

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 6

**Katz Independent
Television
Committed to Sales Performance
for Independent
Stations**



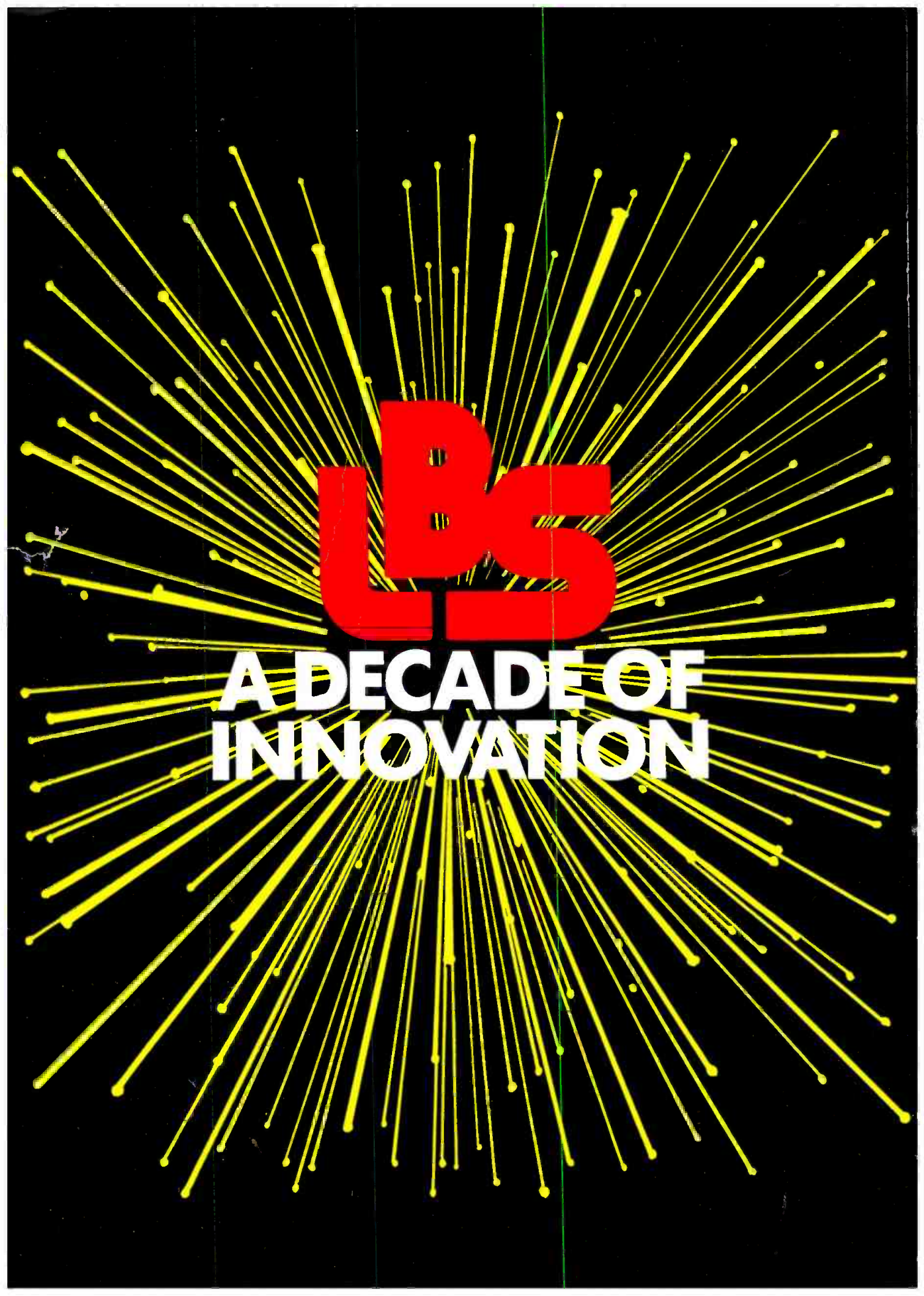
Katz. The best.

A DIVISION OF KATZ COMMUNICATIONS INC

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55th Year 1986

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LBS

**A DECADE OF
INNOVATION**

Off•Net Hits. First•Run. Movies. Classics.

Colex today is a full spectrum of television entertainment programming for syndication.

Spotlighting recent off-network hits. Premiere movies. Important, first-run programs and classic network winners.

From Colex Enterprises, a joint venture of Columbia Pictures Television and LBS Communications Inc.

For a close-up of today's important new programming opportunities from Colex, turn the page.

This is Colex Now!

AIR UNIVERSITY LIBRARY
MAXWELL AIR FORCE BASE, AL
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Off-Net Hits

WINNERS WITH PROVEN APPEAL



HARDCASTLE AND McCORMICK

65+ hours.

Available Sept. '86 on an advertiser-supported basis and subsequent cash basis April '89.

This high-voltage, high-performance adventure series starring Brian Keith and Daniel Hugh-Kelly is a proven powerhouse with Young Adults.



FATHER MURPHY

35 hours.

Available Jan. '87 on an advertiser-supported basis.

Strong all-family favorite in the tradition of *Little House On The Prairie*. Merlin Olsen and Moses Gunn star.

FAMILY

85 hours.

Available Jan. '87 on a cash basis.

Award-winning series with proven appeal for Young Women in morning and early fringe time slots. Starring Meredith Baxter-Birney, Kristy McNichol, John Rubinstein, Sada Thompson and James Broderick.

First-Run

FRESH, NEW ENTERTAINMENT.



GIDGET

22 all-new half hours.

Available Sept. '86 on an advertiser-supported basis.

The girl next door is all grown up and coping with the 80's. The hit two-hour movie is now a captivating new series. Starring Caryn Richman, Dean Butler, and Allison Barron.



THE HOLLYWOOD REPORTER

Half-hour strip and weekend recap.

Available Sept. '86 on an advertiser-supported basis.

Inside the world of entertainment, with revealing feature stories about today's most important celebrities. Host: Peter Tomarken with special correspondent Meredith MacRae.

A full selection of quality programs,
from Colex Enterprises.

This is

Movies

COLEX PREMIERE MOVIES

Four 2-hour advertiser-supported features:

IT CAME UPON THE MIDNIGHT CLEAR

Available December '86.

Mickey Rooney stars in the highest-rated first-run syndicated TV movie ever!

MIRACLE OF THE HEART—A BOYS TOWN STORY

Available March/April '86.

Art Carney stars.

REUNION AT FAIRBOROUGH

Available June '86.

Robert Mitchum and Deborah Kerr reunite.

THE CANTERVILLE GHOST

Available October '86.

Sir John Gielgud stars.



PLUS TWO MORE ADVERTISER-SUPPORTED PACKAGES!

HOPE DIAMONDS

ELEVEN BOB HOPE MOVIE GEMS

Available Sept. '86 on an advertiser-supported basis and subsequent cash basis. Including The Road to Rio, The Seven Little Foys, My Favorite Brunette, and The Road to Bali.

THE PERFORMANCE PACKAGE

THREE 4-HOUR MOVIES

"Family Reunion" Available Nov. '86. Bette Davis stars.

"The Best Place To Be" Available Feb. '87

Donna Reed and Ephrem Zimbalist, Jr. star.

"The Star Maker" Available May '87. Rock Hudson and Suzanne Pleshette star.

Classics

NETWORK WINNERS FOR SYNDICATION

THE FLYING NUN

82 half hours.

Available now on an advertiser-supported basis; Sept. '87 on a cash basis.

ROUTE 66

52 hours.

Available Jan. '86 on an advertiser-supported basis.

GIDGET

32 half hours.

Available 3rd quarter '86 on an advertiser-supported basis.

THE MONKEES

58 half hours.

Available Summer '86 on an advertiser-supported basis.

BURNS AND ALLEN

239 half hours.

Available now on a cash basis.

FATHER KNOWS BEST

191 half hours

Available now on a cash basis.

THE DONNA REED SHOW

175 half hours

Available now on a cash basis.

DENNIS THE MENACE

146 half hours.

Available now on a cash basis.

JUNGLE JIM

26 half hours.

Available now on a cash basis.

WILD BILL HICKOK

113 half hours.

Available now on a cash basis.

GHOST STORY/CIRCLE OF FEAR

22 hours.

HAWK

17 hours.

JOE FORRESTER

22 hours.

EISCHIED

13 hours.

VISIT US AT INTV—Suite 605



A JOINT VENTURE OF COLUMBIA PICTURES TELEVISION AND LBS COMMUNICATIONS INC.

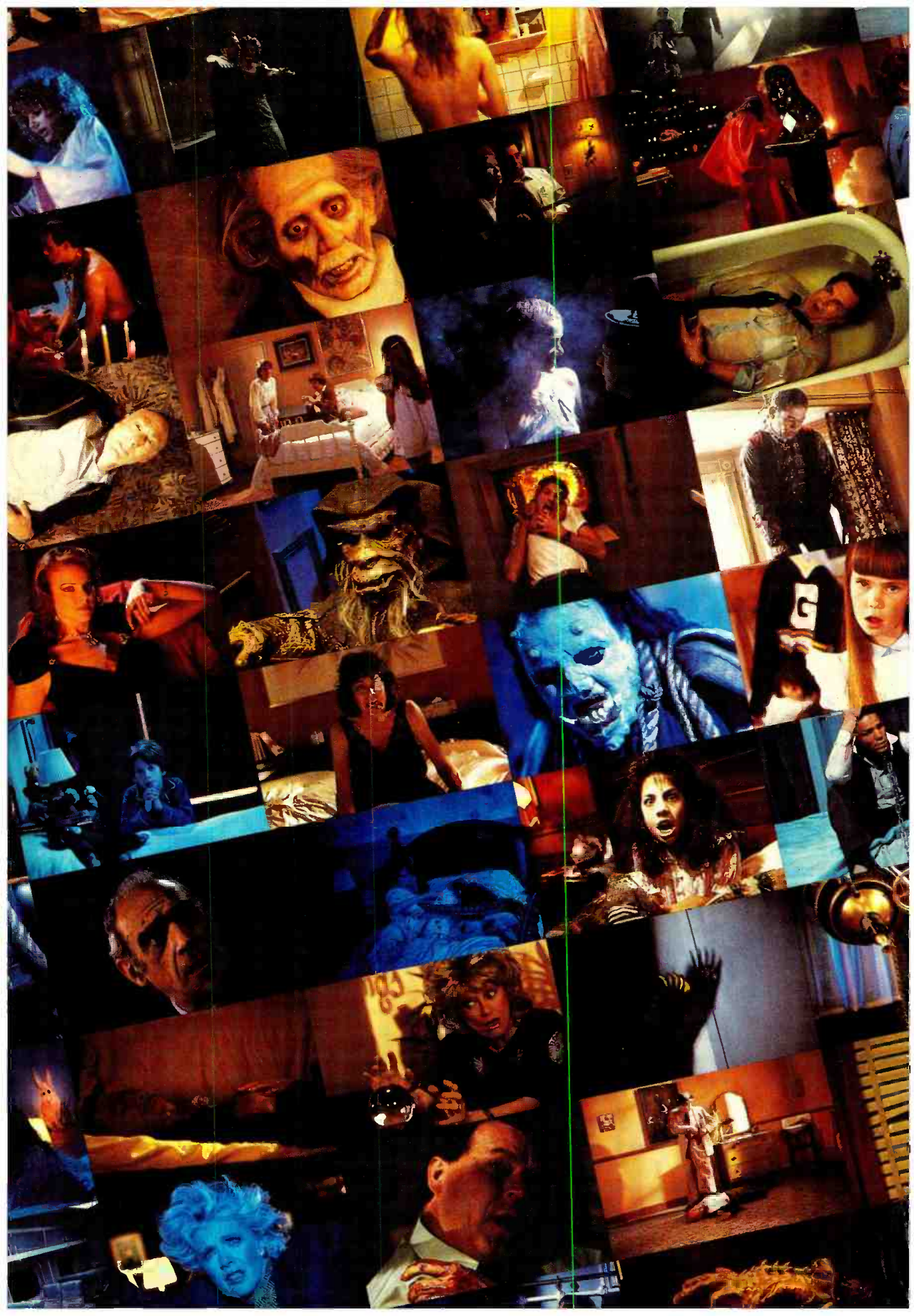
875 Third Ave., NY, NY 10022 (212) 418-3000

9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069 (213) 859-1055

625 N. Michigan Ave., Suite 1200, Chicago, IL 60611 (312) 943-0707

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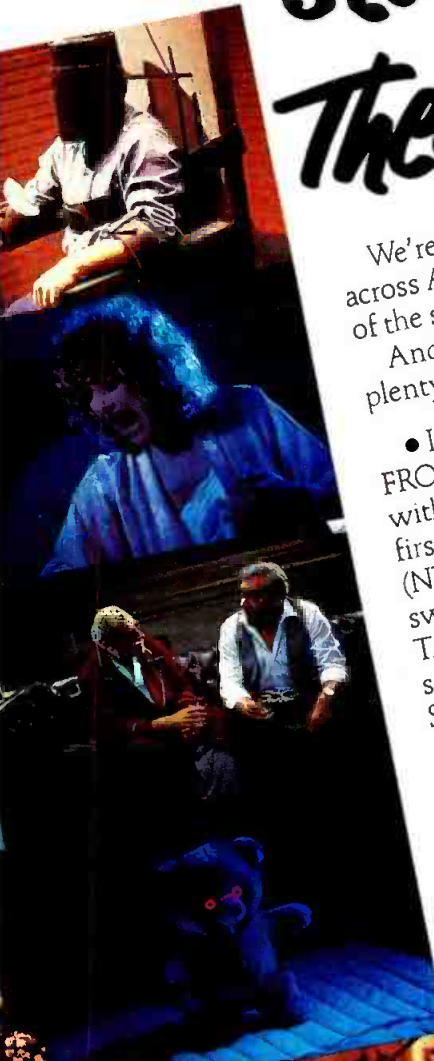
Colex Now!





VISIT US AT INTV—Suites 601 and 603

Some of our most thrilling stories aren't on the air. They're in the rating books.



We're thrilling audiences all across America with delicious tales of the strange and unusual. And our audiences are giving us plenty of thrills in return.

- In its very first year, **TALES FROM THE DARKSIDE** ranked within the top five of all weekly first-run half hours in syndication. (NTI SON average, major '84-'85 sweeps) This year—our second—**TALES** is the *highest-rated* first-run series created for late fringe. (NTI SON, 10/27)

- Fabulous dual demographic strength: 50 Women 18-49 and 45 Men 18-49 per 100 households. (NSI ROSP. MAY '85) That's stronger than *Wheel of Fortune*, *Entertainment Tonight*, *Lifestyles*, *Jeopardy*, *Three's Company*, and *Diff'rent Strokes*.

- Dramatic gains in NSI markets this year over last year: NY's HH

rating up 25%, share up 11%. LA's HH rating up 33%, share up 22%. And Boston's CBS affiliate is up 20% in HH rating, 27% in share.

We're so thrilled, we're producing 44 more first-run episodes. Half for the '86-'87 half-hour weekly series. And the other half for '87-'88, when the series goes into five-a-week cash-plus strip—a total of 92 episodes.

Fascinating stories. Great guest stars. Top writers and directors. Produced on film, it's shot both in Hollywood and New York.

And big, loyal audiences on 127 stations, covering 86% of the nation.

It's no wonder the networks are trying to get into the act with *Amazing Stories*, and the new versions of *Alfred Hitchcock Presents* and *Twilight Zone*.

For the whole thrilling story, contact your LBS rep now.

Tales FROM THE Darkside

FROM LBS COMMUNICATIONS INC. AND TRIBUNE BROADCASTING COMPANY
A LAUREL Production in association with Jaygee Productions
LBS Communications Inc.
875 Third Ave., NY, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A,
Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200,
Chicago, IL 60611, (312) 943-0707



LBS
A DECADE OF
INNOVATION

THE HOT TEAM. THE HOT NEW WEEKEND

Kideo TV's going to brighten up America with smiles every weekend.

Launch: April, 1986.

Kideo TV is a full hour and a half of first-run animated entertainment. Three hot new half-hour series, seen 52 weekend mornings a year.

The opportunity is enormous.

There's a huge, growing audience of kids on weekend mornings.

Yet NTI confirms the three networks' Saturday morning blocks, combined, have lost a big, big 22 Kid Share points from 1980 to 84.

Today's kids want alternatives to the networks.

Not only that—there's *no* kid programming from the networks on Sunday mornings!

It's a major opportunity for stations. And we've added a real clincher: You get a full five minutes to sell locally for every minute Kideo TV sells

nationally—during 4th quarter, when your local sale opportunities are greatest. 1st, 2nd and 3rd quarters: for minutes local for every two minutes national.

The series are terrific.

Rainbow Brite™ Now starring in her own animated movie, she's already a smash her TV mini-series, *and* is one of the nation's biggest video, cassette stars for children.

Popples™ They're fast, fun

**ALREADY
CLEARED ON
METROMEDIA
STATIONS**

© 1983 Hallmark Cards, Inc. Rainbow Brite is a trademark of Hallmark Cards, Inc. used under license. Popples™ designates trademark of © 1985 American Greetings Corp. Mattel, Inc. authorized user. Ulysses 31 is a trademark of DIC TMS. © 1985. KIDEO TV is a trademark of LBS Communications Inc.

HOT PROGRAMS. NETWORK FOR KIDS.

nny, and very, very lovable.
resistible, innovative new
characters to captivate young
viewers.

Ulysses 31™ The great
classic hero, transported to the
distant future, in an epic
journey spanning the galaxies. The
newaway winner with kids all
across Europe.

Lots of new animated
specials for the holidays, too.
And valuable 60-second
mini-programs—with
important information on

health, safety, and pro-social
values for children.

The team is television's best.

Kideo TV is from LBS
Communications Inc.,
television's biggest and most
successful syndicator of
children's programming. DIC
Enterprises, television's biggest
and most successful producer
of animation for kids. And
Mattel, Inc., creators of the
world's most popular and

enduring children's characters.

There's no better qualified
team to put smiles on kids'
faces every weekend.

Contact your LBS rep for
the complete Kideo TV
presentation today.



A Children's Entertainment Project of Mattel, Inc.,
LBS Communications Inc., and DIC Enterprises
875 Third Avenue, NY, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069
(213) 859-1055
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VISIT US AT INTV—Suites 601 and 603



RATING!

Showdown of the LBS STRIP SUPERHEROES



HEATHCLIFF, INSPECTOR GADGET and MASK are produced by DIC Enterprises, television's largest and most successful producer of animated programs for kids. Coming in April '86...KID TV weekend network for kids! all-new series...RAINBOW BRITE™, POPPLE™, and ULYSSES 31™.

VISIT US AT INTV—Suites 601 and 603

TIME PERIOD
SOURCE: NSI OCTOBER
Heathcliff © 1985 McNaught Syndicate
Inspector Gadget © 1985 DIC Enterprises
MASK © 1985 CPG Products Corporation

BUSTERS

DIC ENTERPRISES



PLUS
SUPERFRIENDS

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625 N. Michigan Ave., Suite 1200,
Chicago IL 60611 (312) 943-0707

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LORIMAR-TELE THESE FINE STATIONS



NEW YORK	WPIX
LOS ANGELES	KTLA
CHICAGO	WGN
BOSTON	WNEV
DALLAS	KXAS
ATLANTA	WGNX
DENVER	KWGN
HARTFORD	WHCT
CINCINNATI	WCPO
NEW ORLEANS	WGNO

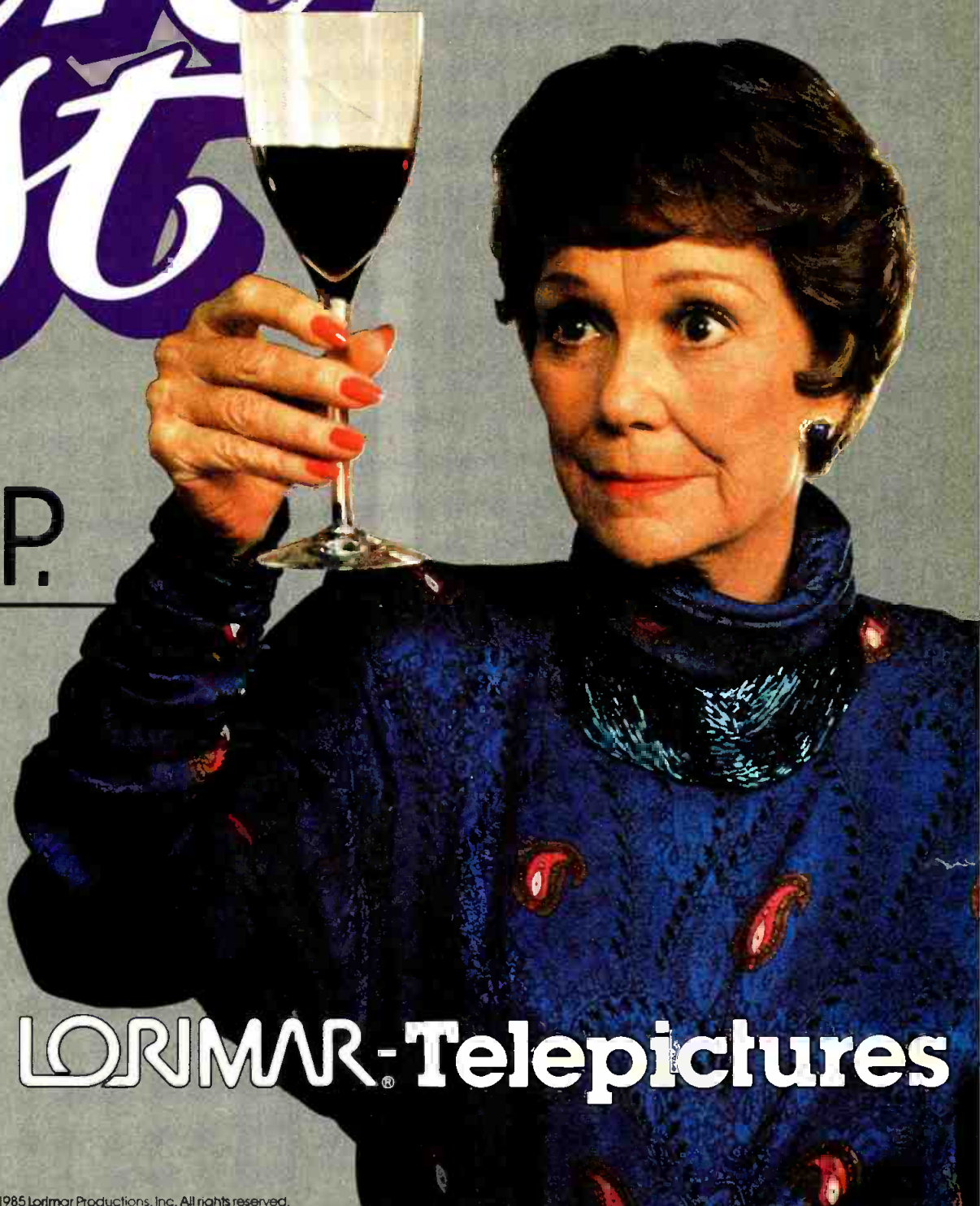
CHARLESTON	WCS
WICHITA	KWC
WACO	KXX
FARGO	KVI
SAVANNAH	WTC
CORPUS CHRISTI	KF
IDAHO FALLS	KP
MERIDIAN	WTC
FAYETTEVILLE	WK

AND MORE ARE JOINING EACH DAY!

CTURES TOASTS
HAT HAVE JOINED THE

**Room
to
Toast**

E-UP.



LORIMAR-Telepictures

THUNDERCATS™

WINNING THE LION

THE KIDS TIME PERIOD WINNERS

#1 IN NEW YORK*
 #1 IN CHICAGO*
 #1 IN PHILADELPHIA*
 #1 IN SAN FRANCISCO*
 #1 IN DETROIT
 #1 IN WASHINGTON*
 #1 IN PITTSBURGH
 #1 IN ATLANTA*
 #1 IN TAMPA
 #1 IN SACRAMENTO*
 #1 IN DENVER*
 #1 IN BALTIMORE
 #1 IN HARTFORD*
 #1 IN SAN DIEGO*
 #1 IN ORLANDO
 #1 IN CINCINNATI
 #1 IN MILWAUKEE*
 #1 IN NASHVILLE
 #1 IN CHARLOTTE
 #1 IN NEW ORLEANS*
 #1 IN BUFFALO
 #1 IN COLUMBUS, OH
 #1 IN BIRMINGHAM
 #1 IN RALEIGH
 #1 IN SALT LAKE CITY
 #1 IN GRAND RAPIDS*
 #1 IN HARRISBURG
 #1 IN LOUISVILLE
 #1 IN NORFOLK*
 #1 IN CHARLESTON, W.V.
 #1 IN ALBANY, N.Y.

WNEW
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 KTVU
 WKBD
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 WPGH
 WGNX
 WTOG
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 KWGN
 WBFF
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 WCGV
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S SHARE OF KIDS!

MARKET AFTER MARKET!

IN TULSA	KOKI	4:00PM	62 KIDS SHARE
IN FLINT*	WEYI	4:00PM	32 KIDS SHARE
IN RICHMOND	WRLH	4:30PM	47 KIDS SHARE
IN MOBILE*	WPMI	4:30PM	33 KIDS SHARE
IN WICHITA	KSAS	3:30PM	39 KIDS SHARE
IN KNOXVILLE	WKCH	4:00PM	35 KIDS SHARE
IN TOLEDO	WUPW	4:00PM	36 KIDS SHARE
IN FRESNO*	KMPH	3:30PM	81 KIDS SHARE
IN JACKSONVILLE	WAWS	4:00PM	40 KIDS SHARE
IN GREEN BAY*	KGBD	4:30PM	49 KIDS SHARE
IN ROCHESTER	WUHF	4:00PM	75 KIDS SHARE
IN DAVENPORT	WQAD	3:30PM	73 KIDS SHARE
IN HONOLULU	KHNL	5:00PM	53 KIDS SHARE
IN CHAMPAIGN	WRSP	3:30PM	39 KIDS SHARE
IN AUSTIN*	KBVO	3:30PM	88 KIDS SHARE
IN TUCSON	KPOL	4:00PM	37 KIDS SHARE
IN HUNTSVILLE	WZDX	4:00PM	53 KIDS SHARE
IN COLUMBIA, S.C.	WOLO	4:30PM	63 KIDS SHARE
IN EVANSVILLE	WEVV	3:30PM	50 KIDS SHARE
IN LAS VEGAS*	KVVU	3:00PM	75 KIDS SHARE
IN EL PASO*	KVIA	3:00PM	64 KIDS SHARE
IN CHARLESTON, S.C.	WTAT	5:00PM	47 KIDS SHARE
IN FT. MYERS*	WFTX	4:30PM	80 KIDS SHARE
IN ROCKFORD*	WQRF	3:30PM	77 KIDS SHARE
IN BINGHAMTON*	WICZ	4:00PM	38 KIDS SHARE
IN WAUSAU	WAOW	3:30PM	92 KIDS SHARE
IN TALLAHASSEE*	WTXL	4:00PM	50 KIDS SHARE
IN TRAVERSE CITY	WWTW	4:00PM	90 KIDS SHARE
IN LUBBOCK*	KJTV	3:30PM	72 KIDS SHARE
IN BAKERSFIELD*	KBAK	3:00PM	86 KIDS SHARE
IN ODESSA*	KMID	3:30PM	69 KIDS SHARE

Source: Nov. '85 NSI/Cassandra *ARB

A Rankin/Bass Production

LORIMAR-Telepictures

THE GOOD TIMES ARE BACK!
THE JOY, THE FUN, THE MEMORIES
OF GOOD TIME ROCK'N'ROLL.
SO LET'S PARTY AND...

Let's

Remember the happy days of rock 'n' roll before everything got pre-packaged, over-mixed and over-produced?

76 million baby boomers do!

And they'll cheer the news that we're bringing back those good times.

It's a weekly hour of rock music and comedy with live performances and reminiscences by the greatest rock stars of the 50s, 60s and 70s. Staged in a lavish memories-stirring setting.

Hosted by Peter Scolari, the popular comedy star of "Bosom Buddies" and "Newhart."

With the legendary Wolfman Jack of "Midnight Special," "American Graffiti" and radio fame.

Featuring the zany leader of one of the all-time great groups, Paul Revere — and the Raiders.

