNOUNCERS

**Soup to nuts** (news to production) seeks new sun-coast gambit, preferably AOR. Currently based Florida. Tape/resume 212—794-1562.

**Funnyman** searching for mornings, medium market. Novelty voices a specialty. Dennis Staples 419—255-5665 or 255-1221.

**College graduate** needs an announcing/sales position. Commercial college experience, determined, hard working, fun. Any market. Tom 312—779-5131.

**Talk show king** looking for new kingdom. Call Chad, after six, 412—321-2895.

#### SITUATIONS WANTED TECHNICAL

**Engineer.** 7yrs experience AM/FM. Licensed and certified. Tim Low, 65 Cod St., Eureka, CA 95501/ 707—444-3675.

**Dependable lifetime engineer** 27 years all phases radio. P.O. Box 2712 Decatur, IL 62526.

#### SITUATIONS WANTED NEWS

**Meteorologist,** fifteen years nationwide forecasting, complete weather forecasting tools, from nationwide radar observations to local weather warnings for your listening area. Quality forecasts, for a low monthly cost. Call Tim Root, 619—549-8008.

**Experienced, dedicated,** looking to move up. Seeking news, sports or news/sports combination position. College, high school PBP. Mike, 816—885-6141 or 816—885-5906.

**Baseball play-by-play.** Have headphones. Will travel. Available this spring. Experienced, educated, M.S. Communications. Former sports production company owner. Current college basketball PBP. Tom 316—231-6875.

**Looking to break into radio news.** Some non-commercial experience. Tape including "street interviews", resume, writing, samples. Robert Brown, work numbers, 212—867-7020.

**Major market TV/radio weathercaster** pursuing other radio stations. AMS seal computerized. Box P-60

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Multi award winning news/sports broadcaster,** with station/sales/program management experience, seeks leadership position with medium/large market leader. Scott: 314—431-3777 or 314—431-6350.

#### MISCELLANEOUS

**WNYC** Department of General Services - request for proposals. The City of New York, licensee of WNYC-FM operating on a frequency of 93.9 MHz from the World Trade Center in New York City, invites proposals to lease a subcarrier of WNYC-FM. Details of submission requirements and evaluation criteria are set forth in a request for proposals obtainable by writing to WNYC-FM, Manager of Leased Time Department, One Centre Street, NY 10007, or calling 212—669-7738. Application deadline February 2, 1987.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Television account executive.** Flint-Saginaw-Bay City CBS affiliate looking for top-notch broadcast AE. Excellent opportunity with room for advancement for highly-motivated individual. Experience preferred. Send resume to Pam Piper, Local Sales Manager, P.O. Box 250, Clio, MI 48420. WEYI-TV is a Television Station Partner's

**KAET-TV/Channel 8,** Arizona State University. KAET-TV general manager. Arizona State University is seeking a general manager for its public television station and auxiliary television services. The general manager is responsible for the overall management of television station KAET-TV/Channel 8 licensed to the City of Phoenix with studios on the ASU Campus in Tempe. KAET also operates an ITFS system, translators, production services, and has made application for a non-commercial FM station. The general manager must have full knowledge of the principles and practices of public broadcasting, broadcast rules and regulations, station management, and expertise in several areas of television station operation. This person must have at least 10 years recent experience in broadcasting, higher education, and communications with at least 5 years recent experience in public broadcasting management. Proven administrative ability in a large market television station and university administrative experience are required. Application deadline: February 20, 1987. Send a full resume and a list of references to: KAET, General Manager Search Committee, Personnel Department, Arizona State University, Tempe, AZ 85287. Equal opportunity/affirmative action employer.

**Director of broadcasting/telecommunications.** Challenging senior management position with Greater Dayton Public Television, Inc., which operates two television stations - WPTD/Channel 16 in Dayton (top 50 market) and WPTO/Channel 14 in Oxford (located between Dayton and Cincinnati). Responsible for providing administrative leadership to programing, production, and engineering; direct supervision of program manager, production manager, and chief engineer, and overall responsibility for operating unit that includes 17 fulltime employees plus parttime staff and budget of \$1.4+ million. College degree in communications, education, engineering or related field required. Proven management and organizational skills relating to broadcasting, program service development and technical systems concepts essential. Public broadcasting background and experience in dealing with educational institutions helpful. Salary \$40,000+ with generous benefits. Send letter of interest and resume as soon as possible to: Jerry Wareham, President & General Manager, Greater Dayton Public Television, Inc., 3440 Office Park Dr., Dayton, OH 45439. Applications accepted through February 13, 1987. EOE.

#### HELP WANTED SALES

**Director of research and marketing services:** KNTV, the ABC affiliate in San Jose, California is looking for an experienced person to take charge of station research and marketing projects. Candidates should have background in sales research as well as strong presentation and writing skills. Send resume and salary requirements to Marty Edelman, General Sales Manager, KNTV, 645 Park Ave., San Jose, CA 95110. EOE, M/F.

**TV account executive,** two to four years television sales experience requested. Resume c/o Local Sales Manager, KXLY-TV, West 500 Boone Ave., Spokane, WA 99201.

**Account executive:** Aggressive professional needed immediately in fast growing market. New business development and vendor/co-op skills a must. Send resume to Kathy McLain, Local Sales Manager, WHTM-TV, Harrisburg, PA 17105.

**Account executive:** Tired of the same old promises that lead you nowhere in your career? We're a young professional company with multiple locations and many career growth opportunities. If you're a tough and hungry streetfighter that wants more than a promise, there may be an opening for you at our Northeast affiliated station. Box P-65.

#### HELP WANTED TECHNICAL

**Transmitter/ maintenance supervisor.** Must have hands-on UHF abilities and be able to take complete responsibility for transmitter. Townsend experience desirable. Box P-18.

**TV maintenance engineer** needed for TV station/production facility in major Midwest market. Applicant must have 2 to 3 years of component level maintenance experience. Knowledge of the following equipment would be preferred: Sony BVH 2000 1" VTR's, Betacart, Grass Valley 1600 & 300 switchers, and Grass Valley 51E editor. Salary based on experience. Excellent benefits with a major group owner. Send resume to: Gene Faulkner, 1215 Cole St., St. Louis, MO 63106.

**Production technical director** needed for TV station/production facility in major Midwest market. Two to 3 years experience working in sophisticated 1" editing suite a must. Knowledge of Sony BVH 2000's, Grass Valley 300 switcher and 51E editor, Thompson Vidifont 5 character generator, and ADO is preferred. Excellent benefits with a major group owner. Send resume to: Gene Faulkner, KDNL-TV, 1215 Cole St., St. Louis, MO 63106.

**Chief engineer:** We need a hands-on chief engineer to help lead our growing UHF independent forward. Our excellent engineering staff needs a chief to provide direction and expertise in transmitter service, studio production maintenance and design plus departmental planning. Join this Heritage Communications station on our way to the top. Contact Don Richards, General Manager, KAUT, P.O. Box 14843, Oklahoma City OK 73113. EOE.

**Engineer:** Top Midwestern UHF indy. Require FCC license and hands-on transmitter/studio maintenance. Competitive salary. Apply in confidence. Box P-51.

**Cable TV studio engineer:** Must have 1-2 years maintenance/repair experience of industrial video equipment (Sony VTR's, Hitachi Cameras). Some computer knowledge necessary. Send resume to: Cablevision of New Jersey, 5 Legion Dr., Cresskill, NJ 07626, Attn: Programming. Equal opportunity employer.

**Tape maintenance engineer** needed to work in Philadelphia area television station/production house. Individuals with 3-5 years experience and RCA schooling on TCR100s apply today. Send resume to Box M-94. EOE.

**SAT. COM. director** (communications engineering) to manage and operate C-band earth station and provide leadership in telecoms, planning and development. Extensive experience desired. Degree preferred. Position available immediately. Salary range: \$28,602 - \$39,068. For application call or write the Department of Personnel Administration, University of Virginia, P.O. Box 9007, Charlottesville, VA 22906-9007, 804-924-4412. An equal opportunity/affirmative action employer.

**Immediate opening for chief engineer** for VHF independent in Portland, Oregon. Must have at least 10 years television experience. Minimum BS degree in electrical or electronics engineering. Have good skills in personnel management, communication and budgeting. Have experience with VHF x-mitter, studio and ENG cameras and maintenance. Salary commensurate with experience. Attractive benefits. EOE. Send resume and salary requirements to Personnel, KPTV, P.O. Box 3401, Portland, OR 97208.

#### HELP WANTED NEWS

**Sports:** We're looking for an aggressive sports anchor. Someone who makes sports fun to watch. We're the number one station in this major market. If you're the number one we're looking for, rush resume to Box P-1. EOE, M/F.

**Co-anchor/reporter:** 6 & 10 o'clock weeknights for NBC affiliate. Looking for creative, upbeat person with strong on-air presence and writing skills. Aircheck and resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**#1 station in north Florida** needs evening co-anchor to compliment female anchor. Also weekend assignment editor needed. Anchor needs at least 2 years experience. Live and remote experience, editing and computer skills a plus. Assignment editor needs reporting, editing, producing and computer skills. Organization a must! Resume, tape, salary requirements to Anne Willcox, P.O. Box WCJB, Gainesville, FL 32602. EOE.

**News director:** Immediate opening due to promotion. NBC affiliate. Dominant news leader in the market. Must have ability to teach and direct a staff of 15 young professionals. Send resume to Charles Webb, Vice President and G.M., WVVA-TV, P.O. Box 1930, Bluefield, WV 24701.

**General assignment reporter.** Looking for a television news reporter who can generate his/her own stories and has the ability to tell them effectively. A college degree and two years experience as a reporter at a commercial television station required. Experience must include live reports, on set reports as well as packages. Send resume/tape to the News Director, WJKS, Box 17000, Jacksonville, FL 32216. No phone calls.

**Weekend meteorologist.** Also weather anchor three days on early morning newscasts. Complete weather center. One to two years experience. Tape to: Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. WTVQ is an equal opportunity employer.

**Assignment editor.** Need an aggressive idea person for management position in an upper Midwest newsroom on the go! Experienced only. Box P-68.

**Weekend anchor.** Report weekdays. Shooting & editing required. No phone calls. No beginners. Tape, resume & letter to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

**News promotion producer** who's a stickler for details, precision writer/editor/producer with 1-2 years experience should send resume/salary history and tape to WJKS (NBC), Promotion Manager, P.O. Box 17000, Jacksonville, FL 32216. No phone calls. EOE, M/F.

**Producers, directors, reporters, photographers** needed immediately at expanding network affiliate in a highly competitive California market. Only qualified and experienced people should apply. Box P-55.

**Anchor:** Dominant network affiliate in top 60 market needs a co-anchor for its early and late newscasts. We're losing half our anchor team, and we're looking for someone with experience to team with our veteran anchor. We need someone who is a good reporter and projects a positive, friendly personality. It's a great opportunity for a major market reporter or anchor who's tired of the rat race to settle down and work in a state-of-the-art newsroom. Resume with salary requirements and references to Box P-59. EOE, M/F.