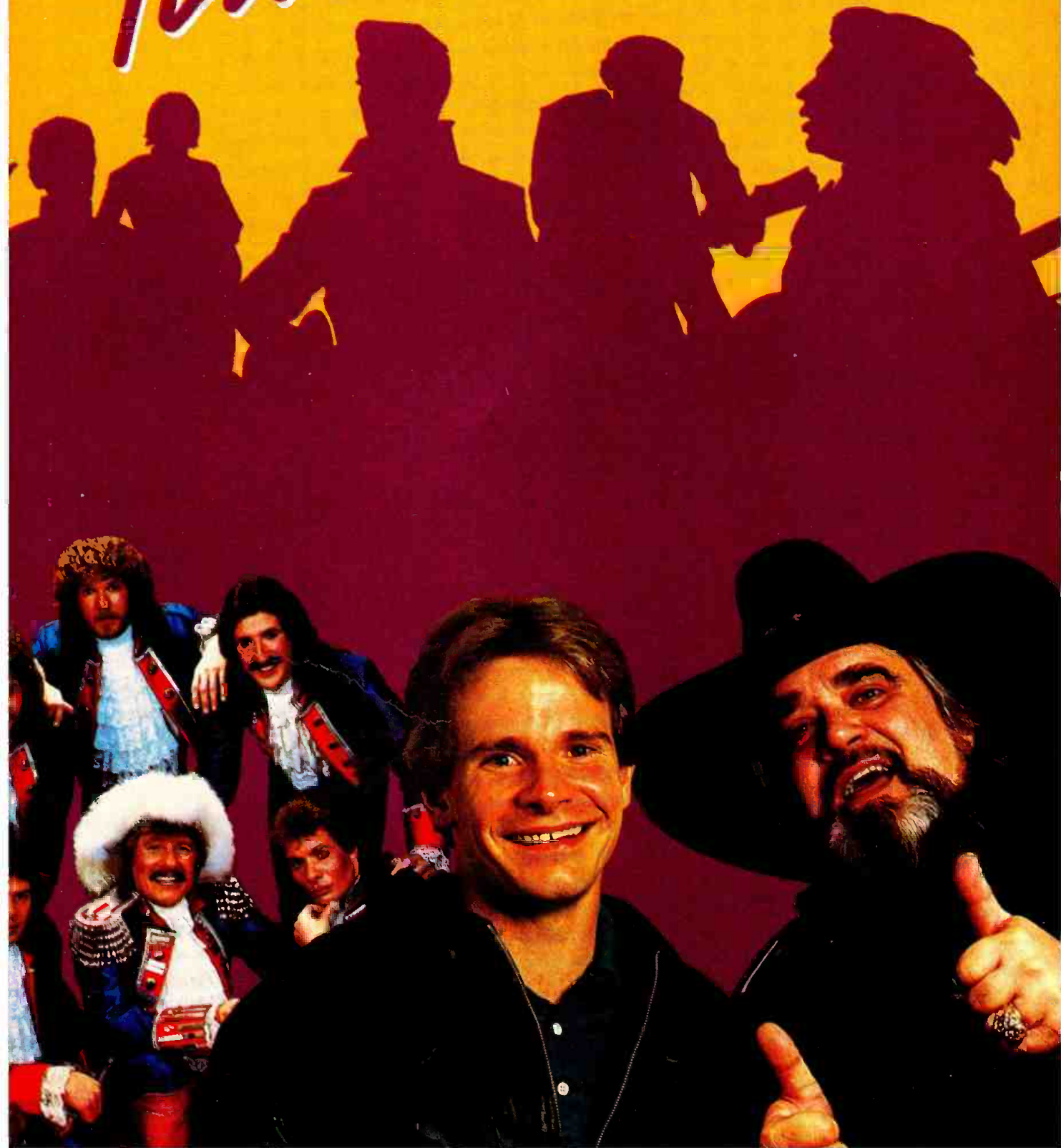
Plus top-name guests doing their biggest hits. Comedy stars. The Good Times dancers. Audience dance contests with prizes. And all kinds of surprises.

Eagerly awaited by a powerful demographic group that advertisers just love to reach!

Beginning September 1986
Produced in association with Kip Walton Productions

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

The Good Times Rock!



THE SFM EXPLOSION

SFM Entertainment, long recognized as the leader in marketing through television innovation, explodes into 1986 with more diverse programming to fit your needs.

The SFM Holiday Network—A family viewing tradition since 1978. Eleven outstanding features from Hollywood's finest studios, endorsed by the National Education Association. A special package for the special times of the year.

SFM I—New this year from SFM. A quality package of movies and documentaries featuring "The Indomitable Teddy Roosevelt" and "Pinocchio in Outer Space."

Stamp of Greatness—A unique new half-hour weekly series. Each episode will illustrate true stories of the remarkable men and women immortalized on postage stamps from around the world.

Directions—A distinctive half-hour weekly series especially for women. Directions offers a fast-paced and informative look at the world of fashion with features on the latest styles and trends.

The George Steinbrenner Show—A lively half-hour weekly sports series. George Steinbrenner hosts two well-known sports figures as they debate a controversial sports issue before a live audience.

Zoobilee Zoo—An original live-action

program created especially for pre-school children. Charming animal characters will entertain and stimulate children's creativity in the arts.

Faces of Love—This first-run series features short stories by major writers, all focusing on the most powerful emotion of all—love. Eleven and a half hours of bittersweet romance.

The Hugga Bunch—This Emmy-award winning gag is back in a new five-part adventure as they spread the joy of hugging around the world.

The Texas 150th Birthday Celebration—The entertainment event of 1986. A three-hour live celebration featuring the country's best-loved stars saluting the 150th birthday of their Native State.

Jayce and the Wheeled Warriors—Jayce leads the Lightning League in a cosmic battle for the universe in 65 animated half-hours. Already a hit in 80% of the country.

The March of Time—The award-winning documentary series. A major event on British television, soon to come to the American television screen.

Come see what all the fireworks are about at INTV,
Century Plaza Hotel

SFM
entertainment

SFM Entertainment/Division of SFM Media Corporation
1180 Avenue of the Americas
New York, NY 10036 (212) 790-4800

Broadcasting Jan 6

NRBA and NAB working toward merger Independents convene in Los Angeles NBC wins November sweeps

COMING TOGETHER □ Draft agreement to merge National Radio Broadcasters Association into the National Association of Broadcasters has been put forward. **PAGE 59.**

INTV OPENING □ Association of Independent Television Stations begins "Coming of Age" convention in Los Angeles, buoyed by Frazier, Gross & Kadlec study that the best is still to come for the industry. **PAGE 61.**

ON THE TUBE □ Reagan and Gorbachev New Year's Day messages are exchanged and aired on Russian and U.S. television systems. **PAGE 66.**

CONGRESSIONAL REVIEW □ Cable copyright, scrambling and political advertising are among issues Congress may take up in 1986. Already in the works is bill to open Senate to television cameras. Other controversial issues—must carry and the mergers and acquisitions of media companies—may draw attention. **PAGE 66.**

INDEPENDENT CANVASS □ Survey finds top independent operators generally bullish on industry, although escalating programming costs and loss of must carry are causing concern. **PAGE 78.** A rundown of activities for the INTV convention begins on **PAGE 90.** A listing of exhibitors appears on **PAGES 96-122.**

TAKING NOVEMBER □ NBC wins the November sweeps, followed by CBS and ABC. **PAGE 150.**

SHUTTING DOWN □ Odyssey music video programming service goes dark, but new service, Hit Video USA, springs up in its place. **PAGE 160.**

NUMBER 10 □ NBC rides the strength of its Thursday and Saturday night schedules to another ratings victory. **PAGE 164.**

SLOW GOING □ Backlog at FCC for LPTV and translator applications is hurting Television Technology Corp., equipment manufacturer. **PAGE 166.**

THE REAL NUMBERS □ Published reports on state of radio industry come to different conclusions. The industry's exact health seems to depend on definitions of terms. **PAGE 176.**

SOUNDS GOOD □ Torbet Radio releases study of easy listening format. **PAGE 182.**

LOCAL CAPTIONING □ Two local Boston television stations join in project to closed caption news programming. **PAGE 185.**

PUBLIC PUSH □ NBC-owned television stations embark on project to develop "public service" programming for other owned stations and possibly national syndication. **PAGE 186.**

AFFABLE ANCHORMAN □ NBC-TV's morning weather anchor, Willard Scott, brings a little sunshine to the *Today* show. **PAGE 207.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Call toll-free for new orders: 800-638-SUBS. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Declaration to Independents.

Together we will continue to
make programming history.



INTV 1986

**INDEPENDENT TV STATIONS
HAVE ONLY ONE RECORD TO BEAT**



THEIR OWN.

Independent TV stations are flying high. They took off in the 1970's and they're still climbing. In five years, the number of independent stations serving markets from San Francisco to San Juan doubled. Heavy investment in programming lifted their average share of audience to 16% (even more for many independents). Advertisers and agencies noticed. Their acceptance led to cost point parity. And more dollars. Independents now generate over \$2 billion in revenue. Their share of national and local spot advertising has grown more than 33% since 1978. Blair Television has a division devoted exclusively to selling independent stations. We like to soar, too. Growth. A tradition we share with our clients.

BLAIR. ONLY BLAIR.

Television



Rats in ring

Among subjects likely to crop up at National Association of Broadcasters joint board of directors meeting next week in St. Maarten, Netherlands Antilles, is future composition of executive committee. Elections for seats on executive committee are held in June, with directors often launching campaigns at winter gathering. Radio director David W. Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, says he's running for radio vice-chairman, post occupied by Bev Brown, KGAS(AM) Carthage, Tex., who is now considering making bid for radio chairmanship, which will be vacated by John Dille III, Federated Media, Elkhart, Ind., who is ineligible for re-election. Radio director Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La., also has eye on radio vice-chairmanship. On TV side, chairman William Turner, KCAU-TV Sioux City, Iowa, steps down (Turner is ineligible for re-election), and vice-chairman Peter Kizer, WTTV(TV) Indianapolis, is considering running for post.

On agenda

FCC is tentatively scheduled to act on item questioning how it should handle proxy contests and tender offers for corporations with broadcast licensees at meeting January 30. Commenters were overwhelmingly opposed to commission's current procedures for handling those (BROADCASTING, Oct. 28, 1985). But one well-placed FCC source said commission's item will essentially offer justification for processes already in place. At same meeting, FCC is tentatively scheduled to address item recommending variety of changes in Communications Act. In mass media area, Office of Congressional and Public Affairs is recommending that commission request changes in law that are aimed at "streamlining the commission's processes" for handling petitions to deny and comparative renewals. FCC sources also confirmed that draft of order addressing controversial proposal to permit noncommercial TV channel swaps for commercial ones is currently under consideration.

Extended coverage

One consequence of Capcities-ABC merger has been belt tightening at certain ABC units, such as news and TV network divisions. But ESPN staffers are

in for pleasant surprise. Capcities chairman Thomas Murphy has decided to extend ABC's full benefit package to 476 full-time employees at sports network effective immediately. Package includes savings and investment matching-fund program, retirement plan and personal counseling program, none of which are included in limited ESPN plan. ABC package also includes more traditional benefits—comprehensive medical, life insurance and disability.

Flat fee'd

If all goes well, agreement between National Cable Television Association and Motion Picture Association of America on simplified formula for calculating cable's compulsory license fees will be reached by mid-February. New formula would require cable systems to pay flat per-subscriber, per-month fee for each distant signal they import. Flat fee, which is expected to be between 10 cents and 13 cents per month, is intended to be revenue neutral—that is, it would generate license-fee payments equal to those under existing formula—based on percentage of gross revenues—for 1986 or 1987, whichever year is chosen. It's also designed to eliminate what cable operators perceive as "inequities" in application of existing formula.

Much needs to be done before deal can be taken to Capitol Hill. Parties have to agree on precise flat fee and mechanisms for adjusting fee to reflect inflation and radical changes in size or revenues of cable industry. They must also make some accommodation for small systems that pay little copyright under existing law. If across-the-board flat fee were enacted, those systems would be hit with whopping increases. One proposal is to create sliding scale of fees for small systems—fewer subscribers system had, lower its fee would be.

Bowing out

After almost four years of developing and seeking government approval of proposal to compete with Intelsat, Tom McKnight, president and chief operating officer of Orion Satellite Corp., has resigned. But he remains as stockholder (about 10%) and member of board of directors. McKnight, whose salary was being paid against his equity in company (originally, his interest was 15%), has been off salary couple of months, earning income as lawyer. He says his resignation was necessary to avoid conflict of interest with account on which

he was working. McKnight says he remains "bullish" on future of Orion, which in March 1983 was first entity to file application for separate system, and that he expects to increase his equity by contributing "expertise and advice."

Fifth Estater's view

National Association of Broadcasters President Eddie Fritts has been selected to serve as vice chairman of President's Advisory Council on Private Sector Initiatives. Council holds first meeting of 1986 on Jan. 22.

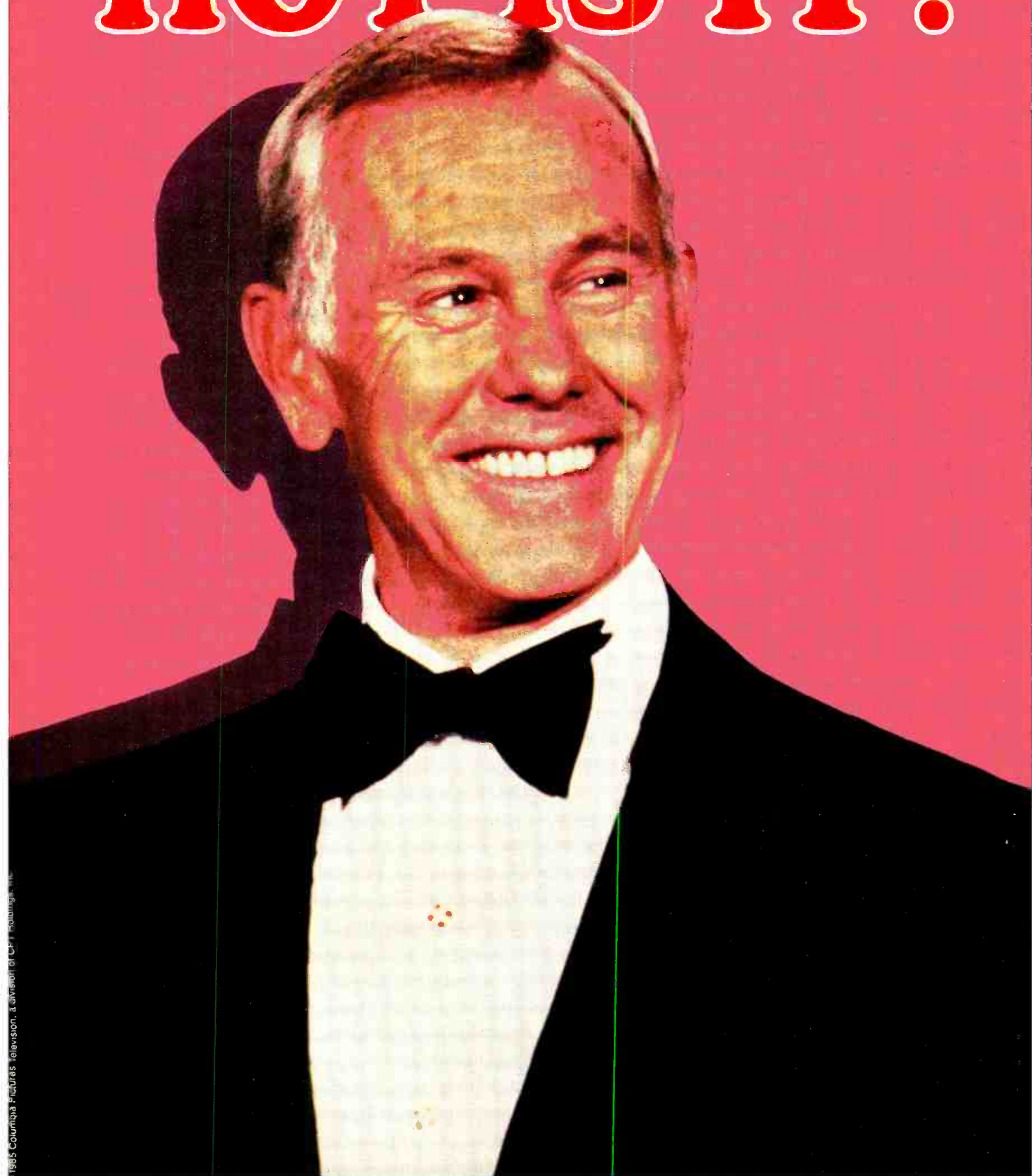
Poised pen

Fate of Spanish International Communications Corp.'s TV licenses is likely to become clearer this week. FCC Administrative Law Judge John Conlin, who is presiding over hearing into whether SICC is qualified to remain FCC licensee, declined to reveal how he planned to rule on SICC renewals. But Conlin said he planned to sign initial decision late last Friday (Jan. 3), his last day at commission before retirement. Renewals were designated for hearing three years ago to, among other things, determine whether company is controlled by aliens in violation of Communications Act (BROADCASTING, June 6, 1983).

Front runners

Who will be winner of National Association of Broadcasters Distinguished Service Award for 1986? Two names lead list so far, with nominations far from closed. They are Mark Fowler, chairman of FCC, and Bill Turner, now NAB TV board chairman and president-general manager of KCAU-TV Sioux City, Iowa. Former is up for deregulatory posture that has revolutionized telecommunications policy, latter as missionary of fiscal discipline on NAB's executive committee, as well as role as head of TARPAC, industry's political action committee. Decision rests with NAB's convention committee, headed by Peter Kizer and Bev Brown, vice-chairmen, respectively, of association's TV and radio boards. Traditionally, nominations remain open "until committee goes into final session Monday morning" at winter joint board meeting. Among names expected to join contenders: Tom Murphy, chairman of Capital Cities Communications; John Kluge, for years leader of Metromedia broadcast group, and Grant Tinker, chairman of NBC.

HOW HOT IS IT?



"CARSON'S COMEDY CLASSICS" IS SO HOT, THAT...

In NEW YORK, WPIX, 11:00 PM

It increases NEWS lead-in share by 50% and increases Men 18-49 and Men 25-54 over year ago.

In LOS ANGELES, KTLA, 11:00 PM

It's the #1 independent in the time period, beating two established sitcoms and increases year ago "TAXI" share by 29% and increases Adults 25-54 and Men 18-49.*

In CHICAGO, WGN, 10:00 PM

It increases the previous month's time period rating by 25% and share by 33%. +

In PHILADELPHIA, WPHL, 11:00 PM

It doubles year ago rating, increases share by 67%, and more than doubles Adults 18-49 and 25-54.*

In SAN FRANCISCO, KTVU, 7:30 PM

It's #1 in the time period among Men 18-49 and Men 25-54, and is averaging an 8 rating — up 33% over year ago "TAXI" and increases all other adult demographics as well as increases "M*A*S*H" lead-in share and all adult demographics.

In BOSTON, WLVI, 10:30 PM

It's the #1 independent in the time period and increases year ago share by 33%.*

In WASHINGTON, D.C., WDCA, 11:00 PM

It increases lead-in share by 33%, Men 18-49 by 21% and Men 25-54 by 89%.

In DALLAS, KTVT, 10:00 PM

It's the #1 independent in the time period and increases MOVIE lead-in among Adults 18-49 and Men 25-54.

In HOUSTON, KTXH, 10:00 PM

It doubles year ago rating, increases share and Women 18-49 by 33%, increases Men 18-49 by 340%, more than doubles Men 25-54 and increases Women 25-54.

In ATLANTA, WATL, 11:00 PM

It increases year ago rating by 100%, share by 300%, triples Adults 18-49, increases Women 25-54 by 500% and Men 25-54 by 400%.

In SEATTLE, KCPQ, 7:30 PM

It's #2 in the time period among Men 18-49 and increases Men 18-49, Adults 25-54 and Teens/Kids over year ago.

In MINNEAPOLIS, KMSP, 10:30 PM

It almost doubles Men 18-49 and increases Men 25-54 by 50% over year ago as well as increases "TAXI" lead-in among Adults 25-54.*

In TAMPA, WFTS, 7:30 PM

It increases year ago rating by 50%, share by 25% and increases Men 18-49, Men 25-54 and Teens/Kids.*

In DENVER, KDVR, 10:00 PM

It doubles lead-in share and increases Women 18-49 by 75%, Women 25-54 by 67% and doubles Men 18-49 and Men 25-54.*

In SACRAMENTO, KCRA, SATURDAY, 6:30 PM

It's #1 in the time period and increases year ago rating by 75%, share by 46%, Women 18-49 by 400%, Women 25-54 by 660%, Men 18-49 by 50%, Men 25-54 by 163% and Teens/Kids by 350%.*

In PORTLAND, OREGON, KPTV, 7:30 PM

It's #1 in the time period among Teens/Kids, #2 among Men 18-49 and Men 25-54 (tie) as well as increases lead-in share, Adults 18-49 and 25-54.*

Source: NIELSEN, October 1985, 1984;

* ARBITRON, October 1985, 1984;

+ Chicago (10/28-11/22/85) vs. (9/30-10/25/85).

"CARSON'S COMEDY CLASSICS"

A St. Cloud Corporation Production
distributed by



Cablecastings

Deal is done

The spin-off of the Capital Cities Communications Inc. cable division to the Washington Post Co. was completed simultaneously last Friday (Jan. 3) with the closing of the merger (see "In Brief"). The acquisition of the division, which cost \$350 million and has been renamed Post-Newsweek Cable Inc., is the largest acquisition "we have made as a company," said Howard Wall, newly named president of the division. At a breakfast meeting with reporters in New York last week, Wall said that Post-Newsweek Cable would not consider any additional major acquisitions until a "substantial portion" of the \$350 million being borrowed to acquire the Capcities systems is paid off. (The company is borrowing \$100 million from Metropolitan Life and is acquiring another \$100 million in Eurodollar financing, with the balance coming from commercial paper.)

Wall said the cable division's goal is to produce roughly a 15% increase in cash flow annually. Wall said that under Capcities, the systems had been producing close to that. The division's 1985 cash flow totaled almost \$29 million, on revenues of about \$81 million. Post-Newsweek Cable contains 53 systems (112 franchises) in 15 states primarily in the South. Its current basic subscriber count is 354,000. The company also has a sizable cluster of systems in Northern California with almost 85,000 subscribers. Wall said that the MSO had an average basic penetration of between 60% and 70%, compared to an industry average of about 50%, while pay penetration is about 64% (226,000 pay units). He said that the company will continue the rebuild program commenced by Capcities, which will require another \$30 million to complete. By the end of 1987, he said, 86% of the company's subscriber base will be in systems with 35 or more channels.

The cable division is based in Bloomfield Hills, Mich. (outside of Detroit). Wall indicated that he will decide later whether to move

those headquarters to another location. "I'd think we'd have to look seriously at it," he said.

Wall and Joel Chaseman, president of Post-Newsweek Stations, have joint responsibility for The Washington Post Co.'s interests in the four SportsChannel pay services in New York, Philadelphia, Boston and Chicago. As to expansion there, Wall said: "There are other markets we'd like to be in." But as far as developing program ventures unrelated to sports, he said that was a "low priority" on the company's list.

Wall denied previously published reports that Capcities Chairman Thomas Murphy and Post Co. Chairman Katharine Graham had a long-standing agreement that the latter would have the first opportunity to buy the Capcities cable properties. He described the two as "long-time friends and mutual admirers" who first talked about a deal only after Capcities agreed to buy ABC and spin off the cable division. He said there was no competitive bidding by other parties for the cable systems.

Objection filed

The National Association of Broadcasters waited until the eve of the new year to register its objection at the Copyright Royalty Tribunal to Ted Turner's petition that cable systems be allowed to carry Turner's superstation WTBS(TV) Atlanta at reduced compulsory license fees.

"The present rate structure applies uniformly to all stations," the NAB said. "NAB does not believe any facts have yet been presented which would justify initiating a proceeding to consider departing from this fair and sensible approach."

The NAB said it would be difficult to predict what would happen if the CRT set special rates for individual stations. If nothing else, it said, it would "lead cable systems to choose distant signals on the basis of copyright costs, in fundamental conflict with the concept of compulsory licensing. Such a re-

sult should be passed on in the first instance by Congress."

And if the CRT did grant the Turner petition, it added, the CRT would be required to consider the impact of "other related issues," notably the elimination of the must-carry rules, on its compulsory license rates.

Joining the crowd

United Video has joined the growing number of cable programmers promising to scramble its satellite feeds in 1986 using the M/A-Com Videocipher II scrambling system. Videocipher II, said Jack Riley, manager of market development for United Video, has become the industry's de facto standard.

United Video distributes via satellite three superstations—WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Dallas-Fort Worth—and a number of audio, text and data services on the subcarriers of the transponders that transmit the superstations. Because of United Video's use of subcarriers, said Riley, scrambling of the transponders' primary signals poses "unique challenges." But, he said, "M/A-Com's engineers have worked closely with our technical staff to resolve those problems. We're confident these difficulties will be overcome."

Riley also said United Video would like to serve the home satellite market, but it must first resolve copyright questions surrounding the delivery of superstations to the home satellite market. He said the issues may be addressed as part of a compromise on copyright reform being worked out between the cable and motion picture industries.

Tops in cable

Superstation WTBS(TV) Atlanta claimed last week that for October, the station had eight of the top-10 regularly scheduled programs on ad-supported cable networks. The two slots not captured by WTBS, it said, went to CBN Cable. The station said the top 10 ranked shows were *Award Theatre*, *Andy Griffith Show* (Sunday, 9:30-10 a.m.), *Sunday Afternoon Movies* and *Beverly Hillsbillies* (tied for third); *Andy Griffith Show* (Tuesday-Friday, 6-6:35 p.m.) and CBN's *Wagon Train* (tied for fifth), *World Championship Sports* and *Leave it to Beaver* (tied for seventh), and *Good News* and CBN's *Wild Bill Hickok* (tied for ninth). TBS also said it was switching its original sitcom, *Rocky Road*, from 7-7:30 p.m. on Monday to 5:30-6 p.m. the same evening, effective today (Jan. 6). *Beverly Hillsbillies*, which has been in that slot each weekday, will still be carried there Tuesday-Friday. *Mary Tyler Moore* will fill the gap left by *Rocky Road* at 7 p.m. on Monday.

On the block

The single-channel MDS operations in Milwaukee and Minneapolis are on the market at what should be fire-sale prices. The systems belong to Movie Systems Inc. of Des Moines, Iowa. But MSI filed for Chapter 7 bankruptcy on Dec. 13, and the systems are

Chipping away. According to a study of A.C. Nielsen data by the Cabletelevision Advertising Bureau, the viewership of advertiser-supported cable services in pay cable households increased during the 1984-85 television season, while viewing of pay cable services remained about the same and viewing of television stations decreased. The results of the CAB study of pay cable homes is summarized in the chart below. The times shown are for weekly viewing; the sum of the viewing times exceeds total usage because of the presence of more than one television set in some households. CAB also prepared charts for total cable homes and total television homes that show the same viewing trends—up for basic cable, steady for pay and down for broadcasting.

Cable services	1984-1985		1983-1984		% change
	time	share	time	share	
Ad-supported services	13:47	24	12:33	21	+14
Pay services	10:12	18	10:19	18	NC
Broadcast services					
Network affiliates	29:22	51	31:16	53	-4
Independents	7:14	12	7:35	13	-8
Public	1:30	3	1:28	3	NC
Total usage	57:54		58:39		

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KCOP...without question, the highest rated
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in the City of the Angels.

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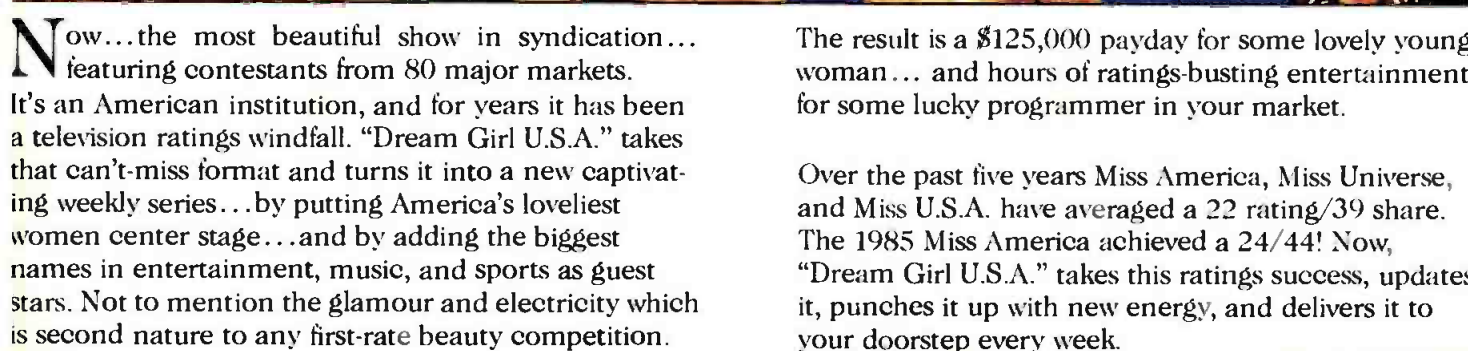
The Number One Independent in Los Angeles

A Chris-Craft Industries, Inc. Television Station

Source: Nov '85 Su-Sa Shares: Arbitron KCOP 12%, KTTV 10%, KTLA 10%, KHJ-TV 6%; Nielsen KCOP 11%, KTTV 10%, KTLA 10%, KHJ-TV 6%.
Quoted data are estimates only, subject to limitations available on request.