**News director:** Immediate opening due to promotion. NBC affiliate. Dominant news leader in the market. Must have ability to teach and direct a staff of 15 young professionals. Send resume to: Charles Webb, Vice President/General Manager, WVVA Television, P.O. Box 1930, Bluefield, WV 24701.

**Co-anchor:** Looking for anchor to compliment current male anchor. Must have excellent writing/producing skills and minimum of 3 years experience. Send tape and resume to KOLO-TV, P.O. Box 10,000, Reno, NV 89510-0005. EOE.

**Reporter.** We're a Midsouth network affiliate looking for a strong, self-starting individual. Must work a beat, establish contacts, break stories. Looking for a person who doesn't have to be handed a story idea every morning. Excellent salary and benefits to the right person. Resume and picture. Box P-63. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Traffic/operations supervisor.** Western Michigan PBS station (new broadcast facilities under construction) has an excellent opportunity for the right person. The ideal candidate will have responsible supervisory traffic/operations experience and preferably experience with a Columbine/IBM System 36 traffic system. Strong communication, interpersonal, and organizational skills. Ability to deal with a number of responsibilities. To respond appropriately to problems, and work effectively under pressure. A bachelor's degree is preferred. Anticipated starting salary range \$20,000-\$25,000, and excellent fringe benefits. Please send a letter of application and resume to: Dave Wiswell, WGVC/WGVK-TV, Grand Valley State College, Allendale, MI 49401. Review of applicants will begin January 30, 1987 and continue until the position is filled. AA/EOE.

**Research/marketing assistant:** Newly created position at top 25 group-owned NBC affiliate. Successful candidate will possess strong written/verbal presentation skills and the ability to manipulate and analyze ratings and marketing research data. Computer skills a plus. Send resume to Box P-10. EOE.

**Promotion director.** Southwest Florida independent TV station seeks experienced promotions director. Send tape and resume to Deborah Abbott, WFTX, P.O. Box 150036, Cape Coral, FL 33909. EOE.

**Promotion writer/producer:** Grant Broadcasting of Chicago, Inc., is seeking an on-air promotion writer/producer. Must have 2 years hands-on producing experience. Applicant should be highly creative, energetic and ambitious. Must have a full command of 3/4" and 1-inch editing and Chyron 4 system. If you're ready to move up to the number 3 market, send a resume and tape to: Promotion Manager, WGOB-TV, 875 N. Michigan, Suite 3141, Chicago, IL 60611. No phone calls, please. EEO, M/F.

**Program manager.** WTOG-TV, St. Petersburg/Tampa is seeking an experienced person with a successful track record at an independent television station in programming, including budgeting, administration, research, movie and program scheduling, as well as negotiating with syndicators is required. Send resume and why you think you are the person for the job to: Edward G. Aiken, Vice President & General Manager, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. An equal opportunity employer, M/F.

**Television producer/director** in Northeast with experience in fast paced newscasts and demonstrated expertise in writing and producing commercials. Candidate should be energetic, creative person with people skills. EOE. Box P-49.

**Director of television information.** Responsible for using all available media to achieve awareness of WBGU-TV programs, campaigns, fund-raising events, and services. Requires two years fulltime experience as a writer/creator of promotional materials for print and other media. Knowledge of public television desirable. BA required, journalism background preferred. Clear and effective writing ability essential. Salary: \$25,000 - \$28,000. Send letter of application, official college transcripts, resume, three letters of recommendation, and portfolio of work to: Director, Administrative Staff Personnel, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline: 2/6/87.

**Studio supervisor:** Television operations department seeks crew chief to supervise camera operators and manage studios. Must have strong background in studio and remote production, set construction, and lighting. Send resume to Shelia Nelson, KOTV, P.O. Box 6, Tulsa, OK 74101. No phone calls, please. Applicant finalists will be required to furnish evidence of employment authorization and identification. EOE, M/F. A Belo Broadcasting Corporation.

**Production manager.** Aggressive PBS station is seeking a self-motivated individual for this leadership role. Responsibilities include: Supervision of all production personnel, and remote and studio production; maintain internship program. Must have proven computer editing and directing skills. Thorough knowledge of studio and remote production techniques and the ability to pass such knowledge on to others a must. Resumes with letter of application to: Production Manager Position, WGBY-TV, 44 Hampden St., Springfield, MA 01103. Part of the WGBH Educational Foundation. Closing date: January 16, 1987. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Young, energetic news unit manager** in top 15 Northeast looking for top 75 management position in operations. Department restructure makes me available immediately. Looking for a challenge in return for growth. Degree in broadcast mgt. Box P-16.

**General manager/general sales manager:** Experienced in all phases of TV management. Strong in sales, organization and bottom line profits. Specialize in small and medium markets. Vic Ludington, 512-343-7022.

**General sales manager:** Experience in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm - seeks general sales management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed. Attending INTV/NATPE! Reply Box M-58.

**GSM/LSM/NSM:** Indy specialist with over 10 years experience in local and national sales and management. Proven track record in training and motivating sales people (ran training program for major rep firm). Am able to help sales force reach their maximum and in turn, the goals of the station. Seek management opportunity that will utilize my full potential. Affiliates will find my indy sales experience a plus also. Call Tom at 404-843-0041.

## SITUATIONS WANTED NEWS

**Meteorologist** seeking weekday position in Sunbelt. Ten years experience small large markets. AMS Seal, Masters degree. Box P-20.

**#@%& Good** feature repoter. Veteran reporter/anchor has the imagination, intelligence, personality, and drive to produce features that leave viewers talking for days. Ready for bigger market. Live experience. Community involved. Reach through: 513-825-4450.

**Sports.** Two years radio experience, degree. Looking for television sports position. Tape ready for your viewing. 717-838-6076

**Enjoyable sports** for all viewers. Enthusiastic sports anchor/reporter overdue for move up. 5 years professional experience. Box P-71.

**Weathercaster** seeking position in small-medium market in Midwest. NWA Seal. Experience with computer graphics. Videotape available. Darrin 313-334-5288 after 3 PM.

**Cameraperson/editor** seeks change. 11 years in the same major market station. Ray: 818-780-0558, ext. 235.

**Black male** seeks on-air opportunity. Consider anywhere. Columbia masters, daily news experience. Can shoot, edit. Tape. Marvin Greene, 301-997-1475.

**Experienced female anchor/reporter** seeking a position in small or medium market. BS in communications. Hardworking, dedicated and versatile. Willing to move anywhere for the right opportunity. Call Jodi 201-766-5195.

**Major market radio pro**, degreed, mid 30's, seeks television hosting or interviewing to put experience, personality and looks to broader use. Dave Patrick 703-237-0355

**Meteorologist** working Monday-Friday at a medium market station seeking position in a larger market. 615-886-4125.

## MISCELLANEOUS

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063

**Primo People** seeking newscast producers and news directors--all markets--all sizes. Tape, resume and particulars to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Attention job-hunters!** Our list of availabilities is tops in the industry. Solid leads, plus valuable advice on potential openings. All areas, all levels. We canvass companies daily to give our subscribers the winning edge! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Television broadcast production.** Expanding department needs faculty member with strong interest in television studio production to provide leadership for growing studio facility. Rank open depending upon qualifications. Beginning August, 1987. Teach broadcast production, history, management courses at grad and undergrad levels. Experience with graphics and/or photography a plus. Tenure track at asst/asso level. Ph.D preferred, ABD may apply. Teaching, professional experience, and some publications preferred. Salary: competitive depending on qualifications. For initial screening, send resume and three letters of recommendation by February 15, 1987, to Dr. George R. Kneller, Department of Communication, University of Southwestern Louisiana, P.O. box 43650 USL, Lafayette, LA 70504. EEO, affirmative action employer.

**Assistant/associate professor** of telecommunication (tenure track) Baylor University, Waco, TX, effective Fall 1987. Ph.D. in telecommunication (R-TV) or related field required. Teach media writing and production. May also teach history, programming or media processes and effects. Salary competitive, depending on education and experience. Submit letter of application, complete vita and three letters of recommendation by March 1987 to Lee R. Polk, Chairman, Department of Communication Studies Waco, TX 76798. Baylor University is a private institution, an equal opportunity employer, and is affiliated with the Baptist General Convention of Texas.

### HELP WANTED SALES

**Sales manager:** Immediate opening with leading computer graphics manufacturer for southeastern territory sales manager for the TV broadcast, teleproduction and corporate marketplace. Video background preferred. Salary and commission. Forward resume with references to: Bob Miller, ColorGraphics System, Inc., 5725 Tokay Blvd., Madison, WI 53719.

### HELP WANTED TECHNICAL

**Broadcast engineer:** Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, D.C. 20041.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Video engineer:** Full service teleproduction facility seeks maintenance engineer, experienced in Sony and Grass Valley broadcast equipment. Staff position available. Good starting salary and benefits. Film editor: Must have experience editing 35/16mm film and 3/4" videotape off-line editing. Staff position available. Good starting salary and benefits. Contact: Lee Anderson, Executive Director, Post Productions, United Way Productions, 701 North Fairfax St., Alexandria, VA 22314. 703-836-7100.

**Producer film/video.** Aggressive Florida audio/visual communications company seeks film-video producer/division manager. Opportunity for experienced applicant to produce high quality marketing and training materials in film and video for some of the Southeast's finest clients. Call John Reitzammer, President, Images, Inc., Jax, FL anytime day, night or weekend at 904-388-3300.

### 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.

**For sale: MDS transmission time.** Single channel MDS station in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and or data programs. For info call Judi at 512-223-6383.

### EMPLOYMENT SERVICES

**Government jobs \$16,040 - \$59,230/yr.** Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

### MISCELLANEOUS

**Excellent voiceover talent:** radio or TV exclusive to your market. Call now Steve Russell Audio 803-763-SPOT.

**VTI has available for placement** video/electronic technicians. These Associate degreed professionals are able to relocate nationwide. VTI is an accredited member of the National Association of Trade & Tech Schools. No fees charged. Call 817-263-2613.

### 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.

**Have unused tower** needing removal? We will buy and remove. 200 to 1,000 ft. 300 miles from La Crosse, WI. DJ Enterprises. 507-895-2285.

### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

**25KW FM-Harris FM25K(1986),** Harris FM25K(1983), CCA 2500DS (1972) \*\*20KW FM-CCA 20000D (1973), Harris FM 20H3 (1973) \*\*10KW FM RCA BTF 10D w/ Mosley exciter \*\*5KW FM-Elcom Bauer 605B,\*\*3KW FM-CCA 3000DS \*\*2.5 FM-Sparta 602A, Collins 831D2. Transcom Corp. 215-884-0888. Telex 910-240-3856.

**50KWAM Continental 317,** RCA BTA 50H \*\*10KWAM-RCA BTA 10H-on air\*\*5KWAM-CCA 5000D, RCA BTA 5T1-on air\*\*250 Collins 250G. Transcom Corp. 215-884-0888. Telex 910-240-3856.

**Harris SX-1,** 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, 60kw redundant, 120kw redundant. Bill Kitchen, Quality Media. 303-665-3767.

**New RCA 60kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media. 303-665-3767.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price reduced to \$85,000. Bill Kitchen, Quality Media. 303-665-3767.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media. 303-665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

**Quanta Q-8** character generator. New - \$15,000 R. Hippler General Television Network - 313-399-2000.

**ENG van with 2GHz,** Harris microwave, 42 foot mast, three camera capability, LEASE OR SALE. Alex Carey 301-469-8109.

**Maze Broadcast** will be in booth 789 at the National Religious Broadcasters Convention in Washington, DC, February 2-4th. Come by and let's get acquainted.

**Production house** ceasing operation. Full 3/4" Sony editing suite. Hitachi cameras, Sony ENG, lighting, test equipment, more. Cost \$550,000.00. New '81. Will consider all offers. For listing, call Maze Broadcast, 205-956-2227.

**Over 100 AM/FM** trans. in stock. All complete - all books - all spares - all powers. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. New # 214-276-9725.

**Integral cavity klystrons.** New tubes with full manufacturers warranty at substantial savings. Call 615-894-4980 immediately. Limited number available.

**Ikegami HL 750,** Canon zoom lens, shipping case, two batteries, sonymatic recorder/playback, case. Extras. 206-677-2327.

**Harris FM-5K/MX-15 exciter,** 5 KW-FM stereo, 1983, mint-available approximately June. 814-643-3340.

**Vital 114 switchers,** Grass 1600 switchers, TCR-100's, VPR-2B's film islands, TK-44's. Demo TK-760's and TK 761's. BVH-1100 heads and scanners, TR-61's, TR-70B, used BVU-800's, LDH-20 cameras, Cannon 25:1 for HL-79, Rank 3C, HL-77, HL79A, Call Marvin Luke 919-977-3600.

**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.

**Tower:** 325' selfsupporting Le High 4 legged angular construction PKED on ground ready to move 47,500 lbs gross wt. \$40,000 712-252-1547.

**New reconditioned equipment.** 30 day warranty on all reconditioned products: 2 ea. Grass Valley 1600-IL and 1600-2 video production switchers. Crosspoint Latch 6112 switcher with editor I/F, Sony cameras, monitors, umatic 3/4" and BETA Cam. Ikegami cameras, Leader test instruments, Panasonic industrial video, JVC, Panasonic RAMSA portable WR-500 8X2 A/C D/C power \$77 all types audio equipment, special Sony BVE-800 editor \$2500, Sony Geniocker with all software \$3500, excellent Vital VIX-114-4A with NEC digital video effects. FOR-A FA 400N TBC \$4200. Ikegami TM-14-10/RH color monitor \$3900, SC-500-P Studin color camera \$15,475 each. More items, special deals needed to clear out inventory. Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-800-344-3335.

**Monitor and test equipment sale:** All new Leader Instruments test equipment at near dealer costs to clear inventory; LBO-5860A Waveform monitor \$1650, LVS-5850B Vector scope \$1570, LR-2400 rack mount \$180, package price \$3395, Waveform monitors LBO-5860B \$1425, LBO-5860L \$1890, Oscilloscopes 100Mhz 3 channel LBO-516 \$1098, 100Mhz 4 channel LBO-518 \$1615, LBO325 2ch dual T/B Attache case scope, LVM-5863A EFP monitor \$1545, LBO 5864 EFP Waveform monitor \$1025, Video test generator LCG-400M/S \$1650, available with RGB outputs. Ikegami broadcast monitors TM-14-10RH \$3900; call for great prices on all MFG equipment! Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

## RADIO

### Help Wanted Technical



**JOIN THE FAMILY!**

The Mid-West Family Stations are located in some of the most beautiful and liveable cities in the Mid-west. Our group offers challenge and growth opportunities for talented individuals.

We are seeking competent Chief Engineers with good interpersonal skills to join the management team at two of our properties:

#### ■MADISON, WISCONSIN

Class B FM / 5 KW DA-2 C-Quam AM 3-5 years of transmitter/studio maintenance experience minimum. Some DA and automation experience preferred.

#### ■ROCKFORD, ILLINOIS

Class A FM/ 1 KW DA-D AM 2-3 years transmitter/studio maintenance experience minimum. Some DA experience helpful.

General class license or SBE certification required. EOE M/F.

Resumes, references and salary requirements in confidence to:

**Gearly S. Morrill**  
**Director of Engineering**  
**Mid-West Family Stations**  
**3200 Pine Tree Road**  
**Lansing, Michigan 48911**

## Help Wanted Management

### MANAGEMENT!

An outstanding opportunity currently exists in general management, sales management and management training within Demaree Media, Inc. Broadcast Group. Our stations are market leaders and our group's growth virtually unprecedented! If you would like to be considered for this unique opportunity, send complete resume, work history, track record of success and references to:

Rich Nichols, General Manager  
 Demaree Media, Inc.

P.O. Box 6048  
 Springfield, Missouri 65801  
 471-831-9700

**Demaree Media, Inc.**  
**is an equal opportunity employer**

## Help Wanted Sales

### Radio Sales

Katz Radio - America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Bob McCurdy  
 Vice President  
 General Sales Manager  
 Katz Radio

One Dag Hammarskjold Plaza  
 New York, NY 10017  
 (212) 572-5208

**KATZ COMMUNICATIONS INC**  
 An Employee-Owned Company



**Katz Radio. The best.**

### MEDIA/SALES/RADIO FLORIDA

Big local-regional list. Palm Beach County-Pro's only. 305-686-8000 for appt. W/ GM.

### SUPER RADIO SALES REP

Top, productive account list at major AM/FM combo in Fairfield county (CT) Immediate opening for an experienced, aggressive account executive with 1-2 years media sales experience. Must have proven track record. Earn over \$45K EOE. Send resume to Sales Director, WNLK/WLYQ (996FM), Box 1350, Norwalk, CT 06852.

## Help Wanted Programing, Production, Others

### Advertising and Promotion Director

Are you brimming with promotional ideas? Can you write captivating radio copy? Our fast-paced top 5 NYC radio station is seeking a creative individual to take the helm as Advertising and Promotion Director.

Qualified candidates must have 2-3 years experience in most of the following areas: sales, promotion, programming, marketing and advertising. Excellent organizational skills are essential to handle and prioritize numerous details and projects simultaneously, including the administration of a large budget.

Responsibilities will include working with ad agencies to come up with effective outdoor, print and specialty advertising. You will help develop and coordinate on-air contests, create sales promotions that will stimulate in-store traffic for retail clients, provide station information to listeners, and promote station-sponsored community events. Good interpersonal skills required for both internal and external contacts.

Please send resume and cover letter to:

**Box BC568**  
**10 West 20th St.**  
**New York, NY 10011**

An Equal Opportunity Employer M/F/H/V

## Situations Wanted Management

### A FRESH BEGINNING

An 'old' pro with a very successful record seeks a new challenge. Experience in news, news management, editorial research and writing, investigative reporting, legislative coverage. Moved into management and built team that generated tenfold increase in bottom line for AM/FM operation in medium market. Willing to consider any reasonable challenge in general management, news management or specialized news assignment. The challenge/opportunity means more than the money. Let's talk 309-833-5005.

**GEORGE LIPPER, PO BOX 744**  
**MACOMB, IL 61455**

## Situations Wanted Announcers

### A Change Of Pace...

Proven personality, solid credentials, 14 years' experience in all formats, tired of big time rat race. Seeking a morning drive slot at an established A/C full-service station in nice city. Good salary, benefits, and job security mean more to me than market size. Box P-50

## Situations Wanted Sales

Seeking news talk programing or talk host position. Fourteen year background includes large medium markets. I'm a worker. Call Jim:

**518-436-4162.**

## TELEVISION

### Help Wanted Technical

#### Chief Engineer Maintenance Supervisor

For systems design and maintenance. Knowledge of Sony computer editing systems, grass valley switches, Yamaha and Revox audio components, 1" C and BVW 40 tape machines. Knowledge of Quanta CG and paint systems, microtime ACT I DVE and Ikegami HL95 camera system helpful. Send resume to: PEC TV, c/o ARS Site Manager, P.O. Box 797, N. Little Rock, AR 72118. No call please. EOE M/F/V/H.

### Help Wanted News

#### NEWS DIRECTOR

Very good news operation needs a top News Director to make it better.

This is an affiliated, group-owned station in one of the top medium-sized markets in America. You must be creative, imaginative, organized, have excellent personnel skills and experienced news judgement. Excellent salary for right person.

Please respond to:

Box M-79

EOE M/F

#### For Fast Action Use BROADCASTING'S Classified Advertising

#### Design Director

WCVB-TV, the ABC affiliate in Boston, has an immediate opening for a highly creative, motivated individual to manage our award-winning Design Department. This individual will develop concepts and create designs to ensure the highest quality artwork for our local programming, news, syndicated productions, and advertising. Other responsibilities include controlling departmental budget; advising producers, directors, and managers in the art area; and managing a staff of professional design artists.

Position requires high degree of style and strong design sense as well as good leadership and management skills. The successful candidate should have a design school/college degree in graphic or related field and at least five years' experience including management responsibilities. Knowledge of digital effects, animation, type design, and paintbox is necessary.

If qualified and interested, send resume (no telephone calls, please) to: WCVB-TV, Human Resources Department, GQ187, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

# WCVB-TV

## Help Wanted Sales

### GSM

Southwest indy in extremely competitive top 100 environment need a GSM, experienced in independent TV. Good people skills the ability and experience to guide a young staff a must. Salary, override, excellent benefits, incentives, a fabulous climate, and the toughest challenge of your career. This is no sunbelt joyride. Help us today...we will both benefit tomorrow. Send resume and salary requirement to:

Box P-53

### Help Wanted Programing, Production, Others

#### PRODUCER

Talk show host producer for hour long daily live talk show. Strong organizational and people skills. Duties include guest selection, research, telephone interviews & preparing hosts for segments. One year producing exp preferred. Send cover letter & resume to: Roseann Spengler.

CABLEVISION OF CT

28 Cross St, Norwalk, CT 06851  
an equal opportunity employer M/F

#### CALIFORNIA DREAMIN'?

Warm days and warm nights (all expenses paid!) could be yours if you're the Promotion Director we've been dreaming about! We're a top-20 ABC affiliate in one of America's fastest growing markets. If you've got a minimum of 3 years promotion experience and are capable of producing "Killer Creative," you're exactly the person we're looking for! Rush us your tape, resume and salary requirements... and make some dreams come true!



Barry Smith  
KOVR-TV  
1216 Arden Way  
KOVRTV Sacramento CA 95815

No Phone Calls Please!  
Equal Opportunity Employer

## Situations Wanted News

### WILDLY ATTRACTIVE

Great on-air credentials as host, reporter and syndicated broadcaster. Strong background in health & medicine. Author of Simon & Schuster book to be published in fall '87. Free to locate in major market. Box P-42.

### Situations Wanted Programing, Production, Others

#### BROADCAST PROMOTION & MARKETING

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### Miscellaneous

#### Author's Query

For a biography of the late JESSICA SAVITCH, I would very much appreciate information, anecdotes and/or reminiscences from any of her friends or co-workers, from all stages of her life and career. Alanna Nash, 703 Alta Vista RD., Louisville, KY. 40206. 502-896-0149.