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The result is a \$125,000 payday for some lovely young woman... and hours of ratings-busting entertainment for some lucky programmer in your market.

Over the past five years Miss America, Miss Universe, and Miss U.S.A. have averaged a 22 rating/39 share. The 1985 Miss America achieved a 24/44! Now, "Dream Girl U.S.A." takes this ratings success, updates it, punches it up with new energy, and delivers it to your doorstep every week.

★ ★

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25 Original Half-Hours, including 5 Semi-Final Specials

...PLUS The Big All-Star Hour Special

THE DREAM GIRL U.S.A.

THE BIG LEW GAGE PAGEANT FINALS

A Chambers-Seligman Production
in association with

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Source: NTA. Audience data are estimates only and are subject to the qualifications as listed in the reports used.

INTV's congressional outcry. The Association of Independent Television Stations issued a protest last week concerning the ongoing negotiations between the National Cable Television Association and the Motion Picture Association of America to replace the existing formula for calculating a cable operator's compulsory copyright royalties for distant signals with a flat per-subscriber fee. In a letter to Commerce and Judiciary Committee members, INTV President Preston Padden outlined the broadcasters' position on what he characterized as a "patently unfair situation."

"In our judgment, it is one thing to grant the cable industry the safe harbor and subsidy of a compulsory license, and quite another thing to allow that statutory license to take precedence over actual negotiated marketplace licenses," Padden wrote. "Certainly there is no apparent public interest rationale to allow a pay-TV medium, like cable, to secure exclusive program rights, while denying such rights to a free medium like independent television," he continued. Padden cited the NCTA-MPAA negotiations. "INTV has sought to be included in these negotiations but has been rebuffed even though the primary subject matter is cable's use of our members' signals."

At a bare minimum, Padden noted, INTV believes that any amendments to the compulsory license "must include provisions which allow local stations to enforce the exclusive program rights for which they have negotiated and paid." However, he emphasized that INTV is not asking for a "government guarantee of exclusive program rights. Rather, we are simply asking that the government not preclude us from realizing such exclusive rights as we are able to negotiate in the marketplace." Furthermore, Padden underscored, "please do not be misled by any reports that an 'industry consensus' has emerged around some revised scheme of cable copyright payments. No such consensus is possible so long as local independent television stations have been excluded from the bargaining table."

being sold as part of the general liquidation of the corporation.

Donald F. Neiman, the interim bankruptcy trustee, said the two systems are still in operation and he hopes the creditors, when they meet Jan. 16, vote to allow the systems to remain in operation until a buyer can be found. There has already been some interest shown in the systems, he said. MSI's total liabilities at the time of its bankruptcy filing were about \$8 million, he said. A third MSI operation in Oklahoma City is in the process of being sold to Argonox Communications, he said. Argonox, an arm of the Galesi Group, plans to expand the Oklahoma City system into a multichannel MDS system.

Ku-band savings

Home Team Sports, the Washington-based regional sports network, expects to save between 25% and 50% on the cost of the backhaul transmission of 10 college basketball games this year through the lease of a transportable Ku-band uplink from BAF Communications Corp. of Salem, Mass. According to HTS spokesman Mike Ortman, the first use of the uplink was planned for a game between James Madison University and Virginia Tech, from Blacksburg, Va. The more remote the game is, he said, the greater HTS's savings.

Jim Vautrot, BAF vice president and general manager, broadcast services, said BAF sells Ku-band transportables, but also has three available for lease on an ad hoc basis. BAF planned to send a truck from Boston to handle the James Madison-Virginia Tech game, he said.

With the trucks and regular satellite time (almost six hours a day) on GTE Spacenet's GSTAR I satellite, Vautrot said, BAF hopes to transmit news, sports and entertainment for broadcast as well as cable customers. When he spoke to BROADCASTING last week, he was in New Orleans manning a transportable hired by a consortium of television stations in Florida and Tennessee for their coverage of the Sugar Bowl between the University of Miami and the University of Tennessee.

Neither Ortman nor Vautrot would reveal the value of BAF's 10-event contract with

HTS. However, Vautrot said that anyone could hire a BAF truck on a one-shot basis for around \$3,000.

From Nevada

C-SPAN telecast part of the National Council of State Governments convention in Lake Tahoe, Nev., beginning Dec. 30, 1985, wrapping up its *States of the Nation '85* programming effort. Counting the seven hours of NCSG coverage, the effort generated 281 hours of programming, all of it related to state and local government.

The public affairs network, which devoted most of its resources and time to Washington and the federal government during the year, provided 163 hours of coverage of state and municipal conferences and events, including the conventions of the National Governors Association, the National Council of State Legislatures and the U.S. Conference of Mayors. In addition, it telecast 118 hours of related call-in shows featuring 32 governors, 30 mayors and 37 state capital journalists.

British buy

The Bravo cultural pay cable channel said it has licensed a package of 19 programs from NVC Arts International, a distribution company based in the United Kingdom. Bravo said the programs are "exclusive American television premieres," and will be cablecast throughout 1986. The package, said Bravo, includes the award-winning documentary *Macmillan's Mayerling*, and a ballet performed by London's Royal Ballet company.

Looking ahead

Radio City Music Hall Television (RCMHT) will produce a one-hour music variety special, *HBO Presents Christmas at Radio City Music Hall*, for the 1986-87 season. Hosted by Joel Gray, the special will feature special guests including Leslie Uggams, skating champions Peggy Fleming and Robin Cousins, and the Rockettes. RCMHT also produced *Mr. T and Emmanuel Lewis in A Christmas Dream*, which premiered in December 1984 on NBC and ran again in 1985.

Broadcasting Publications Inc.

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New orders: 800-638-SUBS (toll free)

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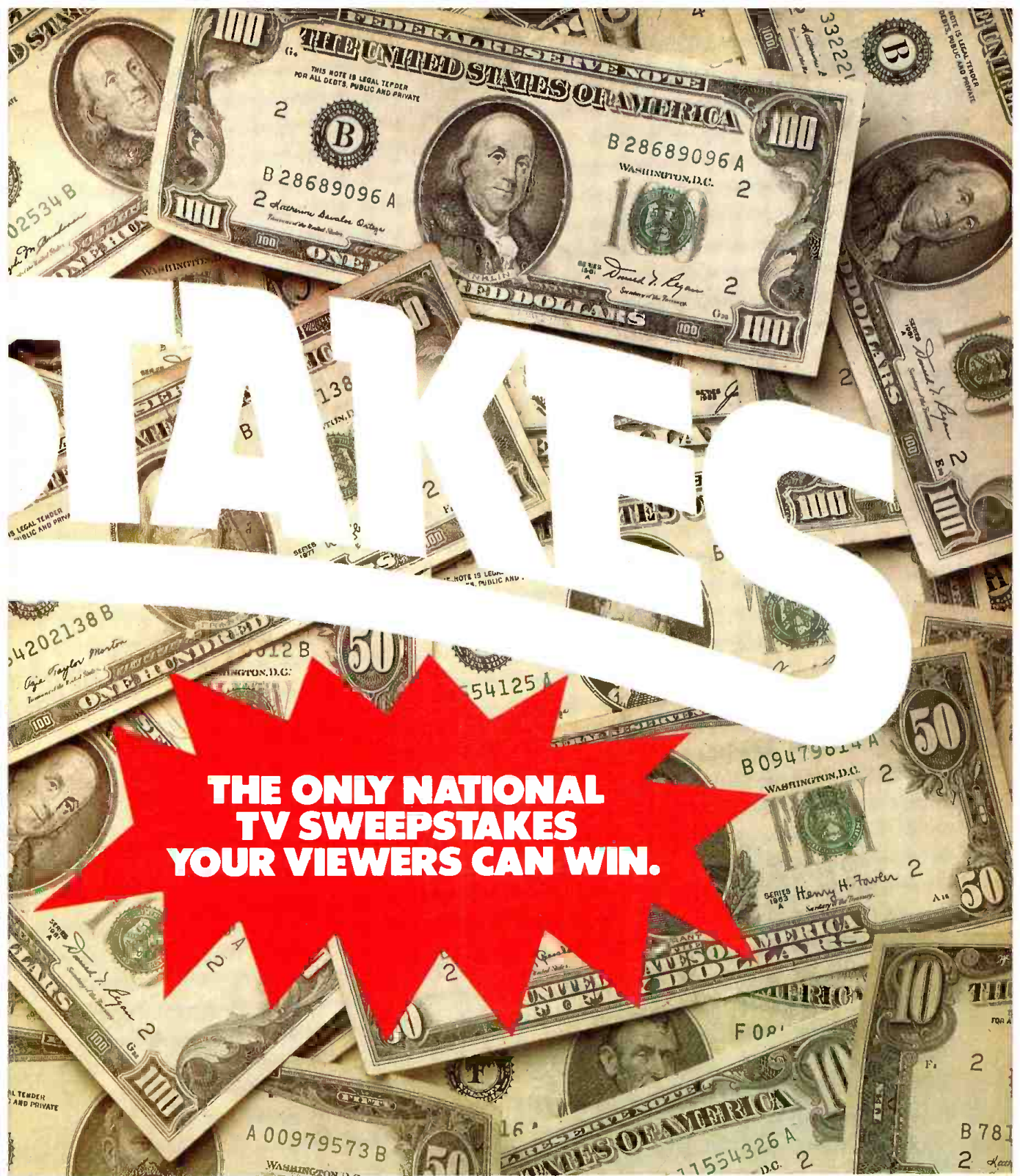


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NATPE The Westin Canal Place
28th Floor**

MCA TV

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Business Briefly

TV ONLY

H&R Block □ Tax preparation firm is kicking off extensive campaign in more than 40 markets this week, continuing until April. Commercials will run in all dayparts. Target: adults 18-54. Agency: Bernstein/Rein, Kansas City, Mo.

New England Apple Products Inc. □ Apple juice and sauces will be spotlighted in six-week campaign to begin in late January in eight markets, including Albany, N.Y.; Providence, R.I., and Hartford, Conn. Commercials will run in all dayparts. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Mrs. Filbert's Margarine □ Product entitled "I Can't Believe It's Not Butter" will be promoted in three-week flight starting this week in approximately 20 markets in New England and Midwest. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.

SquirtCo. □ Diet Squirt Plus (vitamin-



enriched citrus soft drink) has been introduced in campaign involving its local bottlers. It is set to run throughout first quarter. Commercials will run in daytime and prime segments. Target: women, 25-54. Agency: Beber Silverstein & Partners, Miami.

Princess Hotels International Inc. □ In its first use of television, advertiser has

begun five-week campaign in select major markets and will evaluate results decide on further use of medium. Spots are fantasies depicting 24 hours in day Acapulco Princess hotel, one of six resort hotels operated by company. Commercials will be placed in prime time, early news and late fringe. Target: women, 25-54. Agency: Isidore & Paulson, New York.

RADIO ONLY

Farm Credit Bank □ Banking services will be highlighted in three-week flight begin in late January in 15 to 20 markets in South. Commercials will be slotted in all dayparts, particularly in farm-oriented programs. Target: farmers 25-54. Agency: Sawyer Riley Compton, Gainesville, Ga.

CPC Best Foods □ Advertiser is planning two flights of 10 days each in four to five markets in January and in March. Commercials will be positioned all dayparts in markets in South and Southwest. Target: women, 25-54. Agency: Dancer Fitzgerald Sample, New York.

L'Eggs □ Hosiery firm sets four-week flight that will be carried in early January and early April in 12 markets, including

INDEPENDENT TELEVISION SALES

ITS

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ITS

Independent Television Sales

**New York, Chicago, Atlanta, Dallas, Detroit,
Los Angeles, Portland, San Francisco, Seattle, St. Louis**



Umbrella is star. A six-month campaign for Travelers Corp. officially begins this month, although the spots appeared on an ad hoc basis on various network TV specials in December. The commercials feature the Travelers corporate symbol, a bright red umbrella, and are the first from the client's new agency, William Esty Co., New York. An agency spokesman said the commercial capitalizes on consumer recognition of the umbrella and affirms Travelers' position as one of the world's largest financial institutions. For the first 20 seconds viewers are unaware they are looking at an umbrella. It slowly unfurls and a voice-over says: "Have you looked under the Travelers umbrella lately?"

BE THE FIRST TO KNOW

EXCLUSIVE!

Be the first to know about Exclusive!—the all-new, fast-paced show that gets to the bottom of today's most talked about people, places and things. With weekly features like:

- ★ Medical Breakthroughs
- ★ Celebrity Profiles
- ★ Psychic Predictions
- ★ Sneak Previews
- ★ Human Interest Stories

And hosted by Barry Nolan, from Boston's top-rated Evening Magazine, who brings a special blend of humor, charm and warmth to every Exclusive! story. This weekly, first-run, half-hour strip is guaranteed to be one of the hottest shows of the year. So be the first to find out about Exclusive! Because this is one new show that's going to make big news.



including Indianapolis and Dayton and Columbus, both Ohio. Commercials will be presented in all time periods. Target: women, 35-64. Agency: Dancer Fitzgerald Sample, New York.

Beneficial Tax Service □ In campaign reported to cost almost \$1 million, tax

preparation firm will launch eight-week flight over 10 weeks either this week or next week in newspapers and on radio in 11 markets. Commercials will be carried in all time periods. Target: adults, 18-54. Agency: Laurence, Charles & Free, New York.

AdVantage

BBDO clicks. BBDO New York acquired consumer photography account of Polaroid Corp., which bills estimated \$40 million-\$45 million, substantially in television. BBDO succeeds Ally & Gargano, New York, which declined to participate in agency review. Others in contention were Della Femina, Travisano & Partners; Needham Harper Worldwide, and Ogilvy & Mather, all New York.

□
Going after the gov. Thirty-second commercial criticizing Maryland Governor Harry Hughes's handling of his state's now seven-month-old savings and loan crisis aired week of Christmas, once on WJLA-TV and WQVM-TV, both Washington, and twice on WTTG-TV Washington and WBAL-TV Baltimore. Produced and paid for by Simpsonville, Md.-based Maryland Savings & Loan Depositors Committee, spot was shown during prime time, and was part of group's ongoing campaign against Hughes and other state officials. Commercial consisted of rolling script read by narrator, who said that in March 1985, Hughes announced that Maryland's savings and loan industry was "safe and sound." Narrator continued: "Today, over 100,000 depositors who thought their money was safe, regulated and insured are victims of trust. If you believe the state must honor its commitment, then we need your voice and your donation." Spokesman for committee said goal of campaign was "to get our money," and that television campaign would give "publicity and credibility" to cause. He said Cable News Network is doing feature story on committee's commercial and savings & loan industry in general, and that commercial brought organization "a great deal of favorable press." According to spokesman, Associated Press story about campaign was picked up by more than dozen major United States newspapers. In that story, Lou Panos, spokesman for Hughes, said: "It's interesting that the man who has given over 900,000 depositors access to their funds should be the target of something like this. It makes you wonder about the motives." More than 110,000 depositors have \$1.2 billion in savings frozen at four Maryland thrifts, according to story in *Washington Post*, and distribution plan is still in works.

RepReport

WOIO(TV) Cleveland: To Petry Television from Katz Television.

□
WxMI(TV) Grand Rapids, Mich.: To Petry Television from Blair Television.

□
WPTZ(TV) Plattsburgh, N.Y.: To Petry Television from Blair Television.

□
WBAP(AM)-KSCS(FM) Fort Worth, Tex.: To Blair Radio from Eastman Radio.

□
KODM(FM) Midland-Odessa, Tex.: To Hillier, Newmark, Wechsler & Howard from Masla.

□
WOAD(AM) Jackson, Miss.: To Savalli Schutz & Peterson (no previous rep).

□
WLWI-AM-FM Montgomery, Ala.; WOWW(FM) Pensacola, Fla.; WWWI(FM) Edan, N.C.: To Katz Radio from Hillier, Newmark, Wechsler & Howard.

□
In new quarters. Seltel has moved its offices in Chicago to 211 East Ontario, Suite 700, 60611. Telephone number: (312) 642-2450.

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1986-87

The William Benton Fellowship Program at The University of Chicago, now entering its fourth 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 3. Fellows will be notified by June 2. The 1986-87 Program begins September 22, 1986.

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.

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TITLE STATION/NETWORK

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- * The Oprah Winfrey Show
- * Night Life with David Brenner
- * Rock 'n Roll Evening News
- * True Confessions with host Bill Bixby
- * Women of the World

PLUS TV'S POWERHOUSE LINE-UP RETURNS

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- * Jeopardy!
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- * Dick Clark's Nitetime
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- * WLS-TV Chicago
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This week

Jan. 5-8—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 8—"New Technologies and Opportunities," panel in series sponsored by *American Women in Radio and Television*, Washington chapter, "Women at the Top." NAB, Washington.

■ **Jan. 8**—*American Women in Radio and Television*, Washington chapter, monthly meeting, in "Women at the Top" series. Topic: "New Technologies and Opportunities." National Association of Broadcasters, Washington.

Jan. 9—Deadline for entries in Pro Awards, professional video competition sponsored by JVC. Information: JVC, c/o Shaw & Todd, 6215 Empire State Building, New York, N.Y., 10018.

Jan. 9-10—*Virginia Association of Broadcasters* winter meeting and legislative reception. Marriott hotel, Richmond, Va.

Jan. 9-12—International winter consumer electronics show, sponsored by *Electronics Industries Association/Consumer Electronics Group*. Las Vegas Convention Center and Hilton and Sahara hotels.

Jan. 10—Deadline for entries in Distinguished Service Awards, presented by *Sigma Delta Chi, Society of Professional Journalists*. Information: Sigma Delta Chi, suite 731, 53 West Jackson Boulevard, Chicago, 60604.

Jan. 10—Deadline for reply comments on FCC docket

■ Indicates new entry

85-108, FM/aviation interference. FCC, Washington.

Also in January

Jan. 13-17—*National Association of Broadcasters* winter board meeting. Sheraton Mullet Bay Resort, St. Maarten, Netherlands Antilles.

Jan. 14—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Television Advertising Market Dynamics, 1986-1990." Speakers: Melvin Goldberg, Electronic Media Rating Council; Paul Isaacson, Young and Rubicam; David Poltrack, CBS/Broadcast Group. Viacom Conference Center, New York. Information: (212) 867-6650.

Jan. 14—*Federal Communications Bar Association* monthly luncheon meeting. Speaker: Rev. Jesse Jackson. Washington Marriott, Washington.

Jan. 15—*International Radio and Television Society* newsmaker luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Waldorf-Astoria, New York.

Jan. 15—Deadline for entries in fourth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia, school of journalism*, and *JC Penney Co.* Information: (314) 882-7771.

Jan. 15—Deadline for submissions to 36th annual Sidney Hillman Awards for outstanding achievements in media communications, sponsored by *Amalgamated Clothing and Textile Workers Union, AFL-CIO*, "to recognize contributions by the media which explore and advance the human condition." Information: Sidney Hillman Foundation, 15 Union Square, New York, 10003.

Jan. 15—Deadline for entries in Champion-Tuc Awards, recognizing outstanding reporting that improves public's understanding of business and economic issues. Awards are sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Information: (603) 643-5596.

Jan. 15—Deadline for entries in Champion-Tuc Awards, recognizing outstanding reporting that improves public's understanding of business and economic issues. Awards are sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Information: (603) 643-5596.

Jan. 15—Deadline for entries in Chicago Community Access Network Community Television Competition and Festival, presented by *Chicago Access Corp.* ar sponsored by *Eastman Kodak Co.* Information: CA 220 South State Street, #312, Chicago, 60604.

Jan. 15—Deadline for entries in *National Education Film & Video Festival*. Information: 314 East 10th Street, Oakland, Calif., 94606.

Jan. 16-17—"Current Developments in Copyright Law," program sponsored by *Practising Law Institute*. Helmsley hotel, New York.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 18—*Associated Press Television-Radio Association of California-Nevada* regional seminar, "Cutting Yourself a Better Deal in the Broadcast Job Market." Radisson hotel, San Diego. Information: (619) 297-1721.

Jan. 20—Deadline for entries in national student production awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, Ball State University, Muncie, Ind. (317) 285-1492.

Jan. 20-21—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Westbury hotel, New York.

Jan. 21-23—*Georgia Association of Broadcasters* 41 annual Radio-Television Institute. Georgia Center for Continuing Education, University of Georgia, Athens.

■ **Jan. 22**—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Ted Turner, Turner Broadcasting System. Chasen's restaurant, Los Angeles.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 24—Deadline for entries in *Broadcast Designer Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

Jan. 26-28—*California Broadcasters Association* winter convention. Sheraton Plaza, Palm Springs, Calif.

Jan. 27-28—*American Teleport Association* annual meeting and conference. Capitol Hilton hotel, Washington. Information: (703) 734-7011.

Jan. 27-31—*Midem*, second international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to tele-

NATIONAL ASSOCIATION OF BROADCASTERS



TELEPHONE COST-CUTTING SEMINAR

■ WEDNESDAY, JANUARY 29, 1986 ■ WASHINGTON, DC ■

One-day seminar offering bottom-line advice on how to control spiraling business telephone costs.

Topics:

■ **Cost-Saving Alternatives to Telco Private Lines** (RPU/STLs, Fiber, Infrared, Cellular...)

■ **Choosing a Long Distance Carrier**

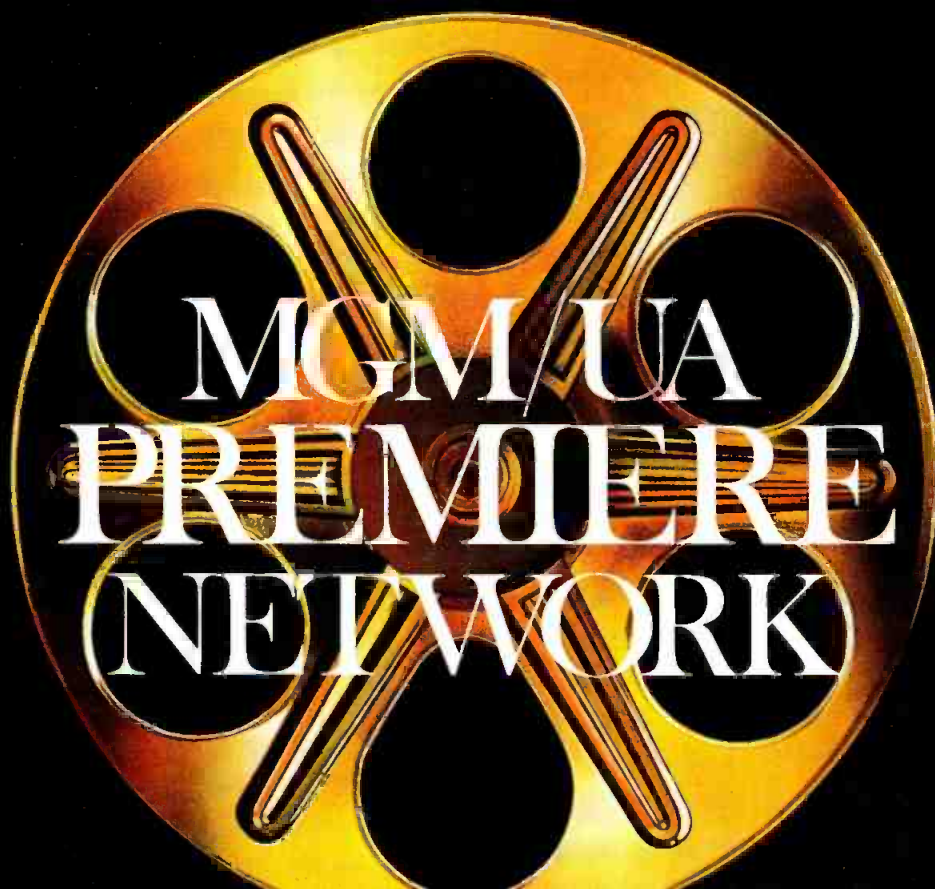
■ **Buying/Using a Business Phone System, Customer Premise Equipment and Office Network Systems.** (PABX, Centrex, LANs...)

Registration fee: \$250 NAB members (\$200 for second registrant), \$350 Non-members. For information or registration call NAB Research and Planning Department (202) 429-5380.

Errata

Remarks of **Julian A. Brodsky**, senior vice president, chief financial officer, of Comcast, in Dec. 16 article on Paine-Webber "Outlook for the Media Conference," incorrectly implied that VCR's are threat to cable. Brodsky **stated that VCR's and cable are complementary.**

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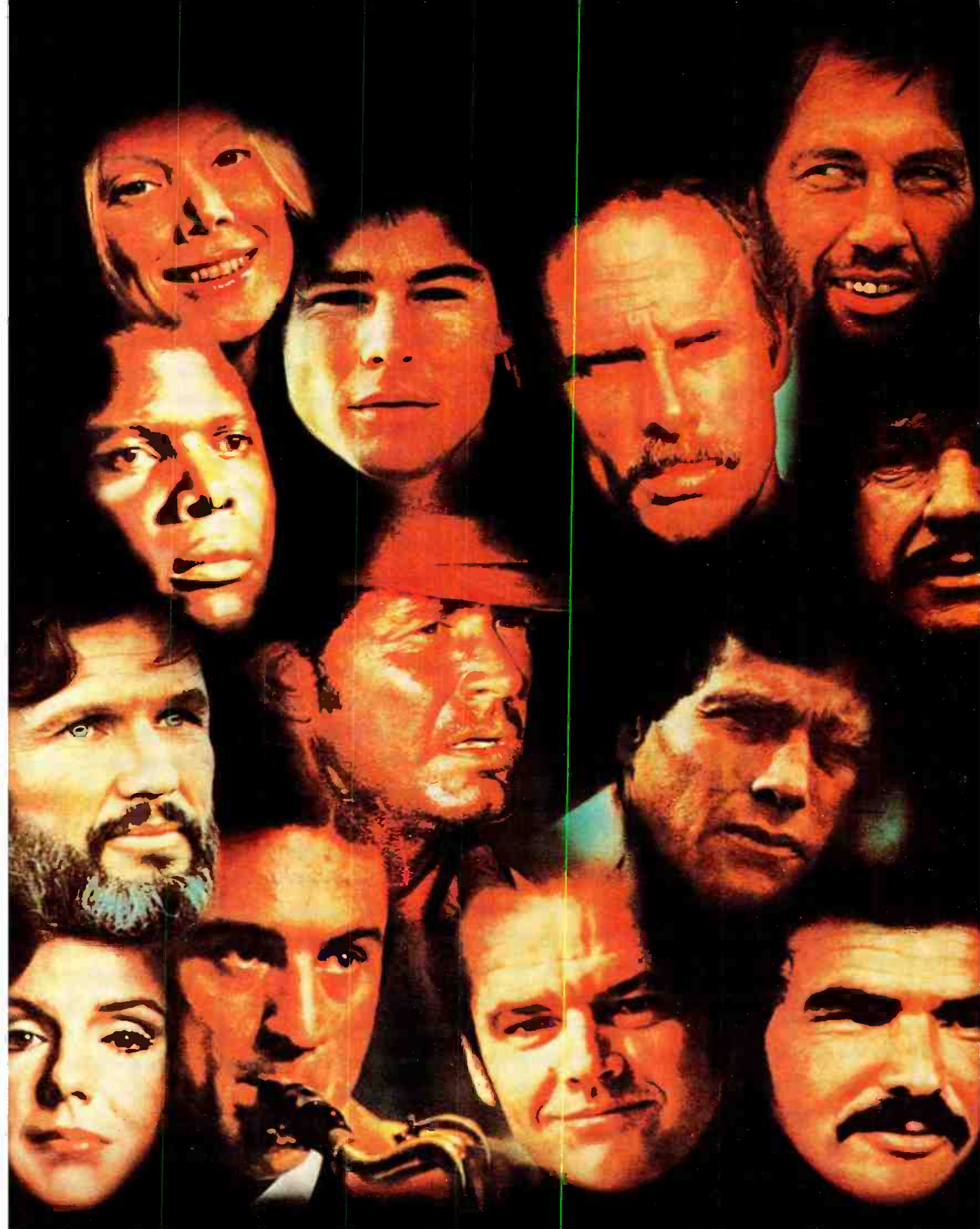
CBS COMMUNICATIONS INC.



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all over their faces.**



An award winning collection of outstanding motion pictures including:

Annie Hall • Breakheart Pass • The Bridge At Remagen • Carrie •
In The Heat Of The Night • The Killer Elite • Mr. Majestyk •
The Pink Panther Strikes Again • Semi-Tough • White Lightning •

And more.