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## Public Notice

### PUBLIC NOTICE

The Programming Committee of the NPR Board of Directors will meet on Friday, January 23, 1987, from 11 AM to 4 PM at National Public Radio, 2025 M Street, N.W., Washington, D.C. The Committee will discuss the FY 1988 service plan.

The Board of Directors of National Public Radio will meet in open session on Thursday February 5, 1987, beginning at 9 AM in the board room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes Chairman's Report, President's Report, and committee reports. The committee will meet at the same location Wednesday, February 4.

## Radio Programming



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## Miscellaneous

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Price is \$800,000 cash. Reply Box P-61.

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**Payable in advance.** Check, or money order only Full  
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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 deter-  
mine 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 pub-  
lication date. No credits or make goods will be made  
on errors which do not materially affect the advertise-  
ment.

Deadline is Monday at noon Eastern Time for the fol-  
lowing 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 tele-  
phone orders, changes, and/or cancellations will be  
accepted.)

Replies to ads with Blind Box numbers should be ad-  
dressed to: (Box number), c/o BROADCASTING, 1735  
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Advertisers using Blind Box numbers cannot request  
audio tapes, video tapes, transcriptions, films, or VTR's  
to be forwarded to BROADCASTING Blind Box num-  
bers. 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. Situa-  
tions 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 per-  
sonal ads.

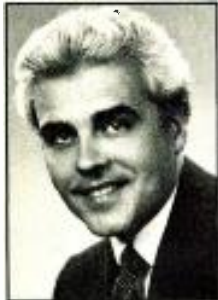
**Rates:** Classified display (minimum 1 inch, upward in  
half inch increments), per issue: Help Wanted \$80 per  
inch. Situations Wanted: \$50 per inch. All other classifica-  
tions: \$100 per inch. For Sale Stations, Wanted To  
Buy Stations, Public Notice & Business Opportunit-  
ies advertising require display space. Agency commis-  
sion only on display space.

**Word count:** Count each abbreviation, initial, single  
figure or group of figures or letters as one word each.  
Symbols such as 35mm, COD, PD, etc., count as one  
word each. Phone number with area code or zip code  
counts as one word each.

# Fates & Fortunes

## Media

**James M. Keelor**, general manager, Cosmos Broadcasting Corp.'s WAVE-TV Louisville, Ky., named VP and general manager, co-owned WDSU-TV New Orleans. **Guy W. Hempel**, general manager, Cosmos Broadcasting's WTOL-TV Toledo, Ohio, replaces Keelor at WAVE-TV.



Keelor



Hempel

**Steve Mauldin**, general sales manager, WVUE(TV) New Orleans, named VP and general manager.

**Thomas E. Dooley**, director, business analysis, Viacom International Inc., New York, named treasurer, replacing **Gordon E. Belt**, who continues as VP and chief financial



Mauldin

officer.

**Billy W. Miller**, group controller, New York Times Broadcasting Group, and VP and business manager of group's WREG-TV Memphis, named VP and group controller, New York Times Broadcasting Group.

**Stephen G. Brock**, general sales manager, WCIV(TV) Charleston, S.C., named general manager, succeeding **William E. Lucas**, who retires after 25 years in that capacity. Lucas will continue to serve station as consultant.

**John T. Quigley**, station manager, WTTE(TV) Columbus, Ohio, named general manager.

**Bob Hughes**, operations manager, WLTT(FM) Bethesda, Md., joins WXTR-FM La Plata, Md., as VP and general manager.

**Ronald E. Mires**, assistant general manager, McGraw-Hill Broadcasting Co.'s KGTV(TV) San Diego, named VP and general manager, co-owned KERO-TV Bakersfield, Calif., succeeding **John B. Proffitt**, named VP and station manager, McGraw-Hill's WRTV(TV) Indianapolis.

**David W. Small**, president, KQCR(FM) Cedar Rapids, Iowa, joins KISS(FM) San Antonio, Tex., as VP and general manager.

**Jennifer McCann**, general sales manager, WJIB(FM) Boston, joins WSSH(FM) Lowell, Mass., as VP and general manager.

Appointments at WARK(AM)-WARX(FM) Hagerstown, Md.: **Eugene J. Manning**, VP and general manager, to president of parent, Manning Broadcasting Inc.; **J. Frederick Manning**, accountant, Deloitte Haskins & Sells, Philadelphia, to VP and controller; **Reid Blankenship**, operations director, WARK-WARX, to VP.

**Ray Sullivan**, general manager, KFVS-TV Cape Girardeau, Mo., joins WECT(TV) Wilmington, N.C., as general manager.

**Neil Kearney**, VP and general manager, Reams Broadcasting Corp.'s WWCK-AM-FM Flint, Mich., joins co-owned WBVE(FM) Cincinnati in same capacity.

**Sandra E. Suffian**, marketing and sales director, KJLA(AM) Kansas City, Mo., named general manager.

**Louis A. Borrelli Jr.**, manager, marketing/programming, United Artists Cablesystems Corp., Westport, Conn., joins Marcus Communications Inc., Greenwich, Conn., multiple cable systems operator, as director, operations.

**Greg Solk**, program director, WLUP(FM) Chicago, named operations manager.

**Robert Garner**, general manager, Group W Cable's Graham, Tex., cable system, joins Essex Communications Corp., Greenwich, Conn., multiple cable systems operator, as general manager, Mobile, Ala., system.

**Leigh Shepherd**, assistant controller, WLVE(FM) Miami Beach, Fla., named division controller of parent, Gilmore Broadcasting Corp., Kalamazoo, Mich.-based owner of one AM, three FM and three TV stations.

**Nancy S. Goodfellow**, executive secretary, WDBJ(TV) Roanoke, Va., named coordinator, business development.

## Marketing

**Ralph H. Cohen**, director, client services, and **Tim Fenton**, creative director, McCaffrey & McCall Direct Marketing, New York, named executive VP's and directors, McCaffrey & McCall Inc.

**John Putney**, management supervisor, Tracy-Locke, Denver, adds duties as senior VP.

**Ken Sacharin**, VP and associate media director, Saatchi & Saatchi Compton, New York, joins Dewitt Media Inc. there as VP and media planning director.

**Diane Bonner-Lewis**, media director, DDB Needham Worldwide, Washington, named VP and media director. **Michael Bollinger**, VP and account supervisor, named VP and management representative. **Elizabeth McGuirk**, account executive, named account supervisor.

**John McGuigan**, VP and project group director, Advancers, Chicago, joins HCM there as VP and media director.

**Paul Bonneau** and **Jim Bacharach**, account supervisors, Ingalls, Quinn & Johnson, Boston, named VP's and account supervisors.

Appointments at Petry, New York: **Rob Hebenstreit**, director, research, to VP and director, research; **Dick Kurlander**, former director, broadcast operations, WDIV(TV) Detroit, to VP and programming director; **Stephen Friedman**, research analyst, to senior research analyst.

Appointed at Katz Communications Inc.: **T.C. Schultz**, sales manager, New York, and **Ruth Robertson**, Boston office manager, Katz American Television, to division VP's; **Andi Poch**, manager, sports/special sales unit, and **Joe White**, sales manager, New York, to divisional VP's, Katz Independent Television; **Mark Turner**, sales executive, Katz Television Charlotte, N.C., named office manager, replacing **Swan Burrus**, named Atlanta office manager, Katz Continental; **Linda Mulkey**, account executive, KBVO(TV) Austin, Tex., to sales executive, Katz Independent, Dallas.

**Louise Erdman**, VP and account supervisor, Waring & LaRosa, New York, joins Posey Quest Genova, Greenwich, Conn., advertising agency, as VP and director, account service.

**Louis W. McAnally**, creative services executive, Saunders, Lubinski & White Inc., Dallas, named general manager, creative services division.

**Andy Mason**, senior art director, Tatham-Laird & Kudner Advertising, Chicago, named associate creative director.

**Marcia Spehar**, senior buyer, Dawson, Johns & Black, Chicago, named broadcast supervisor.

**Dottie Martin**, broadcast producer, Cargill, Wilson & Acree Inc., Atlanta, named broadcast production manager.

**Betsey Butler**, account executive, Barkley & Evergreen Advertising, Shawnee Mission, Kan., named account supervisor. **Eric Larson**, account coordinator, **Julie Kabler** and **Julie Moomau**, assistant account executives, named account executives.

**Lawrence Dawley**, media buyer, J. Walter Thompson/Direct, New York, joins Geer, Dubois Inc. there as direct response manager. **Nathalie Theodore**, senior traffic coordinator, Geer, Dubois Inc., named traffic supervisor.

**Gale Gotte-Ward**, account executive, CBS's WCBS(AM) New York, named account executive, CBS Radio Representatives there.

**Hayden Williams**, from MMT Sales, Los Angeles, joins Harrington, Righter & Parsons Inc. there as account executive.

**Daija Arias**, buyer, Vitt Media, N.Y., joins Caballero Spanish Media Inc. there as account executive.

**Denny Lawson**, independent consultant, joins Warren Anderson Advertising & Public Relations, Davenport, Iowa, as account execu-

tive.

**Veronica A. Taylor**, from Power House Communications, Washington, joins The Earle Palmer Brown Companies there as advertising account supervisor.

Appointed at creative services department Cargill, Wilson & Acree Inc., Atlanta: **Martha Kelly**, from McCann-Erickson, Atlanta, to senior copywriter; **Corinne Mitchell**, copywriter, Scali, McCabe, Sloves/South, Atlanta, to copywriter; **David Burnette**, from Penmark Studio, Atlanta, to mechanical artist.

Appointed media coordinators at HBC/Creamer Inc., Pittsburgh: **Janet Bechman**, recent graduate, Pennsylvania State University, University Park; **Katie Cuddy**, news assistant/sports producer, KDKA(AM) Pittsburgh; **Daniel Duffy**, recent graduate, Duquesne University, Pittsburgh; **Michael Long**, recent graduate, Boston College; **David Towell**, recent graduate, Miami University of Ohio.

**Sue Swigart**, account executive, KRMG(AM)-KQMJ(FM) Tulsa, Okla., joins Concert Music Broadcast Sales, representative firm serving classical music stations, as account executive, Dallas regional office.

**Paul Catoe**, local sales manager, WXFL(TV) Tampa, Fla., named general sales manager.

**Bob Woodward**, general sales manager, WCXR(FM) Washington, joins WXTR-FM La Plata, Md., as general sales manager.

**Jim Meyer**, general sales manager, WONE(AM)-WTUE(FM) Dayton, Ohio, joins WBVE(FM) Cincinnati in same capacity.

**Judy Brenna**, local sales manager, WHWH(AM)-WPST(FM) Trenton, N.J., named general sales manager.

**Bob Blum**, from KDRK-FM Spokane, Wash., joins KXLY-AM-FM there as sales manager.

**Jon Lawhead**, regional account executive, WANE-TV Fort Wayne, Ind., joins WAND(TV) Decatur, Ill., as local sales manager.