SHOWCASE 11



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TELEVISION

Jan. 5-9—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43d annual convention. Sheraton Washington.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

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

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

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

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

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

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

Major Meetings

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

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

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

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

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

June 2-5—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

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

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

June 22-25—*Cable Television Administration*

and *Marketing Society* annual convention. Westin Copley Plaza, Boston.

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

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

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

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

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

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

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

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

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

phone service. NAB, Washington. Information: (202) 429-5380.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

Jan. 31—Deadline for entries in 18th annual Robert F. Kennedy journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Sue Vogel-singer, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

Jan. 31—Deadline for entries in AM Stereo Radio promotion contest, sponsored by *National Association of Broadcasters*. Information: Radio Dept., NAB, 1771 N St., N.W., Washington, 20036; (202) 429-5417.

Jan. 31-Feb. 1—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

February

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, presented for programs and public service announcements that make "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: (617) 527-7870; ACT, 46 Austin Street, Newtonville, Mass., 02160.

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43d annu-

Datebook continues on page 190.



TVRO talk

EDITOR: It seems interesting to me that after a year of negative cable-perpetrated advertising and editorializing aimed at this country's private satellite earth station owners, shoe styles are changing in the largest cable boardrooms. After holding "loaded guns" to the temples of program suppliers, thus insuring service scrambling, cable MSO's are now attempting romantic advances on TVRO owners. Is cable ready to retract the "dinosaur" status it awarded TVRO—or is it just clandestinely discovering the real dino?

Yes, cable operators seem ready for TVRO—but only, it seems, if they can keep the old horse around until the colt starts running. Review what TCI is offering potential TVRO customers. It takes little imagination to figure out their intentions. The TVRO owner is allowed to receive on his dish fewer services than delivered via cable, at a higher monthly cost than is charged to the wired home. So should cable expect a positive TVRO response? Don't bet your MBA's on it, cable CEO's! Most TVRO owners invested dollars because cable couldn't—or wouldn't—serve them in a quality manner. Aggravation has been accelerated by cable's near total success in constricting even basic advertiser-supported services that have little financial or philosophical interest in limiting access to their signals.

The bottom line is: TVRO isn't going to

buy it. Forward-thinking programmers see to be getting the message, and they're gearing up for a gamble on the TVRO market. Despite the inequities of their infancy, the services are attracting interest. Note that thousands have freely elected to support services such as FM America's adult contemporary music, talk, and occasional video format with monthly contributions.

The highest level of Fifth Estate commentators are showing a lack of ability to detect and communicate with a determining grassroots element. In reality, if cable pass the red line on scrambling, and subscribers are forced to pay for it, cable may be scrambling for a future. Deprivation doesn't create a market, it just causes events like the Boston Tea Party.—*Thomas Stine, Target Media, South Bend, Ind.*

EDITOR: I wish to thank you for your editorial, "Historic Moment," in the Dec. 9, 1987 issue. Satellite television, whether it be for commercial purposes, broadcast purposes, home usage, truly is a historic moment.

Today satellite cannot be discussed without the word "scrambling" being mentioned. Let us not overlook that while scrambling will indeed collect from the home TV owner (of which I am one), it is also accounting "clean-up" effort so the pay services can collect the money due them from not only cable systems, but the thousands of motels which are effectively stealing the si-

The One
Place
To Be

MCA TV

INTV

Century Plaza Hotel
Suite 622-628

NATPE

The Westin Canal Place
28th Floor

The One To Be

MCA TV



KNIGHT RIDER David Hasselhoff stars in this high-powered adventure hour with the perfect demographics for syndication.



UNIVERSAL PICTURES DEBUT NETWORK II The only group of theatrical movies, making their broadcast debuts, that could possibly match and, even, surpass the excitement, promotability and ratings power generated by the enormously successful Debut Network I.



SIMON & SIMON The action series with the light touch. A favorite among young adult audiences—especially women 18-49.



THE A TEAM One of television's top-rated series, with all the fast-paced action and rousing humor needed to make it big in syndication.

COMING SOON

Kate
& Allie



Jane Curtin and Susan Saint James star in this fun-loving half-hour sitcom.

The One To Be

MCA TV

FIRST TIME IN SYNDICATION



UNIVERSAL'S MARVELOUS 10 MOVIES The comedy is free-wheeling, the action is non-stop, and the fantasy is out-of-this-world in this superb group of feature films with special appeal to kids, teens and young adults. They're the perfect way to generate giant numbers in the all-important 4-8 p.m. time block.



UNIVERSAL PICTURES EXPLOITABLE 13 & PRESTIGE 13

Top box-office stars and extraordinary production values combine to deliver two highly promotable groups of theatrical motion pictures making their broadcast debuts.

2nd BIG YEAR



FTV This outrageous, first-run, weekly half-hour music-comedy series is soaring into a hilarious second year. Advertiser-Supported.

3rd BIG YEAR

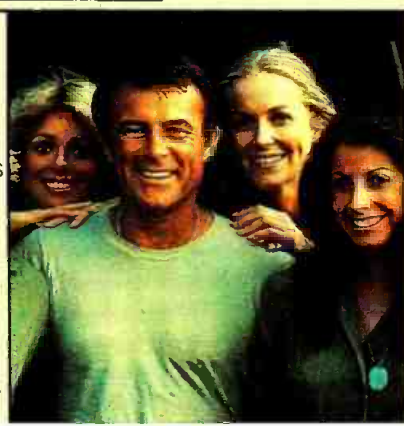


PUTTIN' ON THE HITS This season's top-rated weekly, first-run half-hour is coming back for a third year. Advertiser-Supported.



THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES

Peter Falk, Dennis Weaver, Rock Hudson and Susan Saint James star in this superb series of action-suspense movies.



BLACK SHEEP SQUADRON

Robert Conrad battles, laughs and loves his way through this high-spirited WWII off-network action hour. A giant syndication hit.

The One To Be

MCA TV



FIRST TIME IN SYNDICATION

OPERATION PETTICOAT John Astin and Jamie Lee Curtis star in this zany half-hour, off-network sitcom about a pink submarine in Japanese waters during WWII.

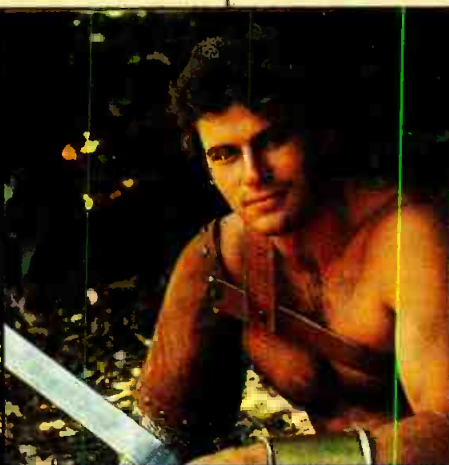


FIRST TIME IN SYNDICATION

HARPER VALLEY Television superstar Barbara Eden is busy turning small town life upside-down in this engaging half-hour, off-network sitcom.



STREET HAWK Rex Smith wages a high-tech battle against crime in this action packed, off-network hour. Advertiser-Supported.



VOYAGERS!/WHIZ KIDS 52 weeks of off-network action targeted to young adults, teens and kids: Voyagers!—exciting sci-fi fantasy. Whiz Kids—follows the adventures of a group of computer-happy teenage detectives. Advertiser-Supported.



PLUS

ENCORE PROGRAMS

A catalog of some of the finest and most successful series from Universal Television, including such favorites as...



A DIVISION OF MCA TV

Wagon Train
Switch
It Takes A Thief
Best Sellers
The Men From Shiloh
Five Star Mystery
The Bold Ones
Ironside
Rod Serling's Night Gallery
Run For Your Life
The Deputy
The Name Of The Game
Mickey Spillane's Mike Hammer
Boris Karloff Presents Thriller
and Dead End Kids Movies

al and using it in a commercial way.

An issue that does not seem very well addressed, particularly by the FCC, which created the rules, is the issue of what is satellite common carrier versus what is direct

broadcast. The American public is not concerned with those two terms, but broadcasters must be. Let us not carelessly allow the public the viewing rights to common carrier services.

Stay Tuned

A professional's guide to the intermedia week (Jan. 6-12)

Network television □ **ABC:** *Shattered Spirits* (drama), Monday 9-11 p.m.; *The Bruce Forsyth Lucky Streak Show** (game show), Monday 11-11:30 a.m.; *He's the Mayor** (comedy series), Friday 9:30-10 p.m.; *ABC's Wide World of Sports: "The Harlem Globetrotters"* (live telecast), Saturday 4:30-6 p.m.; *The Redd Foxx Show** (comedy series), Saturday 8-8:30 p.m. **CBS:** *The New Card Sharks** (game show), Monday 10:30-11 p.m.; *A Time to Triumph* (romantic drama), Tuesday 9-11 p.m.; *Agatha Christie's "Dead Man's Folly"* (mystery), Wednesday 9-11 p.m.; *Rockabye* (drama), Sunday 9-11 p.m. **PBS** (check local times): *Pavarotti Plus!* (concert), Monday 8-11 p.m.; *Rajiv's India* (portrait), Tuesday 9-10 p.m.; *Spiritual India* (documentary), Tuesday 10-11 p.m.; *India Speaks* (vignettes), Wednesday 8-9 p.m.; *India Cabaret* (documentary), Wednesday 9-10 p.m.; *Live from the Met: "L'Italiana"* (opera), Saturday 8-11:30 p.m.

Cable □ **Arts & Entertainment:** *Oliver Twist* (six-part mini-series), Tuesday 8-9 p.m.; *World War II: Air Power** (documentary series), Wednesday 8-8:30 p.m.; *Ben Franklin* (four-part docudrama), Wednesday 8:30-11 p.m.; *Manon Lescaut* (opera), Thursday 8 p.m.-midnight; "Hollow Journey" (suspense thriller), Saturday 8-10 p.m. **The Disney Channel:** *A Young Children's Concert with Raffi* (folk songs), Wednesday 7-8 p.m. **HBO:** *Barbra Streisand in "Putting It Together"—The Making of "The Broadway Album"* (music special), Saturday 10-11 p.m.;



"Pavarotti Plus!" on PBS

"Starman" (science fiction romance), Sunday 8-10 p.m. *Puzzle** (daytime drama series), Monday and Wednesday. *Counting** (economics series), Monday and Wednesday. *Language Series*, Monday and Wednesday 2:30-3 p.m. *Show—25th Anniversary Special* (comedy special), (romantic thriller), Sunday 8-10 p.m. **Satellite Program Network:** *Tonight Special** (talk show), Sunday 2-2:30 a.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Discovery: I Remember Mama*, 18 episodes of popular domestic comedy *Mama*, airing in 90-minute segments three times daily, continuing with "Relatives and Neighbors," Tuesday through Saturday at 12:05, 1:45 and 3:30 p.m., Tuesday at 5:45 p.m. *Jazz on Television*, 50 programs giving historical perspective on relationship between jazz and television and highlighting jazz artists, including local, network and international specials, Tuesday through Saturday at 12:15 and 2:30 p.m. and Tuesday at 5:30 p.m., through Jan. 30. Information: (212) 752-4690, ext. 33.

The National Jewish Archive of Broadcasting (1109 Fifth Avenue, New York) □ *Jewish Artists in Paris*, screenings of two CBS specials, "Chagall—An Artist's Prayer" and "Chagall," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

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



Barbra Streisand on HBO

Perhaps those millions of TVRO systems are really trying to tell broadcasters and networks something. They are disappointed with not only the quantity, but the quality of programming that is available in their home. This is not only the fault of a limited number of television stations in their area offering exceedingly limited programming that plays well only in the Nielsen ratings, but it is also a vote against all cable systems incapable of carrying more than the 12 off-air signals. This is the case in my city where the cable system offers only four channels that cannot be received with a pair of rabbit ears. Well, I apologize to my cable system, but my backyard dish is capable of 97 additional channels, a good share of which have excellent programming.

One additional issue often overlooked by those skeptical of the backyard TVRO viewer is the quality of the signal received. Maybe I am not the typical person. I have to use an outside TV antenna for good off-air pictures. But my antenna picture, particularly low band-VHF, is totally inferior to the very worst of my satellite pictures. When I go out and plunk good money down for a good television set, or a stereo television set, or home hi-fi equipment, I expect it to work well. If I have to connect it to a satellite dish to achieve that goal, I guess I will.

The secret is out. A couple million of us a year are doing it just that way.—Jeff Nordstrom, satellite sales engineer, Richmond, Ind.

CATA comment

EDITOR: Your Dec. 16, 1985, edition contained an article on the Community Antenna Television Association's must-carry contract plan whereby cable operators would voluntarily sign long-term contracts to carry local stations of their choosing. Since all of the story's reactions to the plan came from cable figures, I'd like to have an opportunity to characterize what CATA has put forward.

Labeling this as a must-carry proposal is a misnomer. Must carry by definition means cable systems are required to carry local television stations in the interest of the local public. Allowing the cable system to make the selection as to which local stations are carried is the very antithesis of the must carry concept.

CATA's plan would be a generous offer in a world without must carry, but it has no role in the deliberations currently taking place at the FCC.—John B. Summers, executive vice president, National Association of Broadcasters, Washington.

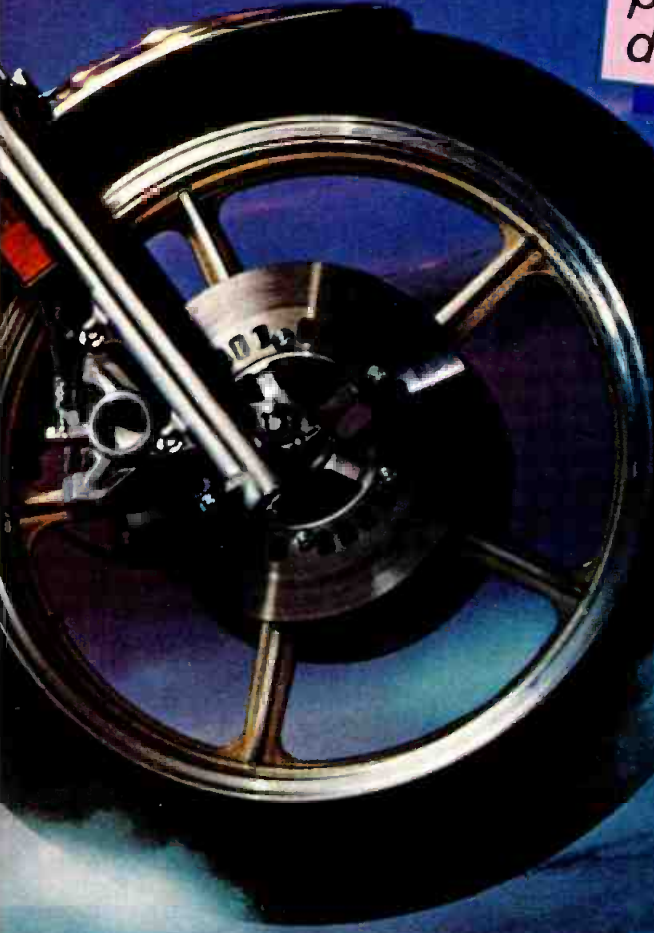
Missing MSO

EDITOR: In your Dec. 2, 1985, issue, you listed the top 50 MSO's, but neglected to include Palmer Communications Inc. As of Sept. 30, 1985, we had a subscriber count of 121,718 which would have ranked 48th on BROADCASTING's list. The company enjoys an over-all basic penetration rate of 81% passing 150,000 homes with 60,735 pay units.—William J. Ryan, president and chief executive officer, Palmer Communications Inc., Des Moines, Iowa.



Young and Reckless

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Young and Reckless.
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pictures that dare to be
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stars for today's young
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Penn. Michael J. Fox.
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It's outrageous.
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Young and Reckless.



Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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Advanced television systems. High-definition television studio production could be reality in near future, particularly if international negotiations in spring 1986 lead to selection of single, worldwide standard system. Meeting in May of International Radio Consultative Committee (CCIR) is expected to decide whether U.S.-backed technology provides basis for future HDTV studio production and international program exchange.

U.S. television industry consensus supports Japanese-developed high resolution, wide-screen HDTV system using 1125 horizontal lines (compared to 525-line NTSC system currently used in U.S.), following decisive meetings last spring of standards groups of Advanced Television Systems Committee and Society of Motion Picture and Television Engineers (BROADCASTING, March 25 and April 1, 1985).

Mixed European reaction to U.S. HDTV proposal became apparent from nations including West Germany, Netherlands, France and United Kingdom, at meetings last September and October (BROADCASTING, Sept. 30 and Oct. 7, 1985). But otherwise widely supported HDTV standards recommendation remained intact for final consideration by full gathering of 155-plus CCIR member nations.

Enhanced definition television systems, which can use wider bandwidths for improved picture and sound, are also subject of protracted debate in U.S., Europe and elsewhere. EDTV technologies are under consideration for satellite broadcasting, such as that used in Ku-band direct broadcast satellite operations, as well as terrestrial broadcasting. Issues are complicated, however, by cable industry requirements for scrambled satellite delivery methods, slow pace of Ku-band DBS market development, and European adoption of two-member "family" of technical standards.

Advanced Television Systems Committee will consider this month whether to recommend multiplexed analog component technology for use in satellite EDTV delivery (BROADCASTING, Nov. 25, 1985). MAC systems, those standardized in Europe and developed in U.S. by Scientific-Atlanta, have been tentatively backed by group in past, and are also under consideration by direct broadcast satellite industry as delivery method (see "Direct Broadcast Satellite" entry below).

Desire to speed development of terrestrial broadcasting methods for EDTV, as well as improved NTSC-compatible systems, has been expressed by ATSC, as well as National Association of Broadcasters and Association of Maximum Service Telecasters.

□

AM-FM allocations. United States and Mexico have reached agreement in principle on new AM broadcasting pact (BROADCASTING, Aug. 26, 1985). Agreement will permit AM daytimers to operate up to two hours past local sunset. It will allow full-time operations on Mexican clears. In

addition, it will permit Mexicans to operate on U.S. clear channels, as long as full protection is provided. FCC had hoped agreement would be signed and put into "provisional" effect by fall 1985. Now FCC doesn't expect that to happen before March 1986.

FCC has announced opening of first processing window for more than 1,000 new commercial FM stations that could result from its Docket 80-90 FM allotments (BROADCASTING, Sept. 30, 1985). Mass Media Bureau is hoping to open two 80-90 windows each month for about three years and is staggering acceptance of 80-90 applications during each window, taking one channel number at time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13, 1985).

FCC will give AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18, 1985). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing windows. First window, for 167 vacant allotments and minor modifications, drew 1,181 applications (BROADCASTING, Aug. 26, 1985). That window closed July 12, 1985. Any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—also will be processed with windows. Commission will use comparative hearings, not lotteries, to award grants.

United States already has signed agreement with Canada enabling countries to establish new AM radio stations and expand service of existing stations (BROADCASTING, Jan. 23, 1984). Agreement with Canada, among other things, permits qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. Agreement also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing. In addition, agreement permits U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels.

FCC already has amended rules to permit full-time operations on 14 Canadian, Mexican and Bahamian AM clear channels (BROADCASTING, April 29, 1985). FCC has authorized AM daytimers on Canadian clears of their nighttime power authorizations.

Another agreement with Mexico permitted U.S. Class IVAM stations to quadruple nighttime power. Yet another permitted expanded use of FM baseband.

FCC has announced tentative agreement with Canadians on new FM broadcasting pact and implemented working arrangement updating

technical standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 2, 1984).

On another front, FCC has adopted post-sunset authorizations based on compromise between Association for Broadcast Engineers Standards and Daytime Broadcasters Association, and Mass Media Bureau mailed out authorizations to all 2,560 Class II and III daytimers. Those specify post-sunset power as permitted operation as of Dec. 10, 1984, last year (BROADCASTING, Dec. 10, 1984).

U.S. and other western hemisphere countries are preparing for Regional Administrative Radio Conference in Geneva in spring of 1986. At top of agenda: carving up new spectrum for AM broadcasting between 1605 and 1705 kHz. James McKinney, FCC Mass Media Bureau chief, has been named head of U.S. delegation.

□

AM stereo. With wide support among receiver manufacturers and broadcasters, Motorola is strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's *de facto* standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on with his system.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers. Consumers will resist buying such radios, however, Kahn says, because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems. It's still too early to judge acceptance of C-Quam-or radios by consumers.

Motorola's position in marketplace was strengthened in December 1984 when Harman announced it was quitting battle and planning to make and market C-Quam broadcast equipment. Systems proposed by Belar Electronics and North American Philips had fallen by wayside long ago.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which system would be *de facto* standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Kahn system, whose equipment was first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and KTSA San Antonio.

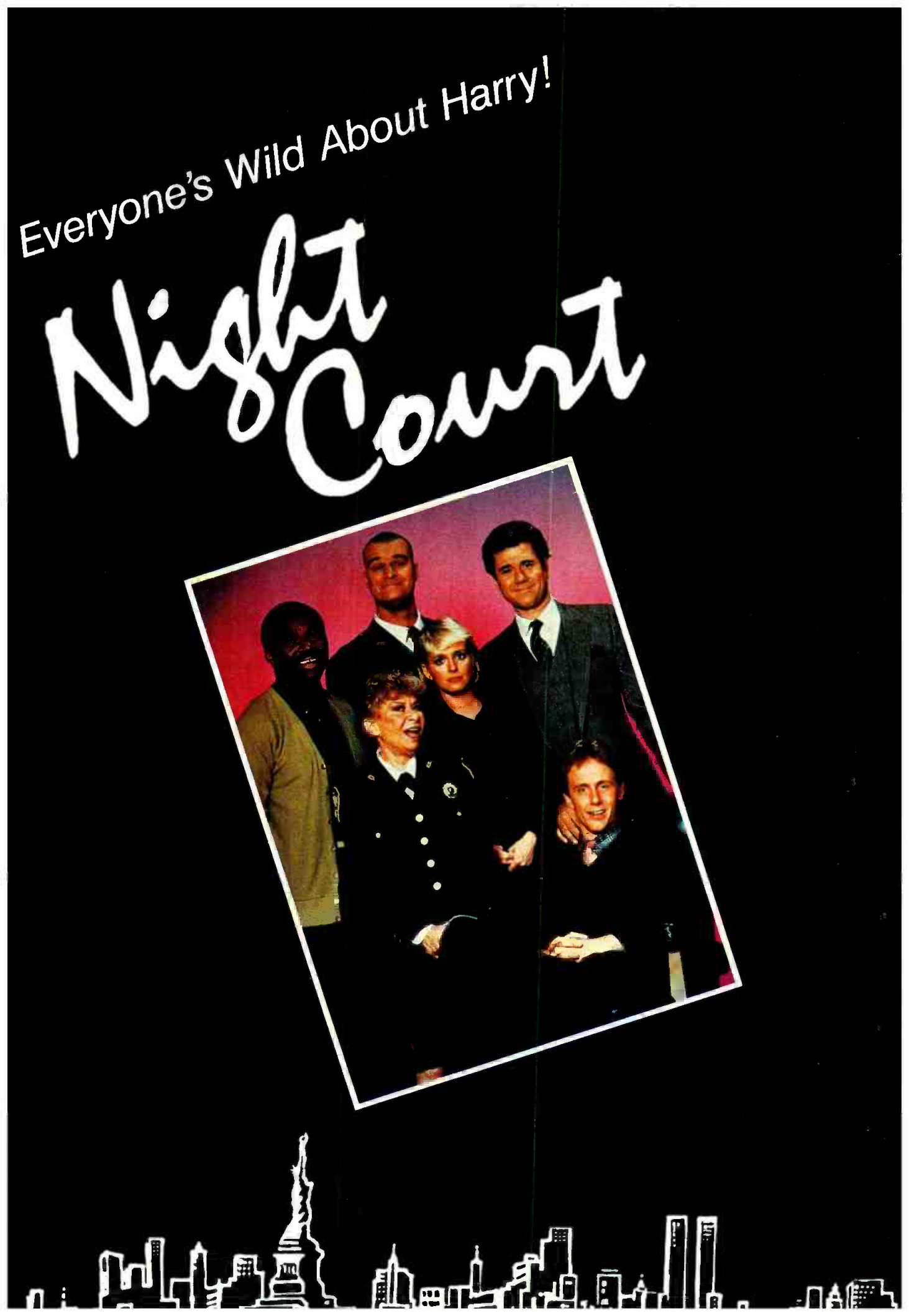
"Where Things Stand" continues on page 1

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Night Court



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 KCOP, Los Angeles
 WGN-TV, Chicago
 WTAF-TV, Philadelphia
 KBHK-TV, San Francisco
 WLVI-TV, Boston
 KTVT, Dallas-Ft. Worth
 WDCA-TV, Washington, D.C.
 KHTV, Houston
 WUAB-TV, Cleveland
 WTAE-TV, Pittsburgh
 KSTW-TV, Seattle-Tacoma
 WCIX-TV, Miami
 WATL-TV, Atlanta
 KMSP-TV, Minneapolis
 WTOG-TV, Tampa-St. Petersburg
 KPLR-TV, St. Louis
 KDVR-TV, Denver
 KRBK-TV, Sacramento
 WJZ-TV, Baltimore
 KUTP-TV, Phoenix
 WXIN, Indianapolis
 WHCT-TV, Hartford
 KPTV, Portland, Or.
 KUSI-TV, San Diego
 WOFL, Orlando
 WITI-TV, Milwaukee
 WXIX-TV, Cincinnati
 KSHB-TV, Kansas City
 WKRN, Nashville
 WBNS-TV, Columbus, Oh.
 WVUE, New Orleans
 WIVB-TV, Buffalo
 KGMC, Oklahoma City
 KTVX, Salt Lake City
 WPRI-TV, Providence
 KMOL-TV, San Antonio
 WYAH-TV, Norfolk-Portsmouth

WTEN, Albany
 KMSS-TV, Shreveport
 WNEM-TV, Flint-Saginaw
 KLRT, Little Rock
 WFLX-TV, West Palm Beach
 WPMI-TV, Mobile
 WAWS-TV, Jacksonville
 KGSW-TV, Albuquerque
 WXEX, Richmond
 KSEE, Fresno
 WHO-TV, Des Moines
 WBAY-TV, Green Bay
 KETV, Omaha
 WUHF-TV, Rochester, N.Y.
 WOC-TV, Davenport
 KBVO-TV, Austin
 KMSB-TV, Tucson
 KDEB, Springfield, Mo.
 WAPT-TV, Jackson, Ms.
 WLTX-TV, Columbia, S.C.
 KTNV-TV, Las Vegas
 KTHI-TV, Fargo
 WJCL, Savannah
 WISC-TV, Madison
 KNTV, Salinas-Monterey
 KEYT, Santa Barbara
 WLTZ, Columbus, Ga.
 WCOV-TV, Montgomery, Al.
 KIII, Corpus Christi
 KBMT-TV, Beaumont
 KOLO-TV, Reno
 KMTR-TV, Eugene
 KTRV, Boise
 KLDH-TV, Topeka
 WECT, Wilmington, N.C.
 KTVL, Medford
 KITV, Honolulu



Monday Memo

A Fifth Estate deregulation commentary from Charles Helein, Dow Lohnes & Albertson, Washington

FCC deregulation: friend or foe?

Government regulation is generally considered the bane of business—interfering with the exercise of management discretion, the ability to react quickly to rapidly changing market forces and developments and the ability to capitalize on market opportunities. Regulation is viewed as adding unnecessary costs to operations and consuming too much executive and employee time that could be spent on more productive projects or tasks. Given these admitted pitfalls and problems with regulation, the telecommunications industry, as the airlines, the banking and transportation industries, has, for the most part, embraced deregulation and lauded its merits.

As with most things, however, there are always some unexpected results when significant changes are introduced to long-established practices. For example, in the FCC's effort to more rapidly introduce the presumed benefits of newer technologies, traditional procedures for selecting qualified licensees were abandoned in favor of lotteries in the case of low-power television (LPTV), multichannel MDS (MMDS) and cellular radio facilities, to name a few. In theory, given the chance that such random selection would save the costs and time of an admittedly slow and expensive comparative evaluation, the challenges to the use of lotteries were quickly and efficiently dispatched. Nevertheless, the use of lotteries has had, at best, mixed results.

The sheer volume of applicants, no longer constrained by the rigors of facing a comparative hearing and evaluation, clogged the processing machinery of the FCC. The consequent delays in granting licenses under the lottery scheme have therefore consumed nearly as much time as the old procedures. In addition, the plans of some applicants were completely undone by the random selection process.

An example of unforeseen consequences not involving lotteries is DBS. Caught in a sort of deregulatory and pro-competition euphoria, it was not only logical, but a near certainty, despite the huge investment and logistical problems involved in establishing a DBS service, that a single authorization would not be awarded to one entity after comparative evaluation. After the first DBS proposal was made, several applicants, taking advantage of the FCC's open entry policy, applied for DBS, some relying on only the most sketchy information about their proposals. Faced with numerous applications and concerned about extending its pro-competitive policies to all new arenas of communications technologies, the commission changed its regulatory focus. Rather than using *a priori* standards to determine which applicants qualified as bona fide DBS



Charles H. Helein has been a partner with Dow, Lohnes & Albertson, Washington, since 1971, and has extensive experience with state and federal regulation of common carriers and local, state and federal regulation of cable television. He serves as general counsel to the Alternative Carrier Telecommunications Association, a newly formed trade organization representing small to medium sized resale carriers.

entrants with reasonable potential to implement the system, the commission's focus shifted to finding the minimum criteria that would permit a grant to everyone that filed.

Here again, as with lotteries, deregulation, in the form of open entry, may have produced the opposite of the result intended. Given the entrenched competition of terrestrial distribution systems, mainly conventional TV and cable, the high costs involved, lack of an adequate receive facility available at attractive consumer prices, similar programming fare and the immense logistical problem of marketing, selling, installing, billing and maintaining the five million homes deemed necessary for break-even operations, any single DBS system faced formidable obstacles to its very initiation, let alone survival. Had the policies of deregulation and the adherence to the principles of competition been less airtight, consideration of the obstacles a DBS system faced might have persuaded the FCC that only a single entity would have a chance, at least initially, to establish any kind of DBS service. The unforeseen result of deregulation in the case of DBS may well have been to actually prevent its earlier development and the introduction of viable competition between DBS and the existing media.

Advocates of unrestrained competition might well argue that such considerations are no more than "protectionist." Such an argument may, however, be too narrowly focused. The validity of avoiding "flashcut" displacement of any existing communications services is a legitimate concern of the

FCC, or at least should be.

The public interest is not well served if the huge existing investments in dollars, jobs and payrolls now involved in convention systems are unduly jeopardized solely permit a new mode of delivery of the same services. The desire not to impede the introduction of a "new technology" should not be made into a standard which overrides all other considerations.

This is not to say that there should be a return to the old costly and time-consuming comparative evaluations. What may be suggested by the disappointing experience (using random selection and open entry) that in certain cases it simply does not work or perhaps greater attention to the proper integration of competitive new technologies into existing market structures is required. This changes the focus of regulatory oversight from attempting to pick the "best" applicant from among several with near identical attributes to an analysis of concrete public benefits to be derived from new technologies in a deregulated environment.

Another phenomenon that has resulted from the last decade's intense efforts to deregulate may be in the mind set of the judiciary. The courts have taken a new course in approaching the constitutional rights of communications industry members. The ruling on "must carry" may be byproduct of the judiciary's own conscious or subconscious recognition of a national disenchantment with regulation. Recent decisions on First Amendment rights of cable systems are a case in point. Mention of such rights during the early years of cable development was rejected by the courts, suggesting that the nation's fervor for deregulation may have had a subtle influence even then.

While advancing constitutional rights—particularly First Amendment freedoms—laudable, there are longer term consequences of these landmark "corrections course" which have yet to be examined. Will the compulsory license for cable systems be compromised by the declaration that "must-carry" rules are unconstitutional? If the franchising process is abrogated based on First Amendment rights of cable system will there be an increase in overbuilding? Will franchising authorities find new ways in the form of taxes, for example, which are not subject to the 5% fee limitation, to obtain revenues from cable operators?

This is not to argue for or against the further development of any industry member's constitutional rights or continued efforts at intelligent and meaningful deregulation. On the contrary, for the most part, deregulation and the recognition of such fundamental rights will produce overall long-term benefits for the telecommunications industry as the public it serves. The point is that other issues are raised which may involve significant problems now unforeseen.

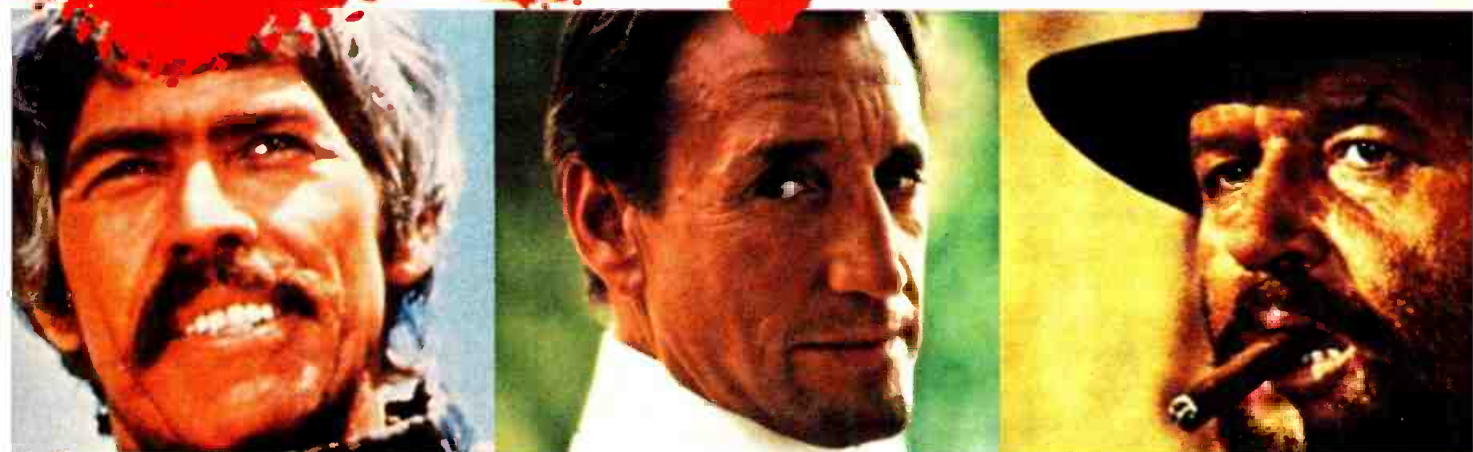
Source: BROADCASTING Magazine, November 4, 1985; Page 44

THE TOUGH



THEY'LL BLOW YOU

GUYS



COMPETITION AWAY!

BEACH RED
BRING ME THE HEAD OF ALFREDO GARCIA
ELECTRA GLIDE IN BLUE
A FISTFUL OF DYNAMITE
THE FIVE MAN ARMY
HANNIBAL BROOKS
HICKEY AND BOGGS
LAST EMBRACE
NED KELLY, OUTLAW
ON THE RUN
THE OUTFIT
ROSEBUD
SHAFT IN AFRICA
SUBMARINE X-1
VON RICHTHOFEN AND BROWN

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NBC RADIO NEWS' AWARD-WINNING STORY

NBC Radio News earned so many honors in 1985 that its record is a story in itself. So far, 23 programs have won 37 awards from 18 important organizations.

We're proud of the recognition both from colleagues in journalism and broadcasting and from experts in the areas reported on. NBC Radio News was, for example, singled out by physicians and religious leaders for stories on AIDS

and the homeless, by engineers for coverage of computers, and by attorneys and conservationists for reports related to their professions. There were awards, too, for programming about national affairs, women's issues and sports.

The size and diversity of the roster below confirm that we're doing our job. Our thanks to all concerned, along with our commitment to serve as well or better in 1986.

American Academy of Family Physicians

"AIDS: The Killer Epidemic Continues"

American Women in Radio & Television Commendations

"The Second Rape"

Freedoms Foundation Awards

"Bunker Hill to Beirut"

Golden Hammer Awards, National Association of Home Builders

"Home Sweet Homeless"

"No Fixed Address"

International Radio Festival of New York

"Message from Moscow"

"The Olympic Scene: Turmoil and Triumph"

"Two Distant Tribes"

Janus Awards

"Change the Phone System"

Robert F. Kennedy Journalism Awards

"Home Sweet Homeless"

"The Invisible People"

Maggie Awards, Planned Parenthood Federation of America

"It Can Happen Anywhere"

Edward R. Murrow Brotherhood Awards, Cinema/Radio/TV Unit of B'nai B'rith

"My Brother's Keeper"

"Prisoners of War"

National Headliner Awards

"Election Coverage"

"Home Sweet Homeless"

"The Invisible People"

"Stories on Rape"

National Society of Professional Engineers

"Computer Shock"

"Made in Space"

New York State Bar Association Media Awards

"The Second Rape"

"My Brother's Keeper"

Ohio State Awards

"D-Day Anniversary"

Overseas Press Club Awards

"Beirut Coverage"

"Message from Moscow"

"Two Distant Tribes"

Religion in Media Angel Awards

"AIDS: The Killer Epidemic Continues"

"And Baby Makes Two"

"Home Sweet Homeless"

"The Invisible People"

"Message from Moscow"

"My Brother's Keeper"

"The Second Rape"

"Two Distant Tribes"

Sigma Delta Chi Society of Professional Journalists

Peter Laufer/Outstanding Young Journalist Award (No. California Chapter)

Soil Conservation Society of America

"The Rain of Death"

Women at Work Awards, National Commission on Working Women

"Workplace"



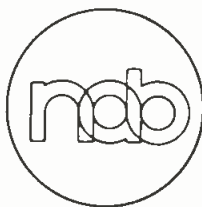
**NBC
Radio
Network**



Broadcasting Jan 6

Vol. 110 No. 1

TOP OF THE WEEK



NRBA
The Radio Association

All together (almost) now

Historic merger may unite two of industry's principal trade associations; draft agreement will be put before NAB board in St. Maarten, will then be subject to ratification by NRBA; effect will be to raise one voice for radio

After years at arm's length, the National Association of Broadcasters and the National Radio Broadcasters Association have reconciled their differences and agreed to unite. They announced a joint proposal last week that, if approved by their respective boards, will result in the radio division of NAB and the NRBA becoming "a single national association serving the radio industry with an altered NAB organizational structure that will place additional emphasis upon independence for radio." (The NAB board meets Jan. 13-17 in St. Maarten, Netherlands Antilles, and NRBA convenes its meeting on Feb. 21 in Fort Lauderdale, Fla.)

NAB and NRBA executive committee members began discussions on a possible unification plan last October and were reported to have reached an agreement two weeks ago (BROADCASTING, Dec. 30, 1985). "Our decision to do this is based on our feeling that this is really best for radio," said NRBA President Bernie Mann, of Mann Media, High Point, N.C. "The strength of the two organizations will be greater than the individual organizations...the industry will benefit from the spirit of NRBA and the strength of NAB," said NRBA board chairman, Bill Clark, Shamrock Radio Division, San Francisco.

Said NAB's radio chairman, John Dille III, Federated Media, Elkhart, Ind.: "The success of our joint sponsorship of the radio convention seems symbolic of an overwhelming industry desire for the NAB and NRBA to get together in a way that will give radio the kind of unity that can take advantage of the strengths of the two associations while preserving radio's autonomy."

Mann and Clark, along with Dille and NAB Joint Board Chairman Ted Snider,

KARN(AM)-KKYK(FM) Little Rock, Ark., spearheaded the negotiations, with Dille and Clark working out much of the agreement's specific language. Other members of the two executive committees also participated in the various discussions, including NAB's president, Eddie Fritts; radio vice chairman Bev Brown, KGAS(AM) Carthage, Tex., and past joint board chairman Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.

Representing NRBA were its vice president-Midwest, Jim Wychor, KWOA-AM-FM Worthington, Minn.; immediate past president Sis Kaplan, WROQ-AM-FM Charlotte, N.C.; assistant treasurer Art Kellar, EZ Communications, Fairfax, Va.; assistant secretary Jeff Smulyan, Emmis Broadcasting, Indianapolis, and secretary Larry Keene, WWOC-FM Avalon, N.J. NAB director Nicholas Verbitsky of the United Stations Radio Networks, New York, who is also NRBA vice president-East, joined in the discussions.

It's hard to pin down the exact genesis of the proposed unification. Both sides agree they started coming together two years ago when they combined NAB's annual radio programming conference with NRBA's annual convention (BROADCASTING, Jan. 9, 1984). The joint convention was a success and although the parties were at odds on occasion (most recently last fall when NRBA called for the creation of a "super" radio association and NAB threatened to pull out of the convention), they continued to "seek areas of common interest." Some observers feel the NRBA proposal for a "super" radio association actually "opened the door" for the merger talks.

NAB says it initiated the merger discussions last fall after a survey of industry reaction to last September's radio convention showed that the mood of the industry was "that we be together." In October, NAB's Snider and his executive committee began talking one-on-one to various NRBA execu-

tive committee members. NAB's Fritts called on NRBA's Mann to discuss a possible union between the two associations and later Snider and Fritts called on NRBA's Clark.

On Nov. 4 in Chicago, the two committees met, primarily to discuss continuation of the joint convention but also to explore the idea of unification. Then, on Dec. 4 in Washington, NAB's Dille offered a specific merger proposal and NRBA responded with a counterproposal. Another meeting occurred Dec. 19 in Washington where the parties worked on specific language for an agreement. NRBA's executive committee approved it on Dec. 23. "This whole effort is to make the association more efficient and more responsive," Snider said.

Among the specifics of the agreement:

- Twelve NRBA members will serve on the NAB board, four for one year, four for two years and four for three years—all seats sunset at the end of the first term. All will be eligible to run for additional terms and the indicated length of initial service will not count against the existing NAB restriction permitting only two successive two-year terms.

- The NAB radio chairman will have elevated responsibilities and will become the principal spokesman for the radio industry.

- NAB's by-laws will be changed to define the "process for independent, autonomous action by the radio board together with financial and logistical support for such action."

- Specification of a member of the NAB legal staff whose responsibility would be to examine all issues with a sole concern for radio's interest, with a similar change in the government affairs staff.

- A separate executive committee for radio will be established comprising one member from NRBA and two from NAB, with a three-year sunset on the NRBA person. The NRBA director will also meet with the current joint-board executive committee.

- NRBA-only members joining NAB will

A National Radio Broadcasters Association chronology

The history of the National Radio Broadcasters Association has come full circle. The all-radio organization grew out of the National Association of FM Broadcasters, an offshoot of the National Association of Broadcasters.

In March 1959 the FM Association of Broadcasters—subsequently renamed the NAFMB—was formed just prior to the start of the NAB convention in Chicago. (The FM Association of Broadcasters had evolved from the FM Development Association, which had been formed several years before to fight an increase in fees demanded by the American Society of Composers, Authors and Publishers.) *BROADCASTING* reported at the time: "Its backers are hot after new business and hope they can get the FM medium off the ground after more than a decade of rough going." By June 1959, the organization's president, Larry Gordon, WBUF(FM) Buffalo, N.Y., was recruiting more members for the fledgling group. "Unless we have organized action, FM can go down the hatch," *BROADCASTING* reported. Gordon said NAFMB should include broadcasters, background music interests, manufacturers, publishers—"Everyone interested in FM."

In September 1975, at its annual convention in Atlanta, the 16-year-old NAFMB announced its intention to open its doors to AM broadcasters, restructure itself and change its name to NRBA—seeking, in part, to separate radio's interests and move out of what some considered TV's shadow at NAB. Then based in New York, the expanded NRBA signaled its intention to introduce a radio-only license renewal revision proposal and "generally to stir up greater awareness of radio's problems in the legislative and regulatory community" (*BROADCASTING*, Oct. 13, 1975).

Said James Gabbert, then NAFMB President (and the first president of NRBA): "Radio is a separate entity, different from TV because it is smaller and more competitive. We're not challenging the NAB... we don't want to be divisive. It's just that there's a lot of things not being done." There was a feeling by some broadcasters that NAB had become "overgrown, cumbersome and out of touch with small radio" (*BROADCASTING*, Sept. 22, 1975).

The move did not go without opposition. One broadcaster summed up the feelings of many when he wrote to *BROADCASTING* that NRBA was "both divisive and harmful to the broadcasting industry... Attempts to form a separate radio organization weaken the efforts of all who are concerned about all-industry problems. I believe the NRBA will be repetitious and it will duplicate many of the efforts of the NAB" (*BROADCASTING*, Nov. 3, 1975).

Although NRBA lost seven CBS stations, six ABC-owned properties and the Metromedia broadcast group just prior to the organization's convention in San Francisco in 1976 (the first under the NRBA title), NRBA's overall membership increased. It added new AM members and there was no mass exodus of FM members as the association's board had feared (*BROADCASTING*, Sept. 20, 1976).

In January 1977 the association moved closer to Congress and the federal regulatory agencies, relocating its headquarters from New York to 1705 DeSales Street in Northwest Washington. In March 1984 NRBA moved again to new headquarters at 2033 M Street, N.W.

By NRBA's second convention under its new name, in New Orleans

in October 1977, it had stopped "exchanging pot shots" with NAB, Gabbert then said, and instead worked with NAB on hearings before a House Small Business subcommittee on AM-FM car radio pricing. Despite some reconciliation, however, a chill still existed between the two organizations on other topics, such as NRBA's disagreement with NAB's proposal to give tax credits as incentives for station owners to sell properties to minorities (*BROADCASTING*, Oct. 10, 1977).

In 1979 Robert Herpe announced his intention to step down as chairman (a post he had held since 1972, when the NRBA was still the NAFMB). However, he remained chairman until September 1981, when he was succeeded by Bill Clark, now president of the radio division and vice president of Shamrock Broadcasting Co.

Also in 1979, Harriett (Sis) Kaplan, then owner of WAYS(AM)-WROO(FM) Charlotte, N.C., took over the seat occupied by Gabbert since NRBA's inception in 1975. Kaplan said at that time that Gabbert had set the tone for the presidency, and for the organization. She added: NRBA "Is successful because we have a voice that is 100% for radio—radio broadcasters ready to participate in whatever is good for the industry. There is a need for NRBA to exist so there will be no divisive actions within our own medium. AM is not dead by any means; we just have to do more collectively."

Kaplan remained at NRBA's helm until Bernie Mann, president of Mann Media, High Point, N.C., took over in October 1983. Although at times controversial in his approach, Mann has been credited with giving the organization a higher profile and increasing cooperation with NAB. Under Mann, NRBA jointly sponsored the Radio Convention and Programming Conference in Los Angeles with the NAB in September 1984, and espoused the idea of a "Super Radio-Only Organization" in August 1985. The latter was seen by Mann as a way to represent "the entire radio industry on Capitol Hill and at the FCC as a single, unified and autonomous voice." The idea died however, when it could not get support from the other trade associations.

At last year's second jointly sponsored conference in Dallas—the Radio '85 Management and Programming Convention—Mann sparked controversy when, in his opening remarks about the need to increase radio's share of the advertising dollar, he characterized advertising agencies as "snake oil salesmen." The comments elicited the wrath of both the Radio Advertising Bureau and the Station Representatives Association. (Mann later issued a statement in which he said he regretted the language he chose "for dramatic effect" [*BROADCASTING*, Sept. 23, 1985].)

From its inception in 1975, NRBA grew from a budget of \$250,000 and 329 members (compared to NAB's total expenditures of \$3.5 million, 4,128 radio members and 85 paid personnel [*BROADCASTING*, Sept. 29, 1975]) to 1,800 members and a budget of \$750,000 in 1985. In 1975 NRBA had three paid staffers: an administrator in New York, an executive director paid on a fee basis and a part-time general counsel in Washington. In 1985, now identifying itself as "NRBA—The Radio Association," it counts six full-time employees, as well as eight industry-related publications to its members. NRBA runs the nationwide Radio Sales Universities and Group Head Fly-Ins, and has plans for a third annual jointly sponsored radio convention with NAB.

have their dues grandfathered for one year at existing levels.

■ All NRBA staff will have an opportunity to join the NAB staff if they choose.

■ Continuation of appropriate NRBA programs, such as the Group Head Fly-in and the Broadcaster-to-Broadcaster Consulting Service.

■ There will be a change in "mode of reference" to the organization in press releases and statements to focus on radio's independence; "NAB Radio, as opposed to simply NAB—or some other mutually acceptable term."

■ "An effort over time to raise the stature and expand the role of the top NAB radio

staff person."

■ "NRBA financial obligations to be satisfied from existing NRBA funds."

The whole concept, said NRBA's Mann, sprang from the feeling that "somehow we can take the best of NRBA and unite that with the best of NAB." For radio, explained Mann, the NAB-NRBA union means "a stronger organization with the strength and clout NAB has and some of the spriteliness, vitality and independence of the NRBA."

As for NRBA's decision to accept NAB's offer, Mann noted that his board issued a mandate in September that suggested NRBA explore ways to "do those things that look right for radio" (*BROADCASTING*, Sept. 16,

1985). Also, he feels there has been a change in NAB's attitude. "NAB has a different board than it did 10 years ago. More people want to see radio be more independent."

Mann expects his directors to adopt the proposal. If they do, the next step is determining which of its 12 directors will serve on the NAB board. He noted that every NRBA director will have some responsibility in the new structure either by serving on the NAB board or on one of NAB's radio committees.

"It's worth the chance," Mann said. "If it does work, it gives radio the strength and clout it needs...and if radio is not being



Merger architects (l-r): Mann, Clark, Dille and Snider

served properly then a new organization will pop up," he added.

NRBA's Clark was equally enthusiastic about the proposed union. "I feel the industry's needs can be met best this way." Clark pointed out the joint sponsorship of the radio convention had been received well by the industry and that the industry was ready for a "much greater step." He thinks the key to the union's success depends on the "attitude of the people who make it work." He said the negotiating sessions were all very positive and he hopes that attitude will prevail.

NAB's Dille, who was reluctant to discuss the details of the agreement until he met with his board next week, also emphasized that the discussions were positive. "These negotiations were really not in a manner of hard-nosed bargaining. We're not in the business of creating winners and losers," Dille said. "We're two groups of broadcasters trying to find a way to unify the industry."

(Under the proposal, Dille, as radio chairman, would become the chief spokesman for the industry. However, he goes off the board in June and is ineligible for re-election, leaving Bev Brown as the most likely NAB candidate for the chairmanship.)

"It's important that everybody recognize

that NRBA is interested in what's important to radio and not the association business," said NRBA's Wychor. He believes the agreement is the "second step along the way to getting an autonomous radio organization." And he hopes it will attract the "3,000 radio stations that don't belong to any national organization."

A key element of the agreement appears to be the proposed by-laws change guaranteeing radio's autonomy. "It gives us a separate voice from television, if and when there are separate interests," said NRBA's Keene, who also said he has been polling his constituency and found mixed reactions. "If the proposal is to combine the strengths of the two, then they're in favor of it. But if NRBA is going out of business in deference to NAB, then they oppose it."

NRBA director Bob Herpe, Transcom Communications, Altamonte Springs, Fla., is reserving his judgment until he sees the by-laws changes. "If radio can retain its independent voice, then I am very much for it." Norman Wain, NRBA treasurer and president of Metroplex Communications, Cleveland, endorsed the agreement. "I always felt it was better to speak with one voice," he said.

At NAB, news of the agreement was well received. "I consider this an historic announcement. It's a bold and gutsy move," said radio board member William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. "The principal negotiators for this, Ted Snider, John Dille, Bill Clark and Bernie Mann, should go down in history as among the great statesmen of the industry," he said, adding that the most obvious benefit is that "we can now speak with one clear, steady and respected voice both in Washington and abroad in the land."

"I think it's a grand idea," said radio director David W. Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio. "There is a perception that NAB is controlled by the networks and TV, but when I got on the board I realized how wrong that was." And radio director Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La., said he's waiting to see how the mechanics work out. While Saadi feels the merger is a "step in the right direction," at the same time he thinks radio might be better off as a totally separate division under the umbrella of the NAB. "I agree with BROADCASTING's editorial [in the Dec. 30 issue]," he said. □

Independent television: The good gets better

On the eve of annual INTV convention, indies appear economically harder than ever before as they explore new programming production arrangements to ease burden of spiraling costs

The theme of the 13th annual Association of Independent Television Stations convention, "Independents—Coming of Age," is right on the mark. The independent television business is no longer in its infancy, but verging on maturity. And as is often the case at that age, it is approaching the future with an "anything seems possible" attitude.

Independent television is healthier than at any time in its history, according to official studies and reports. Last year, 1985, was the year the industry hit the big time in the station trading world with record-setting prices including: \$510 million for KTLA(TV) Los Angeles; \$1.5 billion—that's right, *billion*—for Metromedia's six independent stations, and \$313 million for KHJ-TV Los Angeles.

And the boom times may be just begin-

ning, according to some observers. Ad-hoc networks are proliferating; first-run programming is increasing by leaps and bounds each year; networks openly admit that independents pose a greater threat to network audience erosion than pay cable; a "bias" against independents by ad agencies has mostly disappeared, and a majority of independent operators predict their growth will outpace the overall television industry average.

There is even talk again about the launch of a fourth network by Rupert Murdoch, who is making his first public appearance as a U.S. broadcaster this week at INTV. Although fourth networks have been attempted before, observers also note that Murdoch has the advantage of vertical integration—he owns a production entity (20th Century Fox) and a core distribution arm (six major-market independent stations).

But at the same time, some warning signs are visible. There are independent operators who worry that their business may be in for a

bumpy ride in 1986, and some are openly predicting a "shakeout" in independent stations beginning this year. Most of the apprehension is centered on new independents—some starting in markets thought to be unable to support another broadcast outlet—which have aggressively purchased expensive product and now, faced with a soft advertising economy and backers who have run out of money, are threatened with going dark (at worst) or radically reorganizing (at best).

According to INTV, the good news far outweighs the bad, however. A study prepared by the Washington consulting firm of Frazier, Gross & Kadlec for presentation at the convention pronounces independents to be in "excellent" health and paints a rosy picture of the future (also see page 174). And the study marshaled an army of facts to back up that assessment. Among them:

- Since 1980 the number of new independent stations has grown from 120 to 283 last year.

- In 1975 independents as a group cap-

tured just over 10% of total television viewing. Today that figure is 21%. In the top 10 markets, independents capture an average of 35% of the audience.

■ Independent television accounts for \$2.5 billion in advertising sales, up 13% from 1984—one quarter of the total national spot and local sales. The study projects that in four years that will double to more than \$5 billion and 30% of the television market.

■ Advertising on independent stations will outpace the industry average. The study predicts that advertising on independent stations through 1990 will increase 16% annually compared to about 12%-13% for television overall.

■ In 1984 VHF independents had average revenue of \$35 million and a 35% operating profit margin. UHF independents averaged revenue of \$7 million with a 25% margin.

■ New stations can expect to break even, on average, in their second year of operation and reach operating maturity by the fourth year.

■ The average annual appreciation of independents (sold more than once) exceeds 30%.

By their numbers alone independents have made great strides—they have more than doubled since 1980. Now each of the top 50 markets has at least one independent station and there are almost 60 markets with two or more commercial independents.

According to the INTV study, it is the expansion of the television advertising base that has made all this possible. "In 1970

there were few markets outside the top 10 with sufficient revenues to support a fourth station," the study said. "In 1985 there were 59 markets with television revenues of \$30 million or better—a market revenue level considered to be the threshold for the first commercial independent start-up."

Numbers alone, however, don't always tell the whole story. Some independents are facing a tough time, with continually escalating programing costs the most often cited reason. Last year, independent KNAT-TV Albuquerque, N.M., which was owned by a group of celebrity investors headed by Johnny Carson, went dark after what was reported to be an inability to pay program suppliers. WQTV(TV) Boston is facing similar problems. After a previous management's aggressive program acquisition policy, it is now renegotiating its contracts with suppliers. In order to cut costs, a few weeks ago the station laid off 20 employees and is now said to be operating with a skeleton staff.

CBN Continental Broadcasting, the Portsmouth, Va.-based owner of independents in Boston, Dallas and Norfolk, Va., has also sent letters to program suppliers requesting that payments be adjusted.

While isolated examples do not spell disaster, some think the coming year could be the beginning of a shakeout among many of the stations that signed on in the past couple of years. In other cases, reliable sources say that the program inventory at some independents, including those in healthy markets owned by established operators, is begin-

ning to have negative effects on cash flow (net income after expenses but before interest payments, depreciation and tax) and that more stations will be renegotiating their program contracts this year. As new independents sign on in markets with one, two or three existing indies, the competition for programing becomes more intense.



This year is still without any major announcements about first-run strip programing for the coming season on the scale of an *America* or an *Inday*—*America* met an early cancellation this season, and many feel *Inday* will not be around for another. John von Soosten, vice president of programing at Katz Television, describes the current syndicated programing marketplace as "more evolutionary than revolutionary."

Part of that is attributable to confluent factors, according to Robert Jacquemin, senior vice president, Disney Domestic Television. Given the financial losses associated with this season's first-run flops—*America*'s annual budget was in excess of \$22 million, *Inday*'s is \$25 million—both program sellers and buyers are acting more conservative. "It's the high risk and soft economy, and the two don't work well when they're timed together," he said, "That's why it's easiest to come out with game shows."

The long-term repercussions of program cost inflation are still unknown. But in the short term it is at least known that syndicators are taking extra precautions when selling to stations—at least two suppliers admit to growing concern over whether their clients will be able to meet their license payments: "It keeps me up at night," said one.