**Bryn Burns**, assistant operations manager, WIVB-TV Buffalo, N.Y., named research director.

**Christine Plichta**, from WTMJ(AM) Milwaukee, and **Deanne Haviland**, buyer, Foote, Cone & Belding, Chicago, join WVTV(TV) Milwaukee as account executives.

**James E. Seaver** and **Stephanie Gossner**, from WTIC-TV Hartford, Conn., join WTXN(TV) Waterbury, Conn., as account executives.

## Programming

**Raul Lefcovich**, VP, international, Viacom World Wide Ltd., New York, named senior VP, international. **Robert S. Tucci**, VP, planning and development, Viacom Entertainment Group, New York, named VP, finance.

**Dennis J. Ellis**, VP, corporate finance, Viacom International Inc., New York, joins D.L. Taffner/Ltd. there as VP, finance and chief financial officer.

**Mary Kellogg-Joslyn**, director, production, Buena Vista Television, Burbank, Calif., named VP, production.

**David Plowright**, managing director, Granada

Television International, London, named chairman, succeeding **Denis Forman**, who retires effective March 1987. Forman will continue to serve as deputy chairman, Granada Group. **Andrew Quinn**, from Granada Group's business service division, succeeds Plowright as managing director.

**Leonard V. Koch**, president, Syndicast Services Inc., New York, named chairman of board and CEO. **Robert I. Silberberg**, executive VP, named president and chief operating officer.



Koch



Silberberg



Bennett

**Alan Bennett**, former partner, The Television Program Source, New York, joins LBS Communications there as president, marketing and distribution.

**Mort Marcus**, former president, Colex Enterprises, New York-based TV distribution joint venture of Columbia Pictures Tele-

vision and LBS Communications Inc., joins Hal Roach Studios Inc., Los Angeles, as corporate senior VP and president, newly formed Hal Roach Studios telecommunications division.

**Lorraine Johnson**, director, corporate legal affairs, Lorimar-Telepictures administration group, Culver City, Calif., named VP, corporate legal affairs. **Joan Birdt**, director, employment relations legal services, 20th Century Fox Film Corp., Los Angeles, joins Lorimar-Telepictures as director, labor relations.

**Ely Sidel**, director, special projects, movies and mini-series, CBS Entertainment, New York, joins Warner Bros. Television, Burbank, Calif., as VP, movies and mini-series.

**Richard W. Hogan**, senior account executive ABC Sports, New York, joins FNN/Score there as Eastern regional VP, sales.

**Jerry Katzman**, senior VP and head of West Coast television department, William Morris Agency, Los Angeles, named head of worldwide television department.

**Terez Kiely**, Northeast sales manager, Republic Pictures, New York, joins Turner Program services there as Northeast sales manager.

**John C. Schwartz**, assistant director, financial administration, ABC Entertainment and ABC Motion Pictures Inc., Los Angeles, named director, production estimating, ABC Circle Films. **Eugene A. Cernan**, U.S. Navy captain and former astronaut, joins ABC-TV's *Good Morning America* as editor of program's new "Breakthrough" segment featur-

ing latest advancements in health and science.

**Phil Conway**, VP, mid-central area, MCA TV, Cleveland, retires after 25 years with company.

**Rev. John F. Kinsella**, secretary for planning, National Conference of Catholic Bishops and United States Catholic Conference, Washington, adds duties as acting administrator, Catholic Telecommunications Network of America, New York-based TV and radio program distributor.

**Andrew A. Eder**, sales executive, Christian Broadcasting Network, Virginia Beach, Va., joins Select Media Communications, New York program distributor, as director, national sales.

**Nancy Hamilton DiNardo**, assistant controller, TPC Communications/Channel One Ltd., Sewickley, Pa., TV distribution and production company, named controller.

**Michael R. Barnard**, independent writer and producer, joins NLC Productions, Willmar, Minn., production company, as national representative.

**Lee Michaels**, program director, WGCI-FM Chicago, joins KMEL(FM) San Francisco in same capacity.

**Bob Ramsey**, from WEVV(TV) Evansville, Ind., joins KPTM(TV) Omaha as program manager.

**Carl Princi**, VP, programming, KFAC-AM-FM Los Angeles, resigns after 33 years with station. He will work on freelance basis in broadcasting and performing arts.

**Tom Bergeron**, host, *Superkids*, weekly children's program WBZ-TV Boston, named host, WBZ-TV talk show, *People are Talking*. **Tom Warden**, producer, WGRZ-TV Buffalo, N.Y., joins WBZ-TV as associate producer, *Evening Magazine*.

**Doug Dahlgren**, morning announcer, WIRE (AM) Indianapolis, joins KUPL-AM-FM Portland, Ore., in same capacity.

**Sandy Louie**, music director and programming assistant, KNBQ(FM) Tacoma, Wash., adds duties as announcer.

## News and Public Affairs

**Linda Cohn**, substitute sports reporter and anchor, CBS Radio Network and weekend sportscaster, WCBS-FM New York, joins ABC Entertainment Network as sportscaster. Cohn will anchor weekday sports reports and one of network's four Sunday sports reports.

**Rick Diamond**, associate producer, NBC Sports, New York, named producer.

**Tim Brandt**, sportscaster, ABC Sports, New York, joins CBS Sports there as sportscaster, effective March 1.

**James Reindl**, news editor, Milwaukee bureau, Associated Press, named news editor, Chicago.

**Lee Williams**, executive news producer, KXXV(TV) Waco, Tex., joins KRDO-TV Colorado Springs as news director.

**Jack Maurer**, news director, WPTA(TV) Fort Wayne, Ind., joins WKJG-TV there in same

capacity.

**Alan Goldstein**, news director, WECT(TV) Wilmington, N.C., joins KRON-TV San Francisco as assistant news director.

**Charles Hollingsworth**, national sales manager, *Washington Post*, joins United Press International, Washington, as senior VP, marketing and sales.



Hollingsworth



Marcus



Saitta

**Bret Marcus**, executive news producer, NBC's WNBC-TV New York, named news director, co-owned WRC-TV Washington.

**Joe Saitta**, VP, news, Fox Broadcasting's KTTV(TV) Los Angeles, named news director, co-owned WTTG(TV) Washington.

**Gwen Barrett**, producer, WNYW(TV) New York, named director, public affairs.

Appointments at KPIX(TV) San Francisco: **Dianne Fukami**, executive news producer, to assistant news director; **Steve Blue**, executive news producer, WABC-TV New York, to executive news producer; **John Raftery**, news operations manager, to managing editor; **Beth Maharrey**, unit manager, to business manager; **Abby Goldman**, anchor and reporter, KFRC(AM) San Francisco, to general assignment reporter, San Jose, Calif., bureau. **Doug McConnell**, host, *Mac and Mutley*, weekly pets and animals program, KPIX, adds duties as weekend weatherman. **Diana Nyad**, marathon swimmer and analyst for ABC's *Wide World of Sports*, joins KPIX as reporter, "Diana's Calendar," nightly feature on area leisure activities on KPIX's 6 p.m. newscast.

**Ellen Hansen**, former manager, records and elections division, King county, Wash., joins KING-TV Seattle as director, public affairs.

Appointments at KINK(FM) Portland, Ore.: **Jacob Lewin**, news director, WSOC(AM) Charlotte, N.C., to news producer and assignment editor; **Barbara Dellenback**, former morning news anchor, noncommercial KLCC(FM) Eugene, Ore., to morning reporter and commentator; **Charlotte Pacheco**, from KGW(AM), co-located and co-owned with KINK, to news assistant.

**Bill Bouyer**, executive news director, KTUL-TV Tulsa, Okla., joins WSET-TV Lynchburg, Va., as news director. **Susan Garrett**, independent consultant, joins WSET-TV as public affairs director.

**Linda Page**, assignment editor, WREG-TV Memphis, named executive news producer.

**Deborah McEntyre**, reporter and weather an-

chor, New York Times Broadcast Group's WQAD-TV Moline, Ill., and **Steve Hayslip**, reporter and anchor, New York Times's KFSM-TV Fort Smith, Ark., named general assignment reporters, co-owned WREG-TV.

**Jerry Taff**, morning anchor, WISN(AM) Milwaukee, adds duties as anchor, 5 p.m. and 10 p.m. newscasts on co-owned WISN-TV.

**Steve Rodinaro**, anchor and reporter, WTVJ(TV) Miami, joins WESH-TV Daytona Beach, Fla., as anchor, 6 p.m. and 11 p.m. newscasts.

**John Eves**, sports director/anchor, KRDO-TV Colorado Springs, joins WTVH(TV) Syracuse, N.Y., as sportscaster.

**Darlene McCarthy**, medical reporter, WFMY-TV Greensboro, N.C., adds duties as 11 p.m. anchor.

**Rob Smith**, reporter and weekend producer, WTOG-TV Savannah, Ga., joins WTVR(TV) Richmond, Va., as Charlottesville, Va., bureau chief.

**Candy Keefe**, anchor, 6:30 a.m. newscasts, WFSB(TV) Hartford, Conn., named weekend anchor.

**Jim Scoutten**, anchor, KBMT(TV) Beaumont, Tex., joins KIRO-TV Seattle as reporter.

**Laraine Herman**, publicist, WCBS-TV New York, joins WLIM(AM) Patchogue, N.Y., as morning anchor and reporter.

**Melissa Sander**, reporter, WTOG-TV Savannah, Ga., joins WNEP-TV Scranton, Pa., as general assignment reporter.

**Marty Coniglio**, from WKBT(TV) La Crosse,

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1987-88

The William Benton Fellowship Program at The University of Chicago, now entering its fifth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 2. Fellows will be notified by June 1. The 1987-88 Program begins September 21, 1987.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

PLEASE PRINT

NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

Wis., joins WAND(TV) Decatur, Ill., as meteorologist. **Marcus Canada**, from WTOG-TV Savannah, Ga., joins WAND as reporter/photographer.

**Gail Brown (Huff)**, from WNCT-TV Greenville, N.C., joins WLNE(TV) New Bedford, Mass., as reporter.

## Technology

**Richard Friedland**, director, treasury operations, General Instrument Corp., New York, named VP and treasurer.

**Robert S. Pariseau**, VP, software development, Commodore-Amiga Inc., Los Gatos, Calif., joins Cubicomp Corp., Hayward, Calif., manufacturer of computer graphics and video animation products, as VP, engineering. **Douglas Harrison**, product marketing manager, Vertigo Systems, Vancouver, B.C., joins Cubicomp as broadcast and video production product manager. **Isaac Agam**, marketing manager, image entry products, Scitex, Bedford, Mass., joins Cubicomp as creative design product marketing manager.

**Sal Raia**, former manager, sales and advertising, CBS Laboratories, New York, joins Diamond Electronics, Lancaster, Ohio, manufacturer of closed circuit TV products, as VP, marketing.

**Nigel Branwell**, VP, Audio Design Recording, Bremerton, Wash., joins Calrec by AMS, Bremerton, newly formed distributor of recording and broadcast audio equipment, as sales and marketing coordinator.

**Marla Kinsaul**, Yellow Pages directory representative, Southwestern Bell, Tulsa, Okla., joins United Video, satellite carrier there, as sales representative for The Electronic Program Guide and Cable SportsTracker, electronic programing information services for cable systems.

**Greg Reilman**, national sales manager, Cinema Products, Los Angeles, joins Vinten Equipment Inc., Hauppauge, N.Y.-based manufacturer of TV camera mounting equipment, as sales manager, Sun Valley, Calif., office.

## Promotion and PR

**McClain Ramsey**, director, corporate communications, International Paper Co., New York, joins NBC Inc., New York, as VP, corporate relations.



Ramsey



Hill

**Alison Hill**, media relations director, Burson-Marsteller, Los Angeles, joins Turner Broadcasting System Inc. there as director of public

relations and manager, newly established Los Angeles public relations office.

**Sheila Bowe Sitomer**, producer and director, ABC-TV's *Good Morning America*, joins The Rowland Co., New York public relations firm, as VP.

**Iris Gelt**, VP, U.S. operations, Alsace Development Agency, Los Angeles, joins Bender, Goldman & Helper there as VP, account operations.

**Marianne Bellinger**, publications editor, Satellite Music Network, Dallas, named director, public relations.

**Marty Wall**, director, marketing and promotion, WBMW(FM) Washington, joins WQHT(FM) New York in same capacity. **Rocco Macri**, former promotion director, noncommercial WJPZ(FM) Syracuse, N.Y., joins WQHT as assistant promotion director.

**Edward S. Aaronson**, former senior producer, Robert Faulk Inc., Los Angeles broadcast promotion agency, joins WCVB-TV Boston as director, creative services.

**Sue Trask**, media and marketing specialist, KING-TV Seattle, named promotion and media director.

**Florence Howard**, assistant promotion manager, WREG-TV Memphis, named community affairs director.

## Allied Fields



Marx

**Steven A. Marx**, corporate VP, NewCity Communications Inc., Bridgeport, Conn.-based owner of four AM and seven FM stations, named president, NewCity Associates Inc., newly formed Worcester, Mass., consultancy.

**John B. (Jack) Richards**, legal assistant to

FCC Commissioner Mimi Weyforth Dawson, joins Keller & Heckman, Washington communications law firm.

**Thomas J. Dougherty Jr.**, associate, Fletcher, Heald & Hildreth, Washington, named partner in firm.

**Janice Obuchowski**, senior advisor to FCC Chairman Mark Fowler, joins NYNEX, Washington, as executive director, international affairs. Obuchowski is wife of Albert Halprin, chief, FCC's Common Carrier Bureau.

**Michael Osterhout**, executive VP and chief operating officer, Edens Broadcasting, Tampa, Fla., named to radio board of directors, National Association of Broadcasters, Washington.

**Alex Felker**, from Office of Plans and Policy, FCC, Washington, specializing in broadcast, land-mobile and spectrum management policy issues, named deputy chief, Policy and Rules Division, Mass Media Bureau. **Susan H. Steiman**, assistant general counsel, Administrative Law Division, FCC Office of General Counsel, named deputy associate

general counsel.

**John Palmer**, senior VP, Moseley Securities Corp., New York, and **Peter Haring Jr.**, VP, Moseley Securities, join Jesup & Lamont Securities Group Inc. there as managing directors, communications/broadcasting industries.

**A. Bartlett Giametti**, president, Major League Baseball's National League and former president, Yale University, named to board of trustees, Educational Broadcasting Corp., operator of noncommercial WNET(TV) Newark, N.J.

**Roy Rothstein**, former VP, entertainment research, ABC-TV, New York, joins AGB Television Research Inc. there as account executive.

**Rod Granger**, reporter, *Screen International* magazine, New York, joins Baseline Inc., New York data base service, as TV press liaison. He will be responsible for tracking information on current TV productions.

## Deaths

**Bonner McLane**, 60, advertising executive and executive VP, Texas Association of Broadcasters, Austin, died of heart attack Jan. 2 at Seaton Medical Center, Austin. McLane worked at several radio stations in Texas and Arkansas in 1940's before joining Syers, Pickle & Winn, Austin advertising agency, in 1949. In 1950's, he formed Winn McLane agency in Austin with Windy Winn. He became sole owner of agency in 1972 when it changed its name to McLane Marketing Associates. McLane had been executive VP of Texas Association of Broadcasters since 1959. Since 1976 he had been partner in KBOP-AM-FM Pleasonton, Tex. He is survived by wife, Johnnie, son and daughter.

**Thomas S. Carr**, 73, retired radio executive, died Jan. 3 of heart attack at Naval Academy Athletic Association Golf Course, Annapolis, Md. After many years as announcer at various radio stations, Carr became VP and general manager of WANN(AM) Annapolis, Md., in 1947-51. He returned to radio after eight years as administrative assistant to late Theodore R. McKeldin, governor of Maryland, as VP and general manager, WBAL(AM) Baltimore. In 1970-1983, he served as Atlantic Coast VP and account executive for Mace Advertising Agency, Glen Burnie, Md. He is survived by wife, Marion, two sons and daughter.

**Ross Buford**, 24, VP, mergers and acquisitions, Daniels & Associates, Denver, drowned Jan. 3 in Rio Grande while on hunting trip near Langtry, Tex. Buford joined Daniels in 1985 as VP specializing in small cable systems brokerage. He was son of Robert Buford, head of Buford Television Inc., Tyler, Tex.-based multiple cable systems operator and owner of four TV stations.

**Bernard Gatlin**, 61, technical supervisor, WBZ-TV Boston since 1971, died Dec. 22 of cancer at his home in Woburn, Mass. He is survived by three children.

**Edward Moser**, 47, program director, WTOG(TV) St. Petersburg, Fla., died Jan. 2 of acute pancreatitis at Edward White hospital, St. Petersburg.

## Heading the hunt for Fox programing

No one has to tell program directors the importance of their jobs these days. Since Wall Street's discovery of the television business several years ago, the pressure has been on stations to buy and schedule programing that delivers ratings. For NATPE President David Simon, vice president, programing, Fox Television Stations, the theme of the 24th annual programing conference, "The Business of Doin' Business," drives that point home. The business skills of programers are good now, he says, but they have to get better.

"I think it's been a while since the participants at a NATPE convention have been as financially astute," he says. Gone are the days when a station could get by with "seat-of-the-pants-programing," especially independents, some of which have gone through a difficult year.

At 36, Simon is one of the youngest NATPE presidents; his age does not speak to his experience, although it does make him a child of the television generation. That experience, gained in almost 16 years in both the print and broadcast media, includes advertising, marketing, research, promotion, news and, of course, programing.

Simon's route to television was by way of print advertising, which in turn led him to promotion and research. In college, at San Francisco State, he worked as a reporter for the school paper but found the sales side more to his liking, becoming advertising manager in his senior year.

Following graduation in 1971, Simon stayed with print, holding various sales positions at small newspapers in the San Francisco area before landing a job in sales at *San Francisco* magazine. It was at *San Francisco* that he got his first taste of broadcast advertising, as promotion manager, designing spots for local radio.

His introductions to other media increased after he married and took on extra work at night with a San Francisco firm, Broadcast Marketing Consultants. Simon measured ad space in magazines and newspapers and then totaled the dollars spent by various print advertisers. It was part of the firm's "switch pitches"—getting people to move dollars committed to print into broadcast.

From there it was on to a full-time job with Broadcast Marketing Consultants as research and sales promotion director. The research side had Simon studying different retail businesses then rechanneling that information to sales people, a function that intrigued him.

Those first two components of Simon's broadcast education (sales and research) prompted him to look for a job with a station. He joined KBHK-TV San Francisco, then owned by Kaiser Broadcasting, where, as



DAVID LUCIEN SIMON—vice president, programing, Fox Television Stations, and president, NATPE; b: Feb. 1, 1950, San Francisco; B.S., San Francisco State, 1972; account executive, various San Francisco newspapers, 1972; account executive and promotion manager, *San Francisco* magazine, 1973; research and sales promotion director, Broadcast Marketing Consultants, San Francisco, 1974; retail sales development coordinator, promotion manager, KBHK-TV San Francisco, 1975; production manager, WKBD-TV Detroit, 1977; vice president, programing WTTG-TV Washington, 1979; director of programing, KTLA-TV Los Angeles, 1981; present position with Fox since March 31, 1986; m. Linda Garcis, July 1, 1972; children: Michelle, 2.

retail sales development coordinator, he developed a sales promotion program for selling directly to retailers. The program was later instituted at other Kaiser stations. In the process, Simon learned the need for effective coordination of sales with programing efforts, a discovery that would prove useful when he moved to the programing side of the business: "I knew the sales and marketing staffs in a different way from other program directors. I always tried not to have that artificial, adversarial relationship."

At KBHK-TV Simon became friends with Derk Zimmerman, then program director of the station and now president, Fox Television Stations. Zimmerman was instrumental in Simon's being named promotion manager at KBHK-TV. Another influence on Simon was Barry Thurston, then vice president of programing for the Kaiser stations, and now president of syndication, Columbia/Embassy.

It was at Kaiser's WKBD-TV Detroit that Simon got his first programing job. A self-

confessed "California kid," he had to adapt to a different geographical landscape, now covered with snow, and a different programing terrain, with a different audience. In the process, he says, he learned first-hand just how regional a medium television is.

From Detroit, Simon moved to Metromedia's independent WTTG-TV Washington in 1979, where he served as executive producer of *Panorama*, the station's midday talk show, and produced a number of specials including a *Town Hall America* examination of a U.S. Olympic boycott and a special on the inauguration of Ronald Reagan. At WTTG, Simon broadened his view, doubling as the news director while still program director.

His next move was to independent KTLA-TV Los Angeles in 1981, as director of programing. It was the first time that Simon did not have a major group behind him, and also the first time that he faced the competition of three strong independents. Under Simon the station maintained its tradition of producing documentaries, including one on the homeless in Los Angeles, for which it won several Emmys, as well as an Iris award. Simon also had a hand in KTLA's first-run sitcom checkerboard, which debuted this past season, as a member of the checkerboard's planning committee.

Simon's move to Fox this year again pairs him with the man who helped him get his start in programing. It was at a lunch with Zimmerman, who was president of the Fox stations, that he was offered the job.

Simon attributes his broadcasting know-how to training from "some of the best people in the business" as well as an ability to work with others. Ego should be put aside, according to Simon's philosophy. "There shouldn't be any pride in authorship," he says. The chief concern of a programer is what ends up on the air.

Simon, who admits to being a workaholic, says his hours are similar to a doctor's. While the long hours are not always popular with his wife of 14 years, he says that she remains his biggest supporter.

As for what winds up on the air at the Fox stations, Simon says it is still too early to predict in what direction the company is moving, and how that will be reflected at the stations. He says, however, that the stations will be self-sufficient within the group. As a case in point, he notes the move by Fox's WNYW-TV New York to the locally produced *A Current Affair* from 7:30-8 p.m. on weeknights, hosted by Maury Povich, the former host of WTTG's *Panorama*. He hopes such shows will give each station an individual identity.