One member of the station rep community speculated that the current financial climate may force syndicators to take a lower offer that appears more secure rather than risking a higher-priced bid from an unestablished station. "It's a whole new ball game," said Matt Shapiro, director of program operations at MMT Sales, who said the days are gone when "you could get a minimum 40% return" at a television station.

The pressure on programing costs has motivated some distributors to add interest payments when stations ask to reschedule payment terms. Telepictures has proposed to take an equity position in a troubled station in lieu of program payments if the licensee is having a rough time—a proposal, Telepictures executives say, that has yet to be accepted.

In order to control costs, some operators are making program purchasing decisions as a group. Morton Kent, chairman of Chattanooga-based Media Central, which operates five independent stations, makes all program acquisition decisions at his 20-employee headquarters. "An individual station will have a tougher time making it than a group operation," he said. It "will pay more for everything, even computer paper and health insurance."

But is it the station's fault for recklessly buying more programing than it could afford? Or is it the supplier's fault for pushing

Commenters favor dropping of duplication rule

The FCC's proposal to eliminate all restrictions on duplication of programing by AM-FM combinations (BROADCASTING, Nov. 25, 1985) has drawn a mixed response.

In comments at the FCC, the National Association of Broadcasters said the commission's proposal was all for the good; owners of AM-FM combinations generally said the same thing, but some broadcasters opposed the proposal.

Under the current rule, AM-FM combinations—in which either station is located in a community with fewer than 25,000 persons—may duplicate as much programing as they like; in larger communities, the FM may not devote more than 25% of the average program week to duplicated programing.

In its comments, the NAB said the duplication question should be left to broadcasters, not the government. "It is our view that these rules impermissibly restrict station discretion and that, in their absence, stations will be able to adopt operational and programing techniques that will insure the public continued service and, in both the near term and the long term, program diversity," NAB said.

In a joint filing, Cox Communications, Manning Broadcasting, Multimedia and Tetco Inc.—all licensees of AM-FM combinations—also supported the FCC's proposal. "The restrictions are no longer necessary to promote diversity in light of the proliferation of radio broadcast stations and other sources of programing," they said.

Press Broadcasting, licensee of WJLK-AM-FM Asbury Park, N.J., however, was opposed, contending that the FCC's proposal would not have the effect the commission believed. "This proposal has only a superficial appearance of a marketplace solution; in the long term it provides protection against market forces," Press Broadcasting said. "It allows broadcasters with more than one signal in the marketplace to effectively reduce competition and service to the market."

Osborn Communications Corp., licensee of KJLA(AM) Kansas City, Mo., urged the FCC to retain its current rule. "The only ones who would benefit from this rule change are large broadcasters with AM-FM combinations," Osborn said.

Also commenting in support of the FCC's proposal were Summit Communications, licensee of five AM-FM combinations; Great Trails Broadcasting; KLOK Radio Ltd. and Voice of the Orange Empire; M-3-X Inc., which has AM-FM combinations in Albany and Medford, both Oregon, and the American Legal Foundation.

for sky-high prices? Both sides point a finger at the other. "Some of these guys seem like kids in a candy store, and pretty soon they'll have more than they can digest," said John C. Ranck, executive vice president, station sales, Orbis Communications.

An illustration of what impact a new independent has on program prices in a market is provided by Chuck Alvey, program director at KPHO-TV Phoenix. Chris-Craft/United put KUTP-TV (ch. 45) on the air two weeks ago, the fourth independent in the 23d ADI. "Because of these new people in town, the pressure for program prices has gone up," said Alvey. And that, he added, has "definitely had an impact on the bottom line. In some cases we have to swallow—if we need the product badly enough. In other cases we are passing on product we would have tried."

Alvey cited the price of feature packages—rising at a rate equal to off-network sitcoms, according to many station programmers. A title in a package is "going crazy from the mid-teens to \$20,000 and up into the \$30,000-range," he said. "Prices have just about doubled."

Most independent operators report that programing costs are going up with double-digit increases while revenue is only increasing by single digits. It leaves no choice but to rethink programing decisions, said Gregg Miller, vice president of programing at Taft Broadcasting. "Stations are going to have to take a close look as to what a responsible decision is," Miller said. "It may be the best decision not to pay the freight for the most popular program in the market but to back away from it if the price is beyond reason."

The most critical area in short supply is sitcoms. Only one off-network sitcom was made available last fall—MCA-TV's *Gimme A Break*—and only one is set to premier this fall—Embassy's *Facts of Life*. In 1987, four sitcoms are scheduled to be released into syndication: *Cheers* (Paramount), *Family Ties* (Paramount), *Newhart* (Victory) and *Silver Spoons* (Embassy).

In comparison, four one-hour dramas are set for release in syndication in 1986 and five in 1987 on top of six one-hour shows that were made available last fall. Some major one-hour series are still unsold in major markets. In Los Angeles, for example, *Simon & Simon*, *Hill Street Blues*, *Knight Rider*, *Cagney & Lacey* and *Trapper John, M.D.*—some of which have been on the market for more than a year—remain uncleared. "I don't know who the hell is going to buy these things," said David Simon, program director at KTLA-TV, the station that paid the highest price for a one-hour series (\$120,000 per episode for *Magnum, P.I.*)

According to Dick Robertson, executive vice president at Lorimar-Telepictures, the shortage of sitcoms coming off the networks is "the only thing independents care about. It's that simple. These guys live and die on sitcoms."

The sitcom shortage is motivating producers and distributors to fill the void with first-run half-hours that, if successful, will hold out the potential for syndication in three to

four years. These projects, in fact, are commanding center stage at this season's programing marketplaces in the absence of any major first-run strip efforts on the scale of *Inday* or *America*. There will be 11 first-run sitcoms available for fall 1986—which, in some cases, affiliates will also be competing for. "The major development we've seen from the programing side are the successful once-a-week sitcoms," MMT's Shapiro observed. "I think this bodes well for the future."

Inspired by the successes of first-run sitcoms such as *Small Wonder*, *It's a Living*, *What's Happening Now* and *Too Close for Comfort* last season, an equal number of new first-run sitcoms will be joining those series this season. Among the contenders—most without major station clearances yet—are *Throb* (Worldvision), *9 to 5* (20th Century Fox Telecommunications), *Check It Out* (D. L. Taffner), *Gidget* (LBS Communications) and two unannounced projects from Lorimar-Telepictures: *Mama's Family* and *One Big Family*. Viacom also is expected to unveil a first-run sitcom at INTV.

(None of these first-run projects are yet firm. The resurrection of *Mama's Family* (NBC, 1983-84), for example, is reportedly contingent on being able to re-sign actress Vicki Lawrence for the lead role.)

The supply of off-net sitcoms will also get a boost in the near future when certain half-hours produced for cable networks such as superstation WTBS(TV) Atlanta and Showtime become available, some this year. These sitcoms include Paramount's *Brothers* and Selcom's *Washington* from Showtime, and Procter & Gamble's *Down to Earth* and *Safe at Home*, both from WTBS.

The shortage in sitcoms has resulted in a natural bidding-up of their prices. Serge Valle, vice president of Katz Communications' independent division, forecasts a "continued escalation" in the prices of half-hours in the coming years, especially with the syndication launch of *The Cosby Show* in 1987 by Viacom Enterprises for 1988 availability. Valle believes the escalation of prices will not level off until after *Cosby* is cleared.

Joseph D. Zaleski, Viacom domestic syndication president, agreed that *Cosby* will be the next record setter in off-network sitcoms, but he isn't bothered by questions of whether stations will be able to afford it. "By the time *Cosby* is offered," he said, "all the stations that are not going to make it will be filtered out." Zaleski said he has already been approached by major station groups with proposals that he described as record-breakers. He said that Viacom has not formalized marketing plans yet.

Another way independents are tackling first-run production is to take increasing advantage of vertical integration between program producers and stations. At every turn, station groups—and not just independent ones—are joining with suppliers to produce programing they can air on their stations as well as use for a revenue source by participating in the back-end profits from their syndication. This trend is continuing with ex-

panded participation this year.

The New Program Group, a consortium comprising Metromedia, Taft, Gannett, Hearst and Storer, was created to produce *Small Wonder*. And Tribune Broadcasting has banded with several suppliers: Viacom (for a first-run ad hoc movie network called *TV NET* and a late-night comedy strip called *Comedy Break*); Group W Productions (for a first-run children's animated strip called *Ghostbusters*), and Claster Television (for *G.I. Joe*, another children's show).

This year has Taft Broadcasting becoming partners with 20th Century Fox in *Dream Girl U.S.A.*, and Taft, with its subsidiary Worldvision and major advertiser Procter & Gamble producing *Throb*. Outlet Communications, which owns five affiliates and two independents, has gotten together with ABR Entertainment to produce a first-run game show called *Crosswits*.

And independents have helped shift animated children's shows from a network-only business to one largely controlled by independents—it has even reached the point where many are openly predicting that at least one of the networks will produce no animated children's programing for Saturday morning within the next few years.

According to the New York-based station rep firm Seltel, 20 new advertiser-supported first-run animated strips are being introduced at INTV and the upcoming NATPE International convention in New Orleans. That is in addition to some 101 children's shows already in the marketplace, including 31 which are advertiser supported in some form.

Independents have learned this bonanza is not without its price. Before they got into first-run animation, most of the regular animated series—*Road Runner*, *Tom & Jerry*, *Bugs Bunny*, etc.—were sold for cash. Now nearly all the first-run animated strips being purchased by independents are offered on a barter or barter-plus-cash basis, and that is not without its problems. And in some cases, supply seems to exceed demand. "The need definitely has been filled and now there is an overabundance," said Henry Siegel, chairman of LBS Communications, a major supplier of first-run animated children's programing and one of the pioneers in that market.

Because of this abundance, independents have created new dayparts for first-run animation by scheduling children's shows on weekend mornings opposite the networks' children's schedules. "No longer do the three networks have Saturday morning tied up for kids," said Farrell Meisel, vice president and director of programing at Seltel. "Independents are finding it's good for advertising to have a kid's base six days a week to negotiate better."

But if a station drops a show it is still obligated to carry the barter spots. Further, said Zvi Shoubin, program director at WPHL-TV Philadelphia, the "problem that stations in main are facing is that the contracts are for two-to-three years so that once a station

picks it up it is blocked out of future commitments. No matter how much you may want to try a new format in a children's area you may not be able to clear the time because of the commitment you made in the previous two or three years."

There are also program directors fretting about which direction the trends in children's animation are headed, saying that schedul-

ing children's shows that won't be available for three years is a little bit like playing the commodities futures market.

Some program directors feel that the high-tech, animated super hero pioneered by such first-run shows as *He-Man and Masters of the Universe* (Group W) and *Gobots* (LBS Communications) is now giving way to a more earth-bound type of hero, such as

Chuck Norris and *Rambo* from Worldvision and *JEM*—about a female recording industry executive by day and a super rock star by night—from Claster. "We're witnessing most of the fallout with high-tech programming that most of us had expected," said Seltel's Meisel. "We're seeing a cyclical move back to traditional human qualities as opposed to robots." □

Independents—Coming of age, going to Los Angeles

Annual INTV convention will feature Frazier, Gross & Kadlec report on industry's current status and prospects

Most of the independent television community will be in Los Angeles this week attending the Association of Independent Television Stations 13th annual convention. With registration at an all time high, more than 1,100 are expected to gather Jan. 4-8 at the Century Plaza hotel to participate in an array of seminars and workshops concerned with such matters as barter syndication, cable copyright and must carry. (To accommodate this year's growth, INTV is housing some registrants at the Beverly Hilton.)

The centerpiece of this year's convention is a report on the state of independent television compiled by the Washington consulting firm of Frazier, Gross & Kadlec (BROADCASTING, Dec. 23, 1985, and see story, page 174), which will be unveiled on Sunday, Jan. 5 at 9:15 a.m. INTV President Preston Padden described the study as "optimistic," but at the same time said it "very candidly deals with the bumps in the road ahead—the price of program product and the reduction in the rate of the growth of advertising revenues and must carry."

INTV, he explained, "wanted the report to be accurate above all and our consultants came back to us and said yes, the outlook is generally bullish, but there are these problems. You've got so many new stations starting up, there are going to be some that aren't going to make it. We didn't want to put out something that's just a promotion piece. We wanted it to be accurate, meaningful and credible," he said.

It's the first time, Padden thinks, that a study like this has been done. The idea, he continued, arose out of an INTV board of directors meeting. "Several directors indicated that some of their financial advisors had suggested to them that the financial community as a whole didn't fully understand the growth that has taken place in independent television. We began thinking about what we could do to put something together that would document the growth in a way that would be credible to the financial community as well as the public at large," Padden said. "Right after that, we got a letter from Frazier, Gross & Kadlec proposing to do exactly that kind of study. It was just one of those coincidences in life that's unbelievable."

The presentation of the study will be followed by a reaction panel featuring John Abel, executive vice president for oper-



Padden

ations (formerly senior vice president for research and planning), National Association of Broadcasters; James Dowdle, president and chief executive officer, Tribune Broadcasting Co.; Milton Maltz, chairman and chief executive officer, Malrite Communications Group, and Brad Moran, vice president and general sales manager, KJTV(TV) Lubbock, Tex.

For Padden, the convention will be his first as an INTV president, and he has worked to put his mark on the agenda. For starters, he hopes this year's meeting will be "prettier." In the past, he said, "INTV conventions have always been substantive working conventions rather than just a good time. I've had a lot of people tell me they like the INTV convention as opposed to all the other conventions because it's the place where they get the most work done." The only criticism Padden heard was directed at the production of sessions.

"They still won't be produced lavishly, but we are going to try to put more of a visual element into as many of the sessions as we can. We're going to have three large 9-foot-by-12-foot screens butted up against each other on the stage, and the Frazier, Gross presentation will be preceded by a special videotaped, three-screen multimedia presentation that will include the on-air logos of every member station of the association on these huge screens at the front of the convention hall. We're in the television business; we thought it would be nice to look like it," he said.

The meeting kicks off Saturday, Jan. 4, at 1 p.m., with a "New Independent Station Workshop" focusing first on cable copyright

and must carry and later on a "nuts and bolts" field guide to independent broadcasting for new operators. That afternoon, a closed-door session for general managers and sales managers will be held.

On Sunday, Jan. 5, Padden addresses the INTV membership. His remarks will focus on the "unique public interest values that have been the key to our [independents] growth and the same values will be the key to our future." Moreover, he will stress that independents are "the only component of the commercial television industry that provides a public, nonnetwork, viewing alternative free of charge on a nondiscriminatory basis."

Among other highlights of Sunday's schedule is a panel called "Congress Looks at Independent Television," featuring Representatives John Bryant (D-Tex.), Barney Frank (D-Mass.), Don Ritter (R-Pa.), Pat Swindall (R-Ga.), Billy Tauzin (D-La.) and Senator Slade Gorton (R-Wash.). Sunday's luncheon speaker is Rupert Murdoch, who was recently granted FCC approval to buy the six independent Metromedia Television stations and has announced plans to launch the Fox Television Network as an independent supplier of television programming.

A series of workshops on selling advertising and media planning and buying will follow the Murdoch speech. Padden expects "Station Positioning and Selling in a Highly Competitive Market Situation" to draw a crowd.

Something new on the agenda this year, Padden noted, is the owners meeting scheduled Sunday afternoon.

"Independent Television in the Changing World of Media Planning and Buying," is another Sunday workshop. Padden said. Sunday night entertainment includes Roy Clark, George Lindsey and the *Hee Haw* girls.

The agenda for Monday, Jan. 6, opens up with a "Public Policy Power Breakfast" where broadcasters can meet FCC and congressional staff members involved in the development of communications regulations and policies. Later that morning, a "Washington Round-Table" is planned, featuring FCC Commissioners Mimi Dawson and Dennis Patrick, as well as Rodney Joyce, acting assistant secretary, National Telecommunications and Information Administration, and FCC Mass Media Bureau Chief James McKinney.

Monday and Tuesday afternoons will be free of sessions while distributor suites are open for previews and program selling.

The complete agenda appears on page 90. An exhibitor listing begins on page 96. □

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 13 ▣ **Pre-NATPE.** Complete coverage of the INTV convention and a first look at NATPE. To include a complete listing of exhibitors plus a run-down of the events highlighting NATPE's 23d convention, in New Orleans.

Jan 20 ▣ **NATPE.** The Fifth Estate's largest programing marketplace in New Orleans with an early report on the convention's opening activities. A complete review of the issues on tap and the programing on display.

Jan 27 ▣ **Station trading/NATPE wrapup.** BROADCASTING's annual compilation of broadcast station and cable system trading in 1985, an unprecedented year in communications history. Plus a complete recap of the news at NATPE.

Feb 3 ▣ **RAB/NRB/SMPTE.** A busy week for the Fifth Estate with previews of the Radio Advertising Bureau's Managing Sales Conference in Dallas, the National Religious Broadcasters convention in Washington and the Society of Motion Picture and Television Engineers television conference in Chicago.

Feb 10 ▣ **Top 50 Advertising Agencies.** BROADCASTING's annual review of the chart toppers from Madison Avenue—the top 50 advertising agencies in broadcast and cable billings.

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.*

Television breaches the iron curtain

Satellite-delivered television signals are breaching the wall separating the U.S. and Soviet peoples. On Wednesday, New Year's Day, in a virtually unprecedented exchange, President Reagan and Soviet leader Mikhail Gorbachev spoke to the other's countrymen in videotaped messages of about five minutes each. For Reagan, the agreement afforded the opportunity he has long sought to speak directly to the Soviet people. And in Gorbachev, the Soviets had a vigorous leader to represent them to the American public. ABC, CBS, NBC and CNN carried both messages in special programming beginning at 1 p.m. But that exchange was not the first of its kind during the holiday season.

On the preceding Sunday night, three King television stations—KING-TV Seattle, KTVB(TV) Boise, Idaho, and KGW-TV Portland, Ore., broadcast a two-hour, edited version of *A Citizens Summit* in which some 150 Americans in a KING-TV studio exchanged views with a similar number of Soviet citizens in a television studio in Leningrad. And those stations were only the first of several score expected to purchase the program in either a one-hour or the two-hour version. As of Tuesday, 80 stations had signed up for the program, which was a joint production of KING-TV, The Massachusetts-based Documentary Guild and Gosteleradio, the Soviet Union's state-owned television service, in cooperation with Multimedia.

Reagan and Gorbachev, whose exchange of New Year's messages was one of the products of an agreement reached at the Geneva



USIA photo

summit, expressed hope their countries could improve relations in 1986. But the real significance seemed to be the fact of those leaders speaking directly to the others' countrymen. Because of the eight-hour time difference, Reagan's remarks, followed by Gorbachev's, led the news program on Soviet television. Estimates put Soviet viewership at 150 million; U.S. audiences at 40 million.

The *Citizens Summit*, with talk-show host Phil Donahue moderating the American side and Vladimir Posner, the Soviet commentator who is known to American audiences through appearances on American television, performing the role in Leningrad, demonstrated the concerns that citizens of the two countries have about such matters as peace and disarmament. But it also showed that the citizens of the two countries do not think the other side enjoys true freedom. At one point, Donahue asked the Soviet audi-



ence, "Can you speak without fear of reprisal?" A Soviet man answered, "We support our government because it is right. We are not afraid to speak out," a response that brought a groan of disbelief from the American side. And when an American participant said Americans do not believe Soviet citizens can protest without fear of reprisal, a Soviet citizen said, "I'm a teacher and a number of my students think it is you who cannot speak out." □

Congressional New Year in preview

Cable copyright, scrambling and political advertising issues among communications matters that will occupy Hill in 1986

On Capitol Hill, 1986 promises to be an active year for the Fifth Estate. Congress reconvenes Jan. 21 for the second session of the 99th Congress, picking up where it left off. Although no major communications policy is pending, the lawmakers are expected to be occupied with cable copyright, scrambling and political advertising issues, to name a few. Congressional oversight of the FCC is also expected to continue, with particular interest directed toward the outcome of the commission's must-carry rule-making and the conclusion of its proceeding on what its policy should be on hostile takeovers and proxy contests for broadcast licensees.

Additionally, Congress will be watching closely any merger and acquisitions activity that occurs within the communications industry. And if last year is any indication of what's to come, it could prove to be a busy year (BROADCASTING, Dec. 30, 1985). One member who will be keeping an eye on the RCA and General Electric merger is House Energy and Commerce Committee Chairman John Dingell (D-Mich.). In a statement issued following the announced merger,

Dingell said he is concerned that the "law is followed to the letter" by the FCC, the Federal Trade Commission and the Justice Department. Specifically, Dingell said: "To have one of the nation's largest purchasers of television advertising acquire a real ownership link with one of the three major television networks raises interesting questions. Then, too, there might be concern about news coverage on a network owned by a major American corporation, one which does considerable business with the federal government and, of course, the Defense Department."

The first order of business, however, will be passage of the budget reconciliation bill. Congress adjourned without approving the measure, which contains authorizing legislation for the FCC and the Corporation for Public Broadcasting. The House and Senate conferees were unable to agree on unrelated provisions in the bill and left hoping to resolve their differences later. The President also is threatening to veto the measure if the House version of the bill is adopted.

The bill sets funding for CPB at levels higher than what the administration and some House Republicans favor (BROADCASTING, Dec. 16, 1985). Failure to pass the reconciliation legislation, which also establishes cost-of-regulation fees for FCC licensees and applicants, would pose a serious

dilemma to public broadcasting. Reagan already vetoed two CPB authorization bills in the last Congress because of excessive funding. (The placement of the CPB authorization in a reconciliation package was viewed as being the best approach to avoid another veto.)

Also, the White House is proposing serious cuts to CPB's fiscal 1987 budget and is seeking eventual elimination of federal support for CPB (BROADCASTING, Dec. 23, 1985). Funding cuts to public broadcasting may be inevitable, due to passage of the Gramm-Rudman-Hollings bill that would require a balanced budget by fiscal 1991. (The possibility of limited advertising on public stations as an alternative source of revenue could creep into the legislative debate over funding.)

For the Senate, the new year starts off with a promise by Senate Majority Leader Robert Dole (R-Kan.) to bring up legislation (S. Res. 28) permitting live television and radio coverage of the Senate chamber, prior to the recess for Lincoln's Birthday in February. The resolution calls for immediate gavel-to-gavel radio coverage and would permit in-house television coverage on a test basis (BROADCASTING, Dec. 23).

Another priority item for the Senate is the development of tax reform legislation. The House adopted a tax bill in December which

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NEW STATION-SALES STANDARDS EVERYWHERE!

OVER 50 MARKETS SOLD
IN LESS THAN TWO MONTHS!

**22 TREMENDOUS
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FLASHDANCE,
the #1 youth-musical
of the 80s...

**ESCAPE FROM
ALCATRAZ,**
the most powerful of all
Clint Eastwood adventures...

HEAVEN CAN WAIT,
Warren Beatty's all-time
biggest box-office hit...

**AN OFFICER
AND A GENTLEMAN,**
the highest-grossing love story
since "Gone With The Wind"...

48 HRS,
the action-comedy that made
Eddie Murphy a superstar...

TEEN WOLF,
with one of today's hottest
new stars, Michael J. Fox...

and 16 more first-class
features!

PLUS—

Preview II

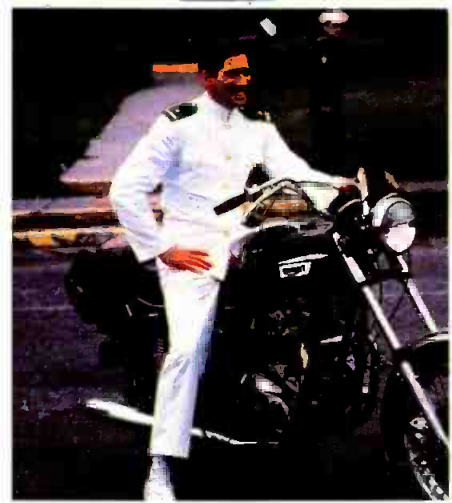
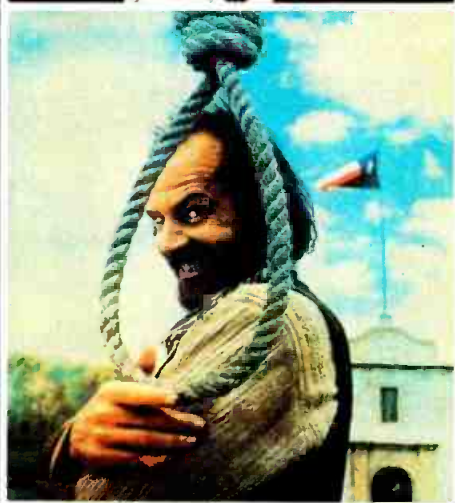
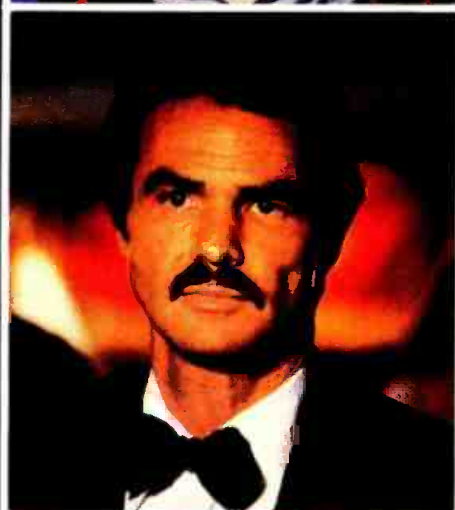
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Part 1 & 2 and 14 more
promotable thrillers.
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50 top features
starring every big name in
Hollywood. An essential
component of every station's
feature library.
Sold in over 42 markets.
Available Dec. '87.



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AND VIDEO PROGRAMMING



**PARAMOUNT'S
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SOLID GOLD

**DIONNE'S DUETS AND MUSIC'S #1-SELLING
PERFORMERS MAKE IT ONE OF A KIND!**

ALL LIVE-ON-STAGE - ONLY ON SOLID GOLD!



Dionne Warwick / Stevie Wonder



Whitney Houston



Dionne Warwick / Eddie Rabbitt



Johnny Rodgers

Delivering Solid Gold Ratings!*

Women	18-34	18-49	25-54
KTVU San Francisco Sat. 5pm	#1	#1	#1
WBZ Boston Sat. 7pm	#1	#1	#1
WPXI Pittsburgh Sat. 7pm	#1	#1	#1
WCIX Miami Sat. 5pm	#1	#1	#2
KPLR St. Louis Sat. 5pm	#1	#1	#1
KTSP Phoenix Sat. 4:30pm	#1	#1	#1
WVTV Milwaukee Sat. 6pm	#1	#1	#1
WGNO New Orleans Sat. 5pm	#1	#1	#2
WBRC Birmingham Sat. 6pm	#1	#1	#1
KTVX Salt Lake City Sat. 5pm	#1	#1	#1
WDRB Louisville Sat. 6pm	#1	#1	#2
WTVZ Norfolk Sat. 5pm	#1	#1	#1

*NSI 11/85 Apollo

...and on and on and on!



DOMESTIC TELEVISION
AND VIDEO PROGRAMMING



Kenny Loggins / El DeBarge



Dionne Warwick / Air Supply



Kim Carnes



The Solid Gold Dancers

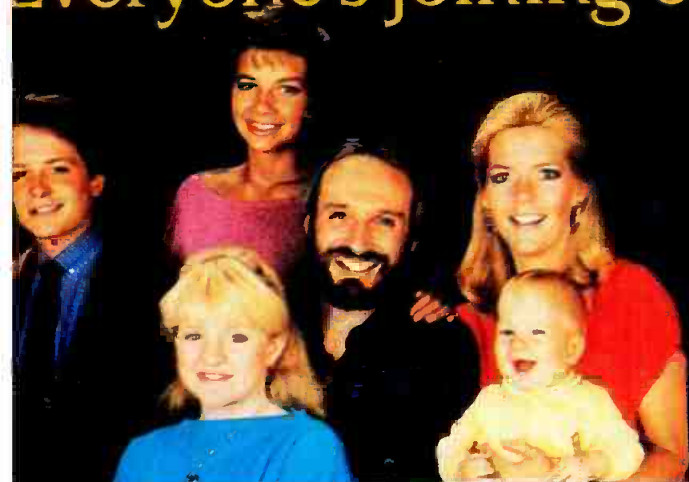
**PARAMOUNT'S
INCOMPARABLE**

OFF-NET COMEDIES

THIS YEAR, THEY'RE DESTROYING
ALL NETWORK COMPETITION.
THINK WHAT THEY'LL DO TO YOURS!

SOMETHING FUNNY'S GOING ON AT PARAMOUNT—
NOW AND FOR YEARS TO COME!

Everyone's joining our Family!



FAMILY TIES

- ☐ #1 in its time period every week this season!*
- ☐ #2 of all network shows, season to date!*
- ☐ 126 markets already sold!

AVAILABLE FALL '87

Everyone's joining our Gang!

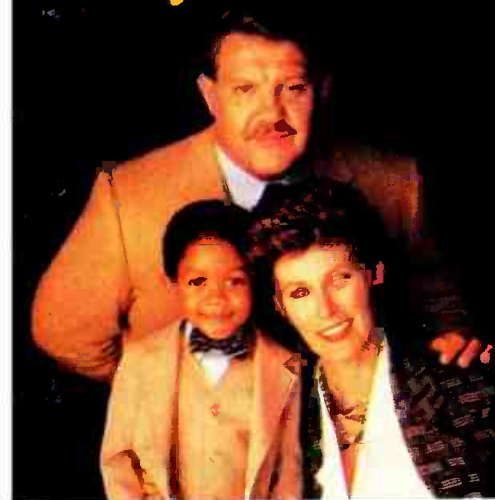


Cheers

- ☐ #1 in its time period every week vs. regular programming!*
- ☐ #3 of all network half-hours, season-to-date!*
- ☐ 122 markets already sold!

AVAILABLE FALL '87

Everyone's adopting our Big Winner!



WEBSTER

- ☐ #1 in its time period, season to date!*
- ☐ Now leading Knight Rider and Twilight Zone in every key Woman demo plus Teens & Kids!***
- ☐ 110 markets already sold!

AVAILABLE FALL '88

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*NTI: 9/22-12/15/85 **NTI 2nd NOV. '85 pocketpiece



would have some effect on the Fifth Estate, with cable operators, perhaps, feeling the greatest impact. The business community, however, expects the Senate version to be an improvement over the House bill (BROADCASTING, Dec. 23).

As in the past, copyright matters are likely to occupy the Congress. The House Copyright Subcommittee is expected to take an interest in the outcome of negotiations between the Motion Picture Association of America and the National Cable Television Association on establishing a new basis for calculating compulsory licensee fees (BROADCASTING, Nov. 18, 1985).

If a deal is struck, the parties are expected to ask Congress to codify any changes to the compulsory license. If that occurs, there is always a possibility that must-carry would be dragged into the discussions, which might lead to a copyright compromise much like the compromise struck by the motion picture, cable and broadcasting industries in 1982. "It's like a game of dominoes," said one Hill aide, who thinks the copyright issues could end up as part of a larger omnibus package.

Another part of such a package might involve reform legislation affecting the Copyright Royalty Tribunal. Last year, the House Copyright Subcommittee held several hearings on the subject and two bills were introduced, one calling for the abolition of the tribunal and the other, offered by Subcommittee Chairman Robert Kastenmeier (D-Wis.), replacing the CRT with a special copyright court. "There's a substantial interest in doing something. . . . We may see some movement," said Michael Remington, counsel to the subcommittee. Ready for action by the subcommittee is a bill (H.R. 3108) that would decree low-power television not subject to copyright royalty fees when retransmitted by cable.

Another copyright matter to be reckoned with is the All-Industry Television Station Music License Committee's legislative drive to establish source licensing of music for television stations (BROADCASTING, Dec. 23, 1985). (The committee says it will make a major push for hearings this year.) Legislation was introduced in the House and Senate that would remove blanket TV licenses and require producers and syndicators to deliver syndicated programming to stations with music performance rights included. The House bill, offered by Representative Frederick (Rick) C. Boucher (R-Va.), has over 50 cosponsors, and Senate Judiciary Chairman Strom Thurmond (R-S.C.) has introduced a companion measure in that chamber.

The debate over scrambling of satellite feeds of cable and network programming could develop into a major legislative battle. Cable and the home satellite dish industry are at odds over efforts by cable services to scramble their programming (BROADCASTING, Dec. 9, 1985). Legislation is pending in the House and Senate: One bill would require cable to provide satellite programming with reasonable rates and conditions to dish owners and dealers; another measure would set a two-year moratorium on cable scrambling.

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) has promised to hold a hearing (possibly in February) on the matter. (Some Hill observers questioned just how much time the subcommittee will devote to communications issues. "If Tim Wirth runs for the Senate, he'll have less time," said one lobbyist. Wirth is reported to be considering making a bid for Senator Gary Hart's seat, but it all depends on what Hart does. Hart is slated to announce Jan. 4 whether he'll seek another Senate term.)

As for scrambling, the scope of the debate has increased since the National Association of Broadcasters and the networks have stated an interest in the issue. In addition, Kastenmeier said last November he will chair further hearings on the subject. The malicious interference with satellite transmissions, said by some to be retribution by TVRO owners who are angered by the scrambling of cable and network television signals, is a subject that also may generate congressional interest.

The prospects for passage of a bill that would establish a uniform poll closing time for presidential elections (BROADCASTING, Dec. 16, 1985) are still good, although "we may have a bit of a fight on our hands," said an aide to the bill's author, Representative Al Swift (D-Wash.). Final action on the legislation was delayed last year after several congressmen threatened to offer more than 40 amendments. Most of the opposition will come from Representative Bill Frenzel (R-Minn.). Nevertheless, Swift and co-author Bill Thomas (R-Calif.) feel there is enough support to block the bill's opponents. After the House acts, the measure will be referred to the Senate.

Also this year, the whole question of political advertising is expected to come alive as most of Congress gears up for midterm elections, including the full House of Representatives and 34 Senators. Indeed, the Senate Rules Committee is scheduled to hold hearings on a bill (S. 1806) that would, among other things, expand the equal-time provisions of the political broadcasting law. The legislation is part of a major campaign finance reform bill that came up before the Senate late last year but was put on hold until after the Rules Committee examines the issue (BROADCASTING, Dec. 9, 1985). "If we're lucky, they'll concentrate on expenditure levels and not on the equal time provision," said one Hill lobbyist.

The bill would require broadcasters and cable operators to provide candidates with free "equal time" if a candidate is the subject of negative advertising funded by PAC's.

Negative political advertising is something Senate Commerce Committee Chairman John Danforth (R-Mo.) will continue to investigate. He introduced a bill (S. 1310) last year that would require broadcasters to provide equal time to any candidate "if a political action committee or outside party attacked him or endorsed his opponent." Danforth, an aide said, wants to hold more hearings on the matter, in an effort to present broadcasters views on the bill. Senators

Daniel Inouye (D-Hawaii) and Warren Rudman (R-N.H.) are planning to introduce measure that would mandate a uniform format for political advertising on cable and broadcast television.

The Senate also will deal with FCC nominations this year, as FCC Chairman Marius J. Fowler's term expires in June. Also, the White House has yet to select a nominee for the vacancy created by the departure of former FCC Commissioner Henry Rivera.

The First Amendment as it relates to advertising is likely to generate congressional interest. The American Medical Association's decision last December to call for a ban on advertisements and promotions for tobacco products (BROADCASTING, Dec. 16, 1985) will "clearly put the spotlight on the issue," said Dan Jaffee, senior vice president for government affairs at the Association of National Advertisers. Jaffee also questioned whether Congress will want to "dive back into this issue." However, a bill (H.R. 3510) is pending in the House that would ban radio and TV ads for smokeless tobacco products. The Senate version of the legislation calls for warning language and not a ban, although the bill's author, Senator Orrin Hatch (R-Utah), has said he'll agree to a ban.

While broadcasters prefer no legislation, the National Association of Broadcasters thinks it might be better off with a ban. Since the precedent has already been set with the ban on cigarette ads on the electronic media, NAB feels that legislation containing warning requirements is a greater threat and is an idea that "could spread more easily."

The advertising community also will likely watch for a House-Senate conference committee to complete action on legislative reauthorizing the Federal Trade Commission for fiscal 1986, 1987 and 1988. The Senate version of the bill maintains the current prohibition on the FTC's authority to adopt industrywide rulemakings under the unfairness standard. At present, the FTC can regulate commercial advertising only on a case-by-case basis for unfair or deceptive advertising.

The effort by citizen groups to ban beer and wine advertising, said one Hill observer "appears to have run out of steam." Nonetheless, broadcast lobbyists feel it "could rise back up," and are prepared to remain "vigilant" on the issue.

Another matter likely to come up is the telecommunications trade bill (H.R. 3131) which includes provisions that assure U.S. manufacturers of satellite equipment and providers of launch services a fair opportunity to supply international satellite systems. The report accompanying the bill, adopted last November by the House Energy and Commerce Committee, should be filed early this year.

In addition, the report will address some of the problems encountered by American broadcasters at the Canadian border, including Canada's denial of tax breaks to advertisers buying time on American broadcast stations and limits on the amounts of U.S. programming Canadian stations may broadcast (BROADCASTING, Dec. 2, 1985).

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Return to Eden — first the mini-series, a primetime hit. Now, the one-hour primetime dramatic series.

Starring The Actors — In-depth interviews with thirteen of today's greatest actors. 13 half-hours.

ON-GOING HITS

Little House On The Prairie — still #1 among one-hour strips with women/teens/kids.

The Love Boat — full speed ahead — a winner for time periods. Additional hours now available.

Barnaby Jones — a proven success in primetime, early and late fringe.

Prime VII — 25 star-studded feature films, immediately available.



For Independents of program opportunities

NEW FOR 1986

NOW IN PRODUCTION

RAMBO — animated half-hour strip.

CENTURIONS — animated half-hour strip.

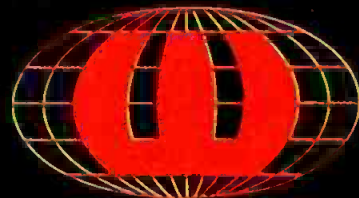
FOR THE PEOPLE — half-hour strip.

THROB — half-hour series.

A SHARK'S PARADISE — movie/one hour series.

EVERGREENS

A treasure chest of programs, including *Combat*, *Dark Shadows*, *The Fugitive*, *Jackson Five*, *The Invaders*, *That Girl*. Thousands of hours of entertainment to fit your Sign On thru Sign Off needs — and your budget.



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Independent operators: optimistic over '86

The heads of independent television station groups are confident that 1986 will be a healthy year for their businesses. While no one is predicting the year will be a barn burner as far as advertising sales are concerned, most expect to outperform the industry as a whole and see their competitive position improving.

Not surprisingly, their number-one concern is programming costs, which are increasing faster than revenues. Here operators say they are treading lightly, perhaps not as quick to write a check to a syndicator for the latest blockbuster as in previous years. This also helps explain the increased use of barter programming—although operators tend to view barter programming as akin to cod liver oil: They take it because they *have* to and are told it's good for them.

What follows is a sample of opinions from the heads of some of the larger and more successful independent groups. Although no two of them see their business in exactly the same way, they are united in the belief that independent TV has a solid foundation and will continue to flourish in the coming year.

Chris-Craft

Chris-Craft, the owner of three VHF and four UHF stations, and the ninth largest group owner, is currently interested in purchasing WOR-TV New York, according to Lawrence R. Barnett, the company's executive vice president. If such a purchase took place, it would move Chris-Craft up among group owners from ninth place (10.35% household coverage) to sixth place (18.095), slightly behind 20th Century Fox (18.13).

As of Dec. 23, 1985, the latest addition to the group, KUTP-TV Phoenix, signed on as the fourth independent in the 23d ADI. KUTP is owned by United Television, of which Chris-Craft is a 50.3% owner. UTV owns the two affiliates in the group—KTVX-TV Salt Lake City (ABC) and KMOL-TV San Antonio, Tex. (NBC), as well as independents in such competitive markets as Minneapolis and San Francisco. Chris-Craft has a station in the most crowded market in the country (KOP Los Angeles) as well as in Portland, Ore.

The coming year will be "approached on a cautious basis" according to Barnett. The reason for a cautious outlook? Barnett said flatly that 1986 "doesn't look like an outstanding year for the economy," and that "business will not be up" to its present rate of growth. Additionally, he said he foresees "no leveling off in program costs."

Barnett took a similarly cautious approach on the future of first-run weekly programming designed to go to strip. "We're always looking into more first-run," he said, but added that such efforts could not be regarded as a panacea. "It all depends on whether they're a hit," he said.

Gaylord Broadcasting

James R. Terrell, executive vice president of Gaylord Broadcasting, said the Oklahoma City-based company's five independent

stations do not suffer from not having sister stations in the top three markets: "Obviously it helps you in big programming buys, but I don't see it as a big disadvantage."

Gaylord was one of those bidding to buy KTLA-TV Los Angeles, but did not top the Tribune offer of \$510 million: "The extra value of that station to them was more than it would have been to us," Terrell said. But Gaylord has been looking at other stations, including other independents, and could well be a bidder soon. It is rumored to be among those who bid on WOR-TV New York.

Terrell agrees with other industry executives who see the jump in programming costs corresponding to the increasing number of new independents. He thinks that the station-population growth could be tailing off, "merely by looking at the numbers of those that have already signed on." But he sees no significant change in the way the program acquisition game is played.

Gaylord started its own programming arm about five years ago and will be selling five pilots at this year's NATPE convention. For the company's own independent stations—it also has two affiliate stations—Terrell said: "We found a formula that works but one that is always open to change."

Only one of Gaylord's independents, KSTW-TV Tacoma, Wash., is "deeply" involved in news. On the sports side, Gaylord recently bought a third of the Texas Rangers baseball club, whose games are broadcast over its KTVT-TV Fort Worth.

For the current year, the five independents are expected to outperform industrywide revenue increases, which are projected to be at least 8% for spot and 11% for local. But the group's executive vice president declined to give specific projections: "I think it will be a good year, although it may be a little slow getting started."

On the local sales level, Terrell attributed the strong recent increases to across-the-board increases among retail advertisers: "There is a lot of fast-food money, financial money and automobile money. Discount and department stores have been good. It has basically been the bellwethers of local accounts."

Malrite Communications

Milton Maltz, chairman of Cleveland-based Malrite Communications, said he has "great faith" in the independents' ability to compete, but said that as a maturing industry, revenue expectations need to be tied to the "economy at large." "We can't look toward inflation to drive ad rates as in past years," he said.

Maltz also said that in the earlier years, independent television was able to circumvent the economy because it introduced new programming inventory "which whetted everyone's appetite." The momentum independents picked up carried them forward, he said. Maltz said he is "very bullish" on the future of independent television. "Nineteen eighty-five was a good year, if not a great year," he said. (The company hit a new high

for revenues last year.)

Malrite owns and operates four TV's, all of which are independents—WXIX-TV Cincinnati; WFLX-TV West Palm Beach, Fla.; WWSV-TV Jacksonville, Fla., and WUHF-TV Rochester, N.Y.—and is awaiting ownership transfer for a fifth, WLWZ-TV Ponce, P.R.

Maltz said the bias in the ad agency community against independents is "diminishing as they [independent stations] improve ratings and quality of audiences."

As for programming, Maltz said costs for independent operators continue to escalate, noting that "newly arrived" independents need even greater resources to compete effectively for programming. "The marketplace will dictate the value of the [program] product," said Maltz. "But by historical standards, pricing is very high today."

Metromedia

Independent stations are experiencing "solid growth" and, at the same time, are generally pacing better than the overall sales marketplace for television, said Hal Christiansen, executive vice president for Metromedia Television.

Metromedia currently owns and operates six independent television stations—WNEW-TV New York, KTTV-TV Los Angeles, WFLD-TV Chicago, WTTG-TV Washington, KRDL-TV Dallas and KRIV-TV Houston—as well as one ABC affiliate, WCVE-TV Boston. Christiansen said the six Metromedia independent stations are ahead of their respective market competitors in advertising revenue. He said the six outlets constantly try to "shift and position programming" while looking to "inject" something new. To that end, Christiansen said KTTV debuted an 8 p.m. weekday newscast in mid-1985, which has proven to be "most successful."

Christiansen said that with the soaring programming costs independents are facing, some groups have banded together for production of first-run series. He cited the joint efforts of five groups: Gannett, Hearst, Storer, Taft and Metromedia, whose New Program Group has produced the first-run weekly situation comedy series, *Small Wonder*. That approach, he said, is much less expensive than purchasing programs on the open market. "The day will come when it will be hard to distinguish between first-run syndicated programming or network product," said Christiansen.

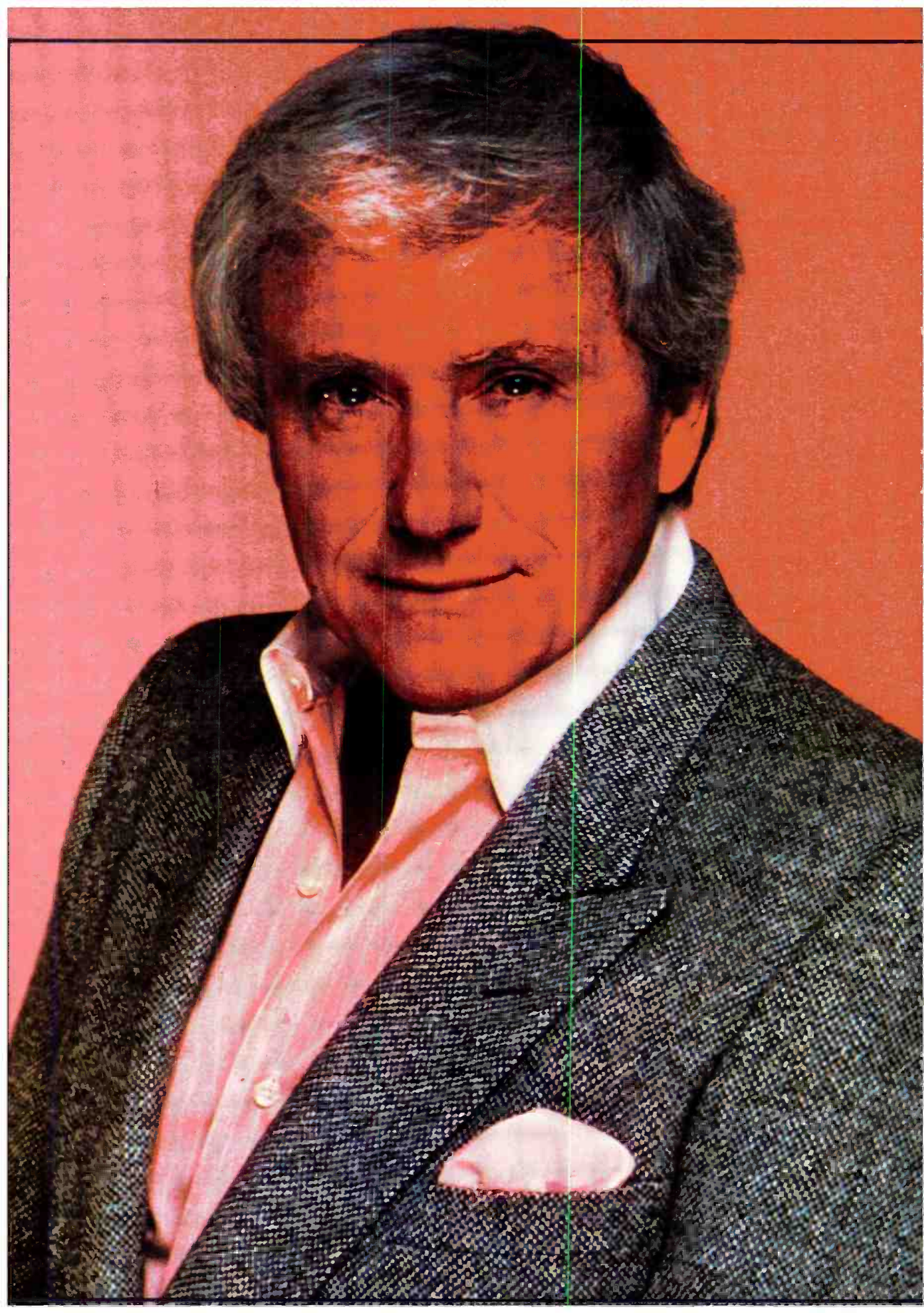
When purchasing programming, stations need to ask whether they will get a good return on investment, he said. Christiansen said the trend continues to be in what he calls "future buys"—looking at when product will be available for off-network airing. He advised stations to know their present and project their future programming costs. He said Metromedia stations have a computer software program that can project most, if not all, of their costs into 1987.

Christiansen feels the advertising agency bias against independents has all but disappeared. "Independents are as competitive as the next station," said

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"Let's Make a Deal," "Sale of the
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Christiansen. "The buyers are not looking at whether stations are VHF, UHF, network affiliate or independents. It all boils down to delivery."

Outlet Communications

Outlet Communications, based in Providence, R.I., owns two independent stations, WATL-TV Atlanta and WXIN(TV) Indianapolis, which went on the air in 1984. David Henderson, Outlet's president and chief operating officer, said the keys to an independent's success are a strong programing lineup and an aggressive promotion campaign persuading viewers that a station is providing a service not already available. He said that advertising rates should increase for independent stations in 1986, perhaps more so for the newer sign-ons than for more established stations.

But there is a limit, said Henderson, to the rate increases markets will bear, with rate changes varying from market to market. "I don't think the industry is in a position to pass on double-digit increases to advertisers," he said. But he also suggested that programing costs will moderate somewhat, keeping pace with more moderate advertising rates. Lower inflation rates and greater competition among program suppliers will also contribute to the downward pressure on program costs, said Henderson.

Henderson and others also point to improved communication with advertisers and agencies. That has helped to change the traditional advertiser "bias" toward independents, he said. He credits higher independent television viewership and better research. Improved research has provided advertisers with more detailed information on the independent television viewer, a viewer that Henderson contends is "not essentially different from [that] of affiliate stations." But independent stations have often been short on hard evidence to prove that statement until recently, said Henderson. Improved research methods and the trend toward greater reliance on meters over diaries for measuring program viewing have helped indies prove that "people watch programs," said Henderson. "And it doesn't matter whether [they are watching on an] affiliate or independent station, or for that matter cable," he said. "People go where the programing is."

Although there are some markets where new independents will have a tough time establishing themselves, Henderson believes that most of the top-50 markets will spawn a successful new independent station. But, he warned, "there has to be an outer limit as to what is supportable" because of the programing costs involved and a finite advertising market. "I see a whole host of good independents emerging in the top 50," he said. "If the economy holds, they will do fine. But the economy has to perform well."

As for future concerns, the lack of must-carry protection is at the top of Henderson's list. "It's a major concern for everybody." With the demise of the must-carry rules, he said, cable has been thrust into the role of "uninvited gatekeeper." As to which stations

are most vulnerable, Henderson said, "any or all of the above. What you can't know is the perceived role of cable and the character of those operators in the future." Some systems have already demanded payment by broadcast stations for carriage, and in at least one case, said Henderson, the fee demanded was so much that "it would make it impossible for that station to operate. It's that kind of activity that scares you because you can't afford to run a major business on the good will of the cable operator," he said.

RKO Television

Like many of his colleagues, Pat Servodidio, president, RKO Television, does not see large advertising rate increases for independent television in 1986. "There won't be a big change," he said. "If anything, a slight raise in rates may occur."

But Servodidio said program costs should also begin to moderate. "I think there could be a leveling off to 'normal' increases of 4% to 6%," he said. The three- to five-fold increases that some programs have brought recently, he said, have been spurred in part by aggressive bidding by new sign-ons looking to score big initial ratings. That "first blush" spending spree by new sign-ons cannot be sustained, said Servodidio, because eventually that spending "has to be translated to the bottom line... and that will break the bear." To buy programing at record-breaking prices that don't produce comparable revenues, he said, "just doesn't make sense. You can't pass [those costs] on to the advertisers." Servodidio sees the station marketplace adjusting in the future, by foregoing certain programs that may be high quality but not worth the asking price. Stations, instead, will go with a program "that is better on the bottom line," he said.

Another factor that may force a leveling off of program costs, said Servodidio, is that recent record prices have brought out "an awful lot of new suppliers." The more programing there is to choose from, the more competitive the pricing has to be, he noted.

Servodidio said last week that while some progress has been made in persuading advertisers that independent television is just as effective in selling brands as affiliate television, the bias "still exists. I've seen it firsthand," he said, coming up through the sales ranks to head RKO, which now operates WOR-TV New York (now up for sale), KMY-TV Los Angeles (sold to Group W) and WHBQ-TV Memphis. INTV has helped diminish the bias by providing potential advertisers with evidence that viewers of independent television are similar to affiliate viewers, he said, and so has the aggressiveness of individual stations and their reps in "educating the client or its agency." Nevertheless, he said, independents "need to give that extra effort to show that the viewer is the same or that the quality of what the client is buying [programing and overall station and production values] is the same."

Independents have also succeeded in encroaching on what was traditionally seen as time slots dominated by affiliates, said

Servodidio, with such innovations as prime time news. "We've created new advertising markets for ourselves that we didn't have before," he said. Independents are also becoming more competitive in other affiliate strongholds, such as late fringe and daytime, he said.

While he sees must carry as a major potential problem for independents, and perhaps all broadcasters, Servodidio said that fractionalization of the viewing audience is an even greater threat. The best weapon local stations have to fend off the threat, he said, is "responsible programing and community involvement."

In their fight for market share with affiliates, independents cannot be afraid to take calculated programing risks, Servodidio said. "There is always a margin of failure," he said. "You have to be able to fail to succeed. There is no such thing as buying all hits."

Spanish International Communications

Spanish International Communications Corp., whose station group includes KMEX-TV Los Angeles; WXTV(TV) Paterson, N.J. (New York); KFTV(TV) Hanford, Calif.; WLT(TV) Miami, and KWEX(TV) San Antonio, Tex., faces many of the problems confronting other independents, plus problems peculiar to Spanish-language stations.

Advertiser bias is one area where William Stiles, executive vice president of the Spanish International Network, sees differences. "It is diminishing," said Stiles, "because [the Hispanic market] is too big and too important to ignore. But there's a whole different set of excuses," he said, that agencies and advertisers offer in declining to spend money in Spanish television. "People who don't advertise in the market are simply uncomfortable with it and feel they don't have a handle on it," he said. But the Hispanic market's growth rate is hard to ignore, said Stiles, noting that last year gross revenues increased 30% at SIN, to about \$60 million, while the SICC stations had increases ranging from about 20% to 50% in gross revenues, totaling about \$80 million. As the dollars invested per client increases, Stiles said, agencies become more interested.

Better research has helped both the network and the stations to sell advertising, said Stiles, including local demographic and spending-pattern studies for New York, Miami, Phoenix and San Francisco. And, Stiles said, a national study by Donnelly Marketing Corp. should put to rest the cliché about Hispanic's preference for used cars over new ones. Its 1985 study, based on data from R.L. Polk, said Stiles, concluded that households with Hispanic surnames spent \$3 billion on 1984 model cars and trucks that year. With studies like that, he said, "we are overcoming" some of the bias.

As for advertising rates for the industry as a whole, Stiles said, "I think probably some of the CPM (cost-per-thousand) increases we've seen will moderate a little." SIN's network CPM's in prime time are currently in the \$5 to \$6 range. Lower rates of growth in 1986, he said, are due to lower inflation rates. "I think

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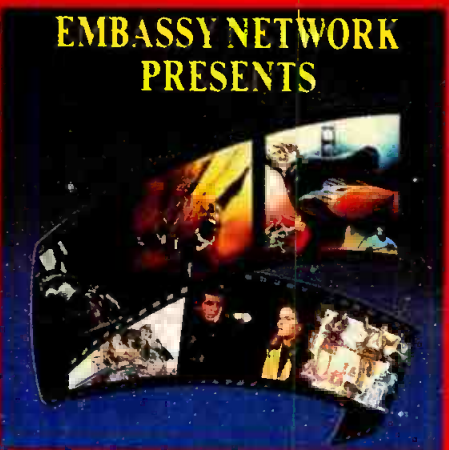
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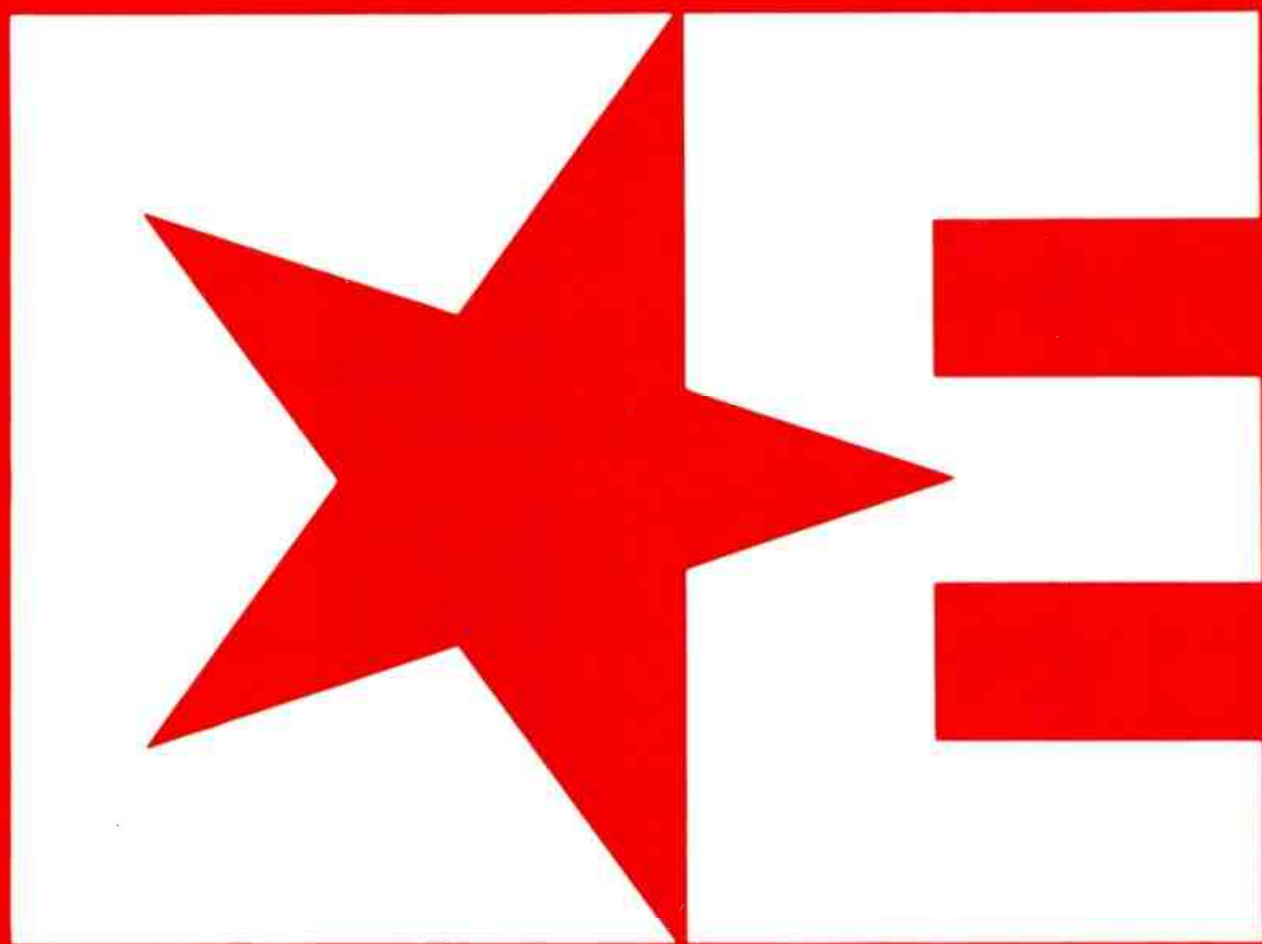


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the industry will be looking at [rate increases] under 10%," he said.

Independent television's outlook for 1986 and beyond is bright, said Stiles, primarily because of what he sees as the continuing fractionalization of television audiences among the networks, cable, home video and other independent operators. "Network shares will continue to decline," he said.

Technology has also enabled all television stations—affiliates and independents alike—to cherry pick programming at will from a host of suppliers. As a result, said Stiles, "it is hard to define who is a network and who is independent. Those distinctions are blurring." And perhaps more importantly, he suggested, old loyalties are blurring. "More stations are taking programming from independent sources. Everybody will do what they have to do to better themselves. I don't think the viewer knows the difference, or cares—he watches programs not a station, and I don't think he has loyalties to particular networks or stations."

Taft Broadcasting

Ro D. Grignon, executive vice president, television, for Taft Broadcasting, thinks cost control will be a major theme for that company's five independent television stations. Not that revenue growth will be unhealthy in the coming 12 months—8%-10% in spot and 8%-12% in local, he estimates—but rather that certain other costs, such as programming will rise faster: "We certainly are going to be very tough on expense control, although we have always run lean operations and generally have fewer people at our stations than our competitors."

Taft's stations are in some of the most highly competitive independent markets in the country, including Miami and Dallas. The bidding wars that forced up syndicated programming costs in those two markets will also be at work as new independents continue to sign on elsewhere. Grignon said that in both Philadelphia and Washington, at least two or three new independents will be signing on the air soon: "We are told that both Dallas and Houston have more construction permits."

Part of Taft's response to the rising cost of programming has been to develop first-run alternatives: "We have a group that has been more aggressive than any other group. The Philadelphia station is all first-run programming from 5 to 10 p.m. on Saturday night. We now have made deals with Dick Colbert to do *Purely Personal*; with 20th Century Fox to do *Dreamgirl U.S.A.*, and we are looking at three or four other shows."

News, in addition to programming, is an area where costs are difficult to control, Grignon said, and where Taft benefits from having the largest television group in the industry—Taft also owns seven affiliates. "We compare all the news operations of the 12 stations and if there are any brilliant ideas, we see if they would work elsewhere. One possibility we will be taking a close look at this year is involvement in regional news networks."

Grignon said that competition among independent stations for sports broadcast rights was as "brutal" as ever. In Houston,

Taft's KTXH(TV) recently signed seven-year contracts with the Rockets (basketball) and the Astros (baseball) and its WDCATV Washington also broadcasts more than one team. In Dallas-Fort Worth, however, KTXA-TV lost broadcast rights for the Mavericks (basketball) and in Miami WCIX(TV) lost broadcast rights for the Yankees. In at least one of those two cases Taft lost out because the rights became too expensive. Grignon said he would not be surprised if broadcasters in the future became more involved in the ownership of sports franchises—Taft has a half-interest in the Philadelphia Phillies baseball team.

Paying for programming has been helped by strong increases in local advertising and Grignon said that Taft "constantly" sends local salespeople to New York for training and once a year brings its local sales managers to Cincinnati for three days, "to honor them." He indicated that improved local results come from many places but that newspapers don't give up much revenue: "They are here to stay."

Taft is studying combining its five independent stations into a separate operational unit, Grignon said, but so far has not found any real advantages to doing so.

Tribune Broadcasting

"1985 was such a dramatic year in our business from the standpoint of consolidation," says James Dowdle, president and chief executive officer of Tribune Broadcasting. "I don't think that 1986 can have the same consolidation effect," he said in reference to the takeover and leveraged buyout fever that swept broadcasting in 1985. Tribune is the largest owner of independent stations in the country, with four VHF's and two UHF's covering 18.595% of the nation's television households. Dowdle said he expected 10%-12% increases in advertising in 1986, and a 14% increase in programming costs.

In line with his predictions, Dowdle said that the coming year "may see balance restored to the industry." Specifically, he cited a growing realization among broadcasters of the new financial margins—low inflation and increased gross national product—that govern businesses. "It's something we've been addressing for the past couple of years."

Dowdle said that the future of independent television business was dependent upon how stations were handling programming costs, an area where potential salvation from syndication prices was created by group owners like Tribune with its host of first-run projects. "It's something that we've been addressing for the last several years, because of the acceleration of program costs," he said. Along with the INN news service, its *TV Net* farm reports and a variety of Tribune Entertainment programs, Tribune is involved in such first-run projects as *Dempsey and Makepeace* and *Comedy Break*.

TVX Broadcast Group

Tim McDonald, president of TVX Broadcast Group Inc., a Virginia Beach-based group owner, sees programming costs outpacing

revenue growth in 1986, but says that can be controlled if independent operators remember they "don't have to buy everything that comes off the network." Indeed, that reflects McDonald's personal operating philosophy that an independent station's worst enemy can be itself—whether it mean over-buying programming, poorly surveying the market before putting on a new station, or failing to judiciously counterprogram competing affiliates.

Will 1986 be a tough year for independents? McDonald says if they have managed their business properly it should not be. A former programming executive who has worked for such leading independent operators as Bob Bennett and Milt Grant, McDonald believes in running a lean operation wherever possible. "I don't have to go into 1986 and ask 'where are we going to cut?' We have run them lean since the day we went on the air. I've seen how stations build fat. In good years they hire extra help. And then it gets tough and they have to [lay them off]. It's cyclical. It is not our goal to earn enough money to be sloppy."

McDonald points out that if independent operators buy programming carefully they can fix their costs several years down the road. At TVX, he says, all programming has been purchased through 1990. McDonald says in business where there are no rules, the only exception is that "television is still a fixed-expense business. If well run, [television] has the ability to be a cash cow. On the other hand, in the past I think it's been overblown and the whole industry has been perceived as a herd of cows. It is now a competitive marketplace."

He stresses that just because a show is expensive is no reason to buy it—less expensive product can often perform just as well. The object, according to McDonald, is to plug the programming holes in the market. And McDonald makes clear he only buys programming he's going to use and not just to keep it out of a competitor's hands. "I don't buy loss leaders, I only buy programs that are going to make money."

At TVX, McDonald says, the stations depend upon local sales for 60% of their revenue and on national sales for 40%—although in the fourth quarter the split is more 50-50. McDonald says that is because he makes sure the account executives at his station "prospect" the market for local sales—an opportunity that has often gone unused in markets where affiliates have been the only game in town. "When we take a station over we put a lot of emphasis on creating a marketplace."

McDonald's group operates four independent stations in medium-to-small-size markets: WNRW(TV) Winston-Salem, N.C.; WKWV-TV Memphis; WCAV-TV Nashville, and WTVZ(TV) Norfolk, Va. TVX has also purchased, subject to FCC approval, WOL-TV New Orleans and WFLA-TV Raleigh-Durham, N.C. In addition, it is putting an independent on the air in Little Rock, Ark., and owns a construction permit in Buffalo, N.Y., and a minority interest in a San Antonio independent. When completed, McDonald's group will be operating nine independents.

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Saturday, Jan. 4

Board meeting. Noon-2 p.m. Directors board room.

New independent station workshop. 1-4 p.m. Santa Monica room. Introduction by Preston Padden, INTV. *Cable Copyright and Must Carry*. Moderator: James D. Johnson, KFTY(TV) San Francisco (Santa Rosa). Panelists: Victor E. Ferrall Jr., Crowell & Moring, Washington; Paul McCarthy, Broadcasting Cable Associates; James C. McKinney, FCC. *Nuts and Bolts*. Moderator: James D. Johnson, KFTY(TV) San Francisco. Panelists: Browning Holcombe, Independent Television Sales; Charles H. Kadlec, Frazier, Gross & Kadlec Inc.; Steven A. Smith, Broadcast Technology Consultants; Gene Wilkin, Wilkin Consulting Services.

INTV general managers meeting. 3-6 p.m. (Closed meeting.) Beverly Hills room. Moderator: Kevin O'Brien, WNEW-TV New York. Discussion topics: *INTV Journal*: Jonathan Banner, View. *Must Carry/Cable Copyright*: James B. Hedlund, INTV; J. Laurent Scharff, Pierson, Ball & Dowd. *CBS/MPAA-Financial Interest-Syndication Rule*: Dean Burch, Pierson, Ball & Dowd. *Music Licensing Legislation*: Jack Zwaska, All Industry Television Station Music License Committee. *Media-Diary Controversy*: Ted Baze, KGMC-TV Oklahoma City. *INTV Marketing Study*: Martin Brantley, KPTV(TV), Portland, Ore. *Split 30's/Isolated 15's*: Kevin O'Brien, WNEW-TV New York.

INTV sales managers meeting. 4-6 p.m. (Closed meeting.) Pacific Palisades room. *INTV Reports*: Michael Eigner, KTLA(TV) Los Angeles; Ron Inman, WTOG(TV) Tampa-St. Petersburg, Fla.; Martin Brantley, KPTV(TV) Portland, Ore.; Howard Kamin, INTV. **Sales managers roundtable.** Moderator: Ron Inman, WTOG(TV) Tampa-St. Petersburg, Fla. Panelists: Arch S. Chapman, WDRB-TV Louisville, Ky.; Gordon French, WPHL-TV Philadelphia; Lloyd J. Low, KCPQ(TV) Tacoma, Wash.; Lee Rudnick, WTRC-TV Hartford-New Haven, Conn.

Sunday, Jan. 5

Breakfast roundtable. 8-9:15 a.m. California Lounge.

INTV report. 8:45-9:15 a.m. Introduction: Charles L. Edwards, Gaylord Broadcasting Co.; Chairman's report: Eugene McCurdy, WPHL-TV Philadelphia. President's report: Preston D. Padden, INTV.

Opening session. 9:15-10:30. *Independent Thinking—An Overview of the Independent Television Industry*. Presentation of study by Frazier, Gross & Kadlec by Charles H. Kadlec. Industry reaction: John D. Abel, National Association of Broadcasters; James C. Dowdle, Tribune Broadcasting Co.; Milton Maltz, Malrite Communications Group Inc.; Brad Moran, KJTV(TV) Lubbock, Tex.

Congressional session. 10:45 a.m.-noon. *Congress Looks at Independent Television*. Los Angeles room. Moderator: James B. Hedlund, INTV. Panelists: Senator Slade Gorton (R-Wash.), Representatives John Bryant (D-Tex.), Barney Frank (D-Mass.), Don Ritter (R-Pa.), Pat Swindall (R-Ga.), W.J. "Billy" Tauzin (D-La.).

Luncheon. 12:45-2 p.m. Los Angeles room. Guest speaker: Rupert Murdoch.

Two concurrent sessions. 2:30-3:30 p.m. *Selling Your Station Beyond Numbers*. Santa Monica room. Moderator: Ron Inman, WTOG-TV Tampa-St. Petersburg, Fla. Panelists: Richard J. Bove, KTX(TV) Dallas-Fort Worth; Michael D. Granados, KMPH(TV) Fresno, Calif.; Lloyd J. Low, KCPQ(TV) Tacoma, Wash.; Lee Rudnick, WTRC-TV Hartford-New Haven, Conn.

Station Positioning and Selling in a Highly Competitive Market Situation. Pacific Palisades room. Moderator: Paul S. Williams, INTV. Panelists: Steven Mark Friedheim, KZKC(TV) Kansas City; Frank J. Savage, KFTY(TV)

San Francisco; Bill Shafer, Arbitron Ratings Co.; Keith Erling Thompson; Adam Young Inc.; David A. Taylor, A.C. Nielson Co.

Owner's meeting. 2:30-3:30. (Closed meeting.) Sherman Oaks room. Host: Milton Maltz, Malrite Communications Group Inc.

Session. 3:45-4:45 p.m. *Independent Television in the Changing World of Media Planning and Buying*. Los Angeles room. Moderator: Robert J. Jones, INTV. Panelists: Ira Carlin, McCann-Erickson; Richard J. Kostyra, Walter Thompson; Gary Pranzo, Young & Rubicam.

Dinner. 7:30-10:30 p.m. Los Angeles ballroom. Entertainment: Roy Clair with George Lindsey and the *Hee Haw* Girls.

Monday, Jan. 6

Public policy power breakfast. 7:30-9 a.m. Beverly Hills room. Host: James B. Hedlund, INTV.

INTV marketing advisory committee meeting. 8-9 a.m. Directors board room.

Washington roundtable. 9:15-10:30 a.m. Los Angeles room. Moderator: Eugene McCurdy, WPHL(TV) Philadelphia. Panelists: FCC Commissioner Mimi Weyforth Dawson and Dennis Patrick; Rodney Joyce, National Telecommunications and Information Administration; James C. McKinney, Mass Media Bureau, FCC.

Session. 10:15 a.m.-noon. Los Angeles room. *Gazing into the Crystal Ball*. Moderator: Bill Jenkins, wxix-TV Cincinnati. Panelists: Alan D. Courney, Gaylord Production Co.; Joseph Isabella, Telerep; Gary Liebertha, Embassy Telecommunications; Lucie Salhany, Paramount Television; Mervyn Smith, Tribune Broadcasting Co.

Screenings. Noon-6:30 p.m. Exhibition rooms.

Tuesday, Jan. 7

Continental breakfast. 8-8:30 p.m. California lounge.

Barter session. 8:45-10:15 a.m. Los Angeles room. Introduction: Jerome Feniger, Station Representatives Association. Presentation of Butterfield study: David C. Butterfield, Butterfield Communications Group. Reaction to study: Moderator: Edward G. Aiken, WHNS(TV) Greenville-Spartanburg S.C.-Asheville, N.C. Panelists: Martin Brantley, KPTV(TV) Portland, Ore.; Dennis Gillespie, Viacom Enterprises; Joel M. Segal, Ted Bates Advertising; Harry Stecker, Petry Inc.

Session. 10:30-noon. *Spicing Up Your Fall Presentation*. Los Angeles room. Executive producer: Mort Slakoff, MCATV. Moderator: Lance Webster, Broadcast Promotion & Marketing Executives. Presenters: Matthew Cooperstein, KNXV-TV Phoenix; Bob Galvin, KCPQ(TV) Tacoma, Wash.; Paul A. Bissonette, WPX Inc., New York. *The Best of Independent TV Promotion*. Presenter: Elmer F. Jaspán, WDRB-TV Louisville, Ky.

Gala studio dinner party. 6:30 p.m. Hosted by Warner Bros. Television Distribution. Music by Les Brown and his orchestra.

Wednesday, Jan. 8

Two concurrent sessions. 9:15-10:15 a.m. *So You Really Want to Own Your Own Station*. Beverly Hills room. Moderator: Paul F. Kagan, Pal Kagan Associates. Panelists: Robert A. Beizer, Schnader, Harrison, Segal

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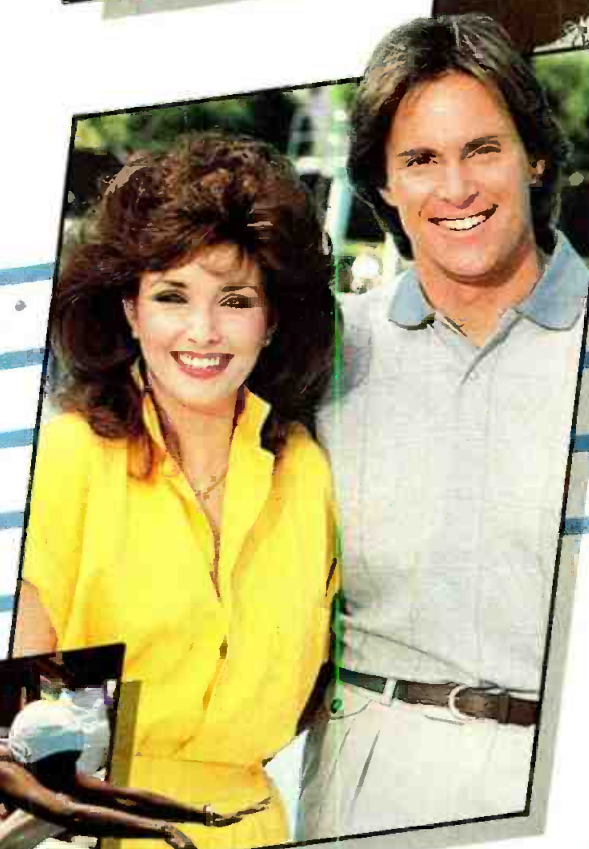
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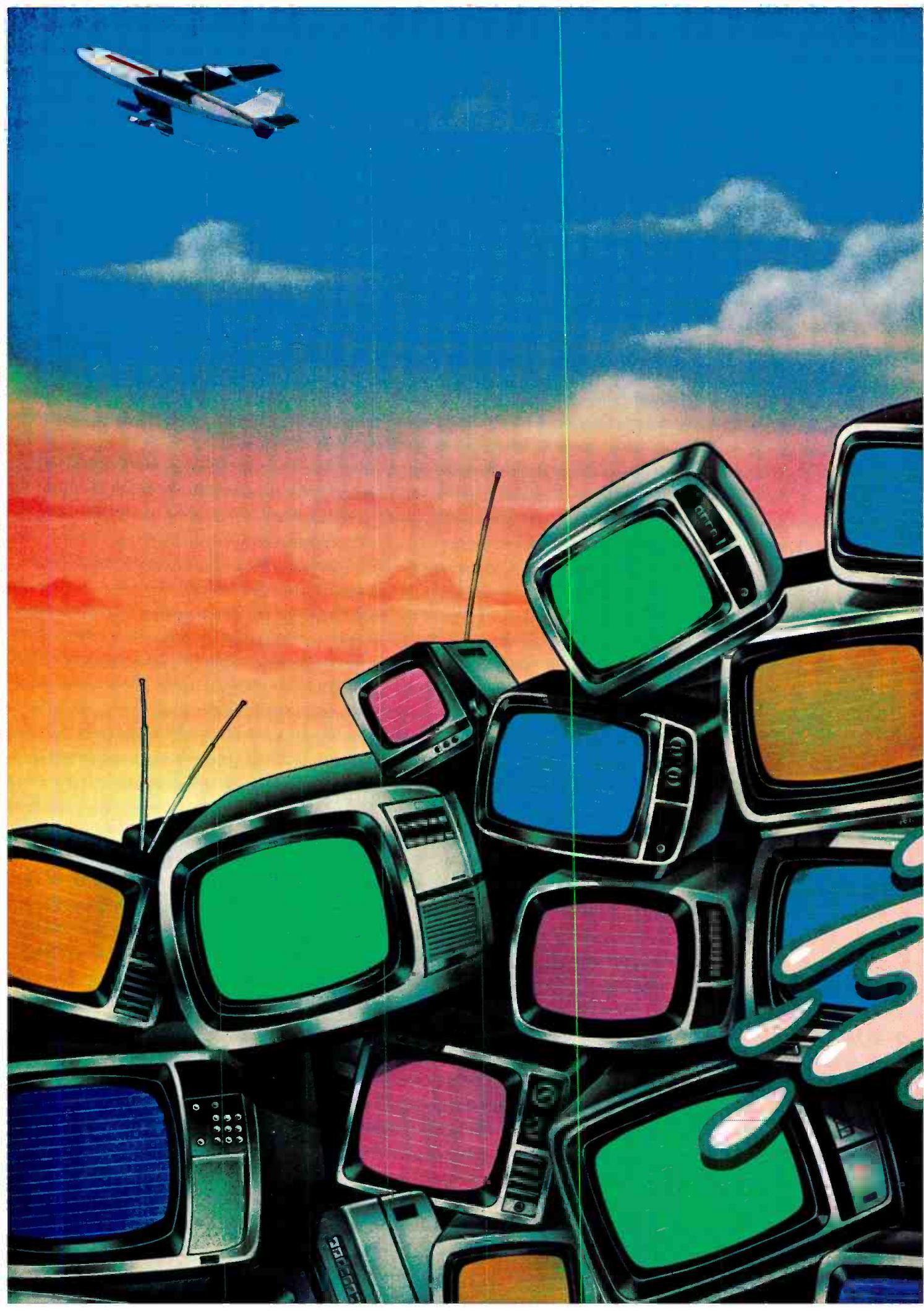


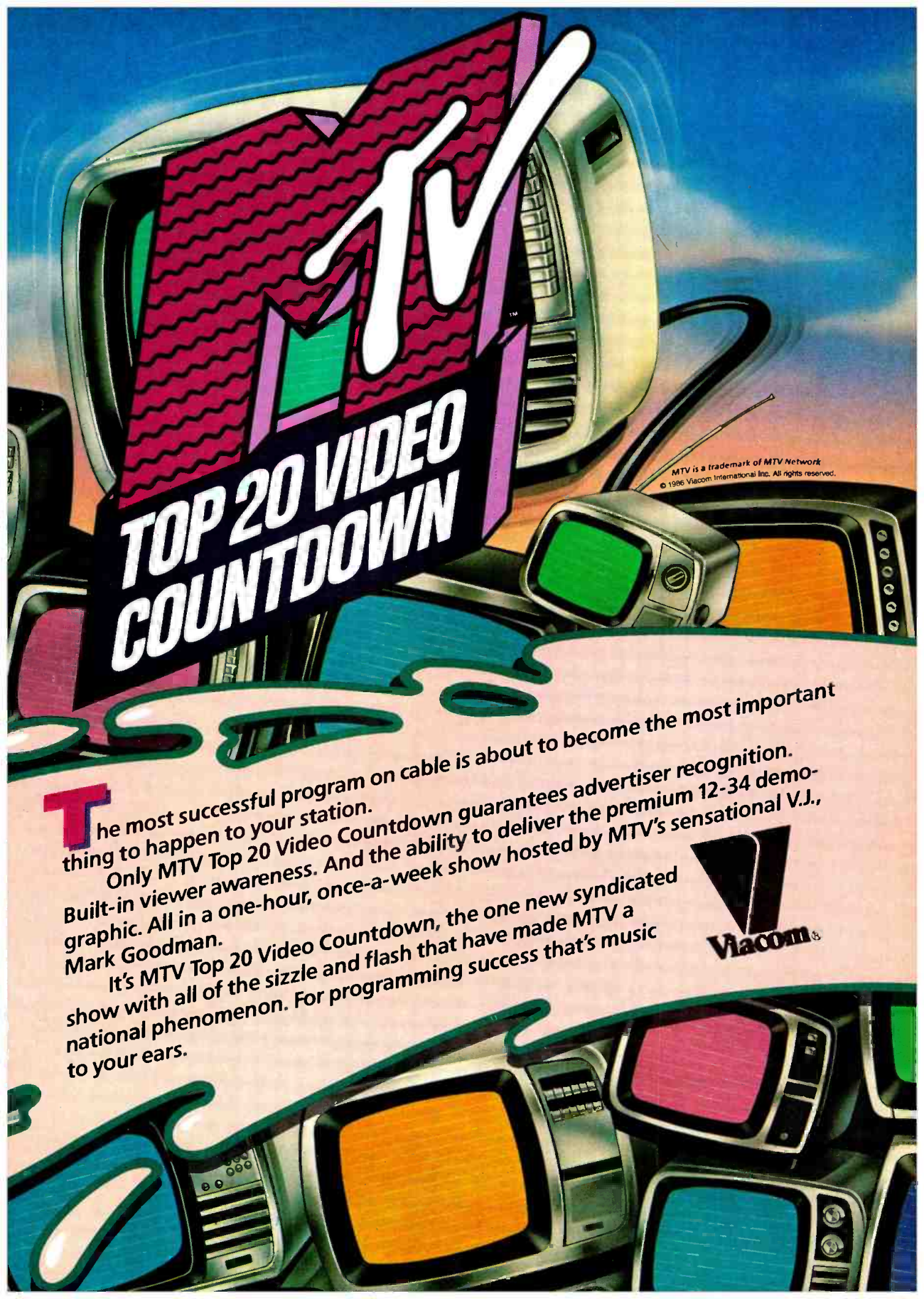
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& Lewis; Craig Dougherty, Union Bank, Los Angeles; Ted Hepburn, The Ted Hepburn Co.; Tim McDonald, TVX Broadcast Group.

How Independent Stations Can Increase Their Share of Retail Business. Santa Monica room. Moderator: Howard Kamin, INTV. Panelists: Jack Myers, Infomarketing; Philip S. Press, KTVU(TV) San Francisco; Sally Ann Lowry, Broadway Department Stores, Los Angeles; Larry Walker, J.C. Penney Co.

Two concurrent sessions. 10:30-11:30 a.m. *Future Cost Reduction and Income Enhancement Possibilities.* Beverly Hills room. Moderator: Harold E. Protter, WNOL-TV New Orleans. *Current and Future Advances in*

UHF Klystron Operating Costs: Earl W. McCune, Varian Associates. *Multiple UHF Stations Sharing of Common Transmitting Antenna:* Ramond Tattershall, LeBlanc & Dick Communications. *Income Opportunities for Selling Tower Space:* Dirk B. Freeman, Blair Media. *Low Cost Approaches to Stereo Conversion:* Lee Pinski, KCPQ(TV) Tacoma, Wash.

Station Rep Interchange. Santa Monica room. Moderator: John D. King, INTV. Panelists: Kerry Andrews, Katz Independent Television. Thomas M. Arnost, KTLA(TV) Los Angeles; Lynn Boggs, Media Central Inc.; Ellis Glantz, Blair Television; Duane G. Kell, WKBD-TV Detroit; Larry VanderBek, MMT Sales.

Programing on parade in the suites

The following is a list of exhibitors for the INTV convention at the Century Plaza hotel. An asterisk indicates a product new to the market.

ABR Entertainment 728

Acama Films 549, 551
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Acama Star I (24), II (26), Martial Arts Theater (43), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), The Explorers (13), Boxing (51), Wrestling (51), Body Buddies (65), film classics. **Staff:** William Morrison, James Sowards, John Cosgrove, Bill Seymour.

Access Syndication 724

12345 Ventura Blvd., Studio City, Calif. 91604

Lorne Greene's New Wilderness, The Exciting World of Speed & Beauty, Hollywood Close-Up. **Staff:** Dennis Miller, Jeffrey Kazmark, Gary Benz, Nancy Dixon, Bill Trotter, Rick Pack, Fran Harman, Melissa Schiavo, Steve Kirk, Stel DeLeon.

Alan Enterprises 611

32234 Pacific Coast Hwy., Malibu, Calif. 90265

The Classics* (28), The Promotables (15), Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130). **Staff:** Alan Gleitsman, Cheri