"The biggest problem for independents today is that it's easy to mimic other independents," Simon says. "I think the key to success is innovation—to come up with new ideas, to take chances, but to take calculated chances, and to know the downside before you enter into the projects." ■

Representatives of **Turner Broadcasting System** and several major **MSO's** met in New York last week to discuss possibility of **MSO's investing around \$500 million in TBS** to help out financially troubled cable programmer. TBS spokesman said afterward that MSO's "are expected to get back to us in the next week or two." According to source close to company, cable operators' equity investment, which may be made through acquisition of common and preferred stock, would be used principally to redeem bulk of 53 million shares of preferred stock issued to shareholders of MGM/UA Entertainment Co. in TBS's \$1.4-billion acquisition of company in March 1986. But, source said, proceeds could also be used to retire some of company's enormous debt, also result of MGM purchase. TBS Chairman and President Ted Turner is eager to redeem preferred stock because it threatens his control of company. If stock is not redeemed, Turner has to start paying dividends in common shares, which would dilute his interest. In three years, Turner's interest would drop from 81% to 51%. Kirk Kerkorian, who owned 50.1% of MGM/UA at time of sale to Turner, is believed to own about half of preferred shares. One cable executive at New York meeting said leading cable operators don't want to see Turner lose control of TBS. "We think Ted Turner is an asset to the cable industry in terms of his vision, visibility and promotional ability," he said. But, he added, "it has to be a good investment." Insuring that Turner sticks around is "a subsidiary interest," he said.

□

Federal Judge Charles Hardy, of U.S. district court in Phoenix,

issued **permanent injunction** last Friday against **Ralph William Heller**, prohibiting him from manufacturing or distributing "pirate" **Videocipher II home descramblers**. Heller was one of three Phoenix men named as defendants in antipiracy and copyright suit filed by General Instrument, manufacturer of Videocipher II, two weeks ago (BROADCASTING, Jan. 12). In complaint, GI alleged that Heller, Ed Walters and Mike Miller worked together in modifying Videocipher II home descramblers to enable them to receive scrambled satellite signals without authorization and in distributing pirate descramblers. According to Alan H. Blankenheimer, attorney with Brown & Bain, Phoenix law firm that filed suit, Heller consented to permanent injunction as part of settlement in which GI agreed not to press for damages. Blankenheimer also said Judge Hardy issued preliminary injunction against Miller. He said Walters can't be found and has not yet been served with papers. In related matter, GI spokeswoman confirmed that its new Videocipher II home descrambler (model 2100E), introduced Jan. 5, had been redesigned to make critical components more resistant to tampering.

□

**Radio group of Summit Communications Inc.**, Winston-Salem, N.C.—**WSJS(AM)-WTQR(FM)** Winston-Salem, **WZXR(FM)** Memphis and **KXXY-AM-FM** Oklahoma City—**has been sold to new group headed by Summit vice president, Stephen L. Robertson**, for price said to be **over \$30 million**. Summit was founded in early 1930's by late Gordon Gray, when he purchased *Winston-Salem Journal* and soon afterward **WSJS(AM)**, which it has operated for over 50 years. Summit recently sold **KCMO(AM)-KBKC(FM)** Kansas City, Mo., for

## Poll of perceptions

*The continuing saga of the Iran arms/Contra aid controversy has hurt the image of the media and journalists covering the story, including the major network anchors. Congress's image has been hurt, too, while President Reagan's appears to be recovering some of the luster it lost early in the story. But a new survey conducted by the Gallup Organization as part of Times Mirror's ongoing "The People & the Press" research project shows that, whatever the level of the press's credibility, the public views it as higher than that of the President, Attorney General Edwin Meese III and congressional Democrats and Republicans.*

*But for all the oceans of ink and hours of time the press has expended on the story, there is what the Gallup Organization calls "an amazing lack of attentiveness" to it. The survey found that one-third of the public is not closely following the story and that only one-fifth is following it closely. Previous surveys showed that 80% of the public had followed very closely the destruction of the shuttle Challenger and 46% the disaster at the Chernobyl nuclear plant. Andrew Kohut, president of the Gallup Organization, said the relative lack of interest in the Iran-Contra story could probably be explained by the fact it is a more "complicated" one than the others and attracts the interest primarily of those with "intense attitudes"—pro- or anti-Reagan. He spoke at a press briefing Thursday (Jan. 15) at which the survey results were made public.*

*The survey showed that the President continues to hold the support of a majority of the public on leadership and credibility issues, but it is a narrow majority. The survey found that 42% of the population feel the Iran-Contra affair is sufficiently serious to cause doubt about the President's ability to run the country. Slightly more than half—53%—said they did not see the situation as that serious. Forty-six percent of the public said that Reagan, whose stock in trade has been his credibility, is "not believable." But slightly more than half—52%—said he is believable. Those results indicate a gain in the President's approval rating, which had plummeted to 47% in mid-December. His believability rating had been 67% in 1985.*

*Congress, which has moved to investigate the controversy, through existing and special committees, saw its "favorability rating" drop, from 67% in June 1985, the last time Gallup asked the question, to 59%. The Central Intelligence Agency, very much a part of the story, has seen its "favorability rating" fall from 50% last*

*July to 38%. And while 31% of the public held a "very favorable" opinion of the military last July, only 19% of the public now holds that view.*

*The pattern of decline for the press is similar. The survey shows that the percentage of Americans who regarded as "very favorable" to the newspapers with which they were most familiar dropped from 28 in July to 19. As for television network news organizations, the "very favorable" index has fallen from 30% to 19%. The believability ratings for network news anchors is not today what it was in June 1985. In the earlier poll, 40% of Americans said they believed "all or most" of what CBS News's Dan Rather said, while only 28% say that now. ABC News's Peter Jennings' "all or most" rating has dropped from 33% to 25%, and NBC News's Tom Brokaw's, from 29% to 24%.*

*Despite its apparent loss of standing with the public, the press is still regarded as one of the most trustworthy institutions in society. Major journalists and news organizations register believability ratings of 60% to 70%, while 52% believe the President; 44%, congressional Democrats; 41%, congressional Republicans, and 30%, the attorney general.*

*Gallup's Kohut offered reasons for the apparent decline in the public's support of the press. He said that many Americans find the story itself disturbing and feel that the press is "overreporting" it. Kohut also said a "significant backlash against press coverage" has developed among conservatives. The survey shows that 42% of strong conservatives believe news organizations have been unfair to the President; only 21% thought so in 1985.*

*One thing the survey does not prove, Kohut said, in answer to a question, is the charge of White House communications director Patrick Buchanan that a "liberal" press is pursuing the story with the aim of bringing down the Reagan Presidency. Answers to a number of questions "discount" that, Kohut said. "The people feel the press is pursuing it because they think it's a good story, not because they don't like the President." But the survey also found that 80% of the people feel the press has a particular political point of view and that twice as many Americans believe it is liberal as think it is conservative.*

*The survey was conducted between Dec. 27, 1986, and Jan. 4, with a nationally representative sample of 1,500 adults. The margin of sampling error is plus or minus 3%.*



11.2 million ("For the Record," June 16, 1986), and WCOA(AM)-LJQ(FM) Pensacola, Fla., for \$5.5 million ("For the Record," Oct. 27, 1986), and will have no other broadcast properties. Richard Stakes, resident and CEO of Summit, said company will concentrate on cable television systems and "new communications technologies." Summit has interest in Cellular one of the Triad, cellular telephone system in North Carolina and Georgia, and has recently purchased LanTel Corp., Atlanta-based manufacturer of cable television and broadband equipment. Summit already owns five cable systems in North Carolina and Georgia.

ICA Inc. last Friday said it was **decreasing amount of money it expected to earn from television syndication contracts and would like one time charge against fourth quarter operating income of \$50 million.** Last week's announcement may be first major financial recognition of problems facing syndication companies because of payment problems from some television stations (BROADCASTING, Oct. 20). Another component of accounting charge was that MCA said it would increase its "bad debt reserve" for stations that have contracts with MCA. Move will help reduce company's tax liability, which would otherwise have increased in fourth quarter—in which MCA has to recognize effect of losing investment tax credit under tax reform act. Doubts about motivation behind charge against earnings may explain, to some extent, why company's stock rose despite news, as did most other syndication stocks on Friday. Lorimar-Telepictures was off, however, from \$18 to \$16 1/2 on heavy volume. One securities analyst said company had just completed board management meeting in which some news may have developed.

Stephen J. Cannell said last week **Fox Broadcasting Co. ordered pilot for half-hour comedy, Cannell's first, A Single Man.** Veteran director Joel Zwick (*Webster*, *Perfect Strangers*) has been assigned to direct pilot. Project was created and written by Ian Rainer.

**LBS Communications will syndicate one-hour special on Marvin Hagler/Sugar Ray Leonard** fight in two-week window preceding HBO's presentation of fight. Special represents deal between LBS and HBO for joint development, production and worldwide marketing. Two companies now have development fund for creation of new series.

**No further progress is possible in settlement negotiations for RKO General Inc.'s WAXY(FM) Fort Lauderdale, Fla.** ("Closed Circuit," Jan. 12), and further progress in negotiations for RKO's KFRC(AM) San Francisco "appears highly unlikely." So said James McKinney, FCC Mass Media Bureau chief and RKO mediator, in progress report last week to commissioners on status of negotiations for RKO's 13 stations. McKinney also said mediation process FCC provided for would end in two weeks; he plans to file final report no later than Feb. 3. There are still no settlements. But John Ellsworth, chairman of U.S. Coal Corp., which has bid \$57.5 million for RKO's KRTH-AM-FM Los Angeles ("Closed Circuit," Jan. 5), told BROADCASTING that deal appeared to be close. Robert Thompson, attorney for Gold Coast Broadcasting Inc., competitor for San Francisco, said those negotiations were dead there. "We want to be thrown back into litigation immediately," Thompson said.

U.S. district court in Washington has declined to issue temporary restraining order sought by N W Ayer that would prevent Army from announcing winner of **Army's \$100-million account.** Army suspended Ayer, its agency for 19 years, last Nov. 23, charging improper handling of account. One of Ayer employees involved in Army account was discharged by Ayer last year for accepting kickbacks. Army is expected to announce winner of its account shortly. In contention are **Young & Rubicam, BBDO, DFS Dorland, Ogilvy & Mather, Chicago and SSC&B.**

**Navy F-4 jet crashed into Dallas broadcast tower** last Wednesday, causing structural damage and knocking two Dallas FM's temporarily off air. Two pilots ejected safely from plane. Cause of crash was not known. Jet hit tower platform housing antennas for KZEW(FM) and KSCS(FM), and stations lost transmissions immediately. Both

were back on air from another tower at reduced power late last week. Left unaffected so far by crash were ABC and CBS network affiliates WFAA-TV and KDFW-TV, which own 1,520-foot tower and have antennas on structure, as does NBC affiliate KXAS-TV.

**Warren Boorum**, former vice president of special projects and administration, **Advertiser Syndicated Television Association**, has accepted job as executive director of ASTA. Association represents 20 companies that account for 90% of all dollars in barter syndication. ASTA will have meeting during NATPE convention this week, and will also have booth on exhibit floor.

**NBC News President Larry Grossman**, whose three-year contract expires soon, reportedly within next two months, **has not been offered new contract with network**, and is not likely to get one. According to Merryle S. Rukeyser Jr., NBC executive vice president of corporate communications, "one's employment at NBC is not conditioned on a contract. There are people who have been working here who have never had a contract who are on a very high level," he said. "There is no significance at all to the end of Larry's contract," Rukeyser said, adding that Grossman "is and will continue to be the president of NBC News." Grossman, who declined to discuss details of his employment agreement, said he was "very happy at NBC News," calling it "best job in the world."

Television evangelist **Oral Roberts stirred ire of television stations** last week by asking viewers to contribute \$4.5 million to medical school at Oral Roberts University or else he would die in March. Stations carry program in return for cash compensation. Peter Leone, vice president-general manager, WOR-TV New York, which carries program, said if Roberts continues with plea, they would be edited out of program. Similarly, Walt Baker, vice president-program manager, KHJ-TV Los Angeles, said his station "simply gave Roberts notice that we would not allow the pleas on the air." Both Leone and Baker said they have no intention of dropping program.

**Ed Kiernan**, vice president and general manager, **CBS Radio Representatives**, New York, assumed same title for company-owned **WCBS(AM)** there last Friday (Jan. 16), replacing **James McQuade**. **Tony Miraglia**, director of station relations for CBS Radio Representatives, replaces Kiernan; **Don Gorski**, director of sales for CBS rep firm, moves to newly formed vice president of sales spot.

**Lorimar distribution deal.** *Lorimar-Telepictures Corp. last week announced the formation of a new subsidiary, Lorimar Film Entertainment, to include L-T's motion picture arm and a new company to distribute L-T theatrical product as well as films from independent producers. Bernie Brillstein, head of The Brillstein Co., which L-T bought last May, has been named chairman and chief executive officer of the new subsidiary and will continue as head of the Brillstein Co. Peter Chernin is giving up his role as executive vice president, programming and marketing, Showtime-The Movie Channel Inc., to become president and chief operating officer of Lorimar Film Entertainment under Brillstein. No replacement for Chernin, who will remain at Showtime/TMC until the end of the month, has been named.*

*Twentieth Century Fox has been the distributor of L-T films. L-T said in a prepared statement that the new distribution arm will enable the company to "maximize the profit potential of our motion pictures by adding a measure of financial protection afforded through increased control and the retention of distribution fees which can often make the difference between a profitable or unprofitable film." Craig Baumgarten continues as president of Lorimar Motion Pictures, the company said, with Ashley Boone continuing as marketing and distribution president, and Bobby Meyers as international distribution president. The company will distribute at least three new Lorimar films this year: "Hearts of Fire," "Big Shots" and "Orphans" and at least two independent productions.*

## Editorials

**End of an era**

The lead story of this week's issue contains news few in broadcasting expected to see at all, and certainly not this soon: Mark S. Fowler, since 1981 the chairman of the Federal Communications Commission, at our deadline was on the verge of announcing his intention to resign, probably this spring. The Fifth Estate without Mark Fowler? Like Procter without Gamble.

When history renders its judgment on the events we have reported contemporaneously for the past six years, it will surely call Fowler's the most electrifying administration the agency has known, in terms of proposing so sweeping an agenda, and accomplishing it. Although the movement toward deregulation had begun several chairmen before him—notably with Dean Burch, followed conspicuously by Dick Wiley and Charlie Ferris—Fowler preempted that concept as though it were his own, and before he was through had eliminated enough rules and regulations to change the face of the industry. Not all in the industry, the public or the Congress were enamored of the marketplace to which he paid such constant court but none could deny his consistency and effectiveness in making of broadcasting, and the other media that came under his sway, free enterprise zones.

Nor could one doubt his dedication to the First Amendment, a campaign in which, at times, he seemed far in advance of the troops he sought to lead.

If ever President Reagan had a winning disciple, it was Mark Fowler; he could have been FCC chairman into a third term, were there such a thing, and broadcasters would have remained his champions. He will leave office burdened with gratitude and with the applause of his constituents ringing in his ears.

**Tricky business**

The National Association of Broadcasters, in a concession to political reality, has scaled down its ambitions for legislative action in this Congress. Instead of the massive deregulation that it was denied in the preceding Congress, the NAB will content itself with seeking the elimination of competing applications at license renewal time. In the two-step renewal process that the association has in mind, renewal applicants would be spared comparative hearings with rival applicants unless first found to be defective in their operations.

There are broadcasters—RKO General comes first to mind—who must wish that the two-step process had been in the law from the beginning. Some would have been saved enormous legal fees and some, their stations if challengers had been obliged to await initial denials of renewal before entering the lists against fallen licensees. There are other licensees, still unchallenged, who want the protection of a two-step process now, when soaring station values all but invite the gamble of competing applications.

Is there a danger in the two-step process? It all depends on how step one is fashioned. "If you're going to go to a two-step renewal," says Congressman Al Swift (see page 224), "you're going to have to beef up petitions to deny." He also wants "a reassertion of the public interest standard." Chairman John Dingell of the House Commerce Committee is of like mind (see "Top of the Week"). More details of the congressmen's thinking must be awaited before appraisals may be made, but regulatory precedent should give the petitioning broadcasters little confidence.

It was the "public interest" that previous FCC's invoked to cultivate the thicket of regulation and program surveillance that the incumbent FCC has courageously pruned to give broadcasters

a semblance of independence. Do the congressmen want a return to the dreary and pointless rounds of government-supervised ascertainment of community needs, government-imposed program quotas, government forms that only lawyers understand? Or is the public interest to be defined by the public itself and measured by its acceptance or rejection of what is on the air?

Those are the questions broadcasters will keep asking as they pursue renewal reform, lest this two-step leave them dancing in the dark.

**It's official**

The CBS Inc. board of directors last week confirmed a fact of corporate life: Laurence Tisch is running the company. Tisch, now officially the president and chief executive officer, has been unquestionably in charge since he was made acting chief executive last Sept. 10. The simultaneous restoration of William S. Paley to the CBS chairmanship was a necessary companion piece. It reminds the business world that CBS was Paley's creature and that he, the senior eminence in broadcasting, and his company endure. Nobody pretends that Paley, at age 85, still controls the trap door in the floor of the president's office through which so many of Tisch's predecessors have ignominiously fallen.

So what is Larry Tisch to do with CBS? There are lesser figures in the company who fear that the company is doomed to disappear eventually into the Loews Corp., a pseudonym for the family Tisch, which owns the 24.9% of CBS stock that propelled Tisch into the presidency. There are others who believe Tisch when he says that running CBS has given him a new enthusiasm that had been lost at Loews where he was and still is chairman. At Loews, Tisch told BROADCASTING last October, "I worked myself out of a job."

Now that whatever uncertainty there was in Tisch's "acting" status has been removed, it completes the transfer of top management at all three radio-television broadcasting networks. Never in broadcasting history has so convulsive a change occurred within a year at the major companies in broadcasting, or at so much human cost. At ABC, CBS and NBC, careers have been ended or radically redirected, ingrained practices have been eliminated or redefined—in response not only to new management but also to unforeseen disruptions in the television network economy. So far, the effects have been unreflected in the programs being put on the air. At all three networks, management promises to preserve that condition.

Dial around the radio and television sets a year from now, and hope that the promises are being kept.



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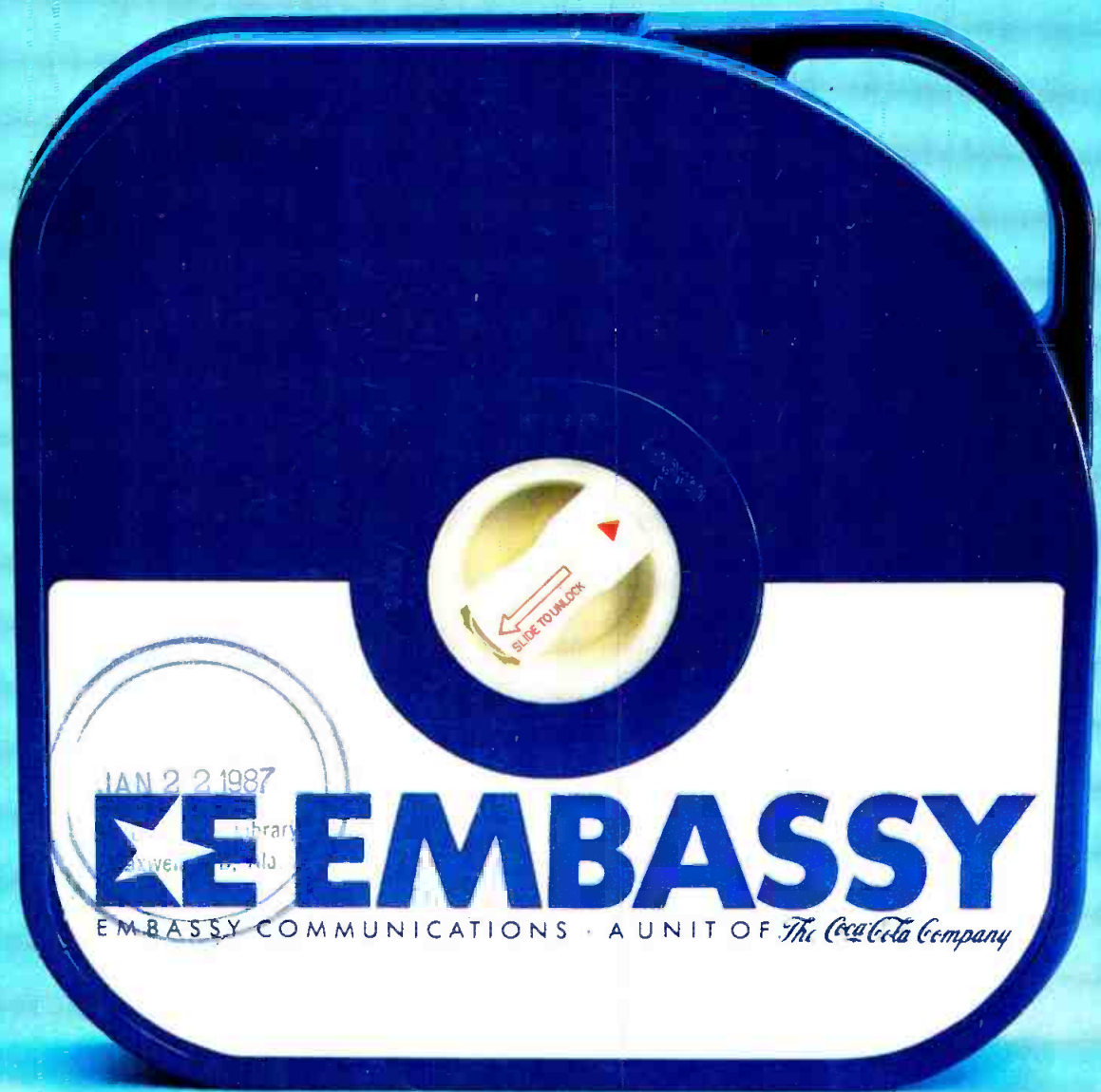


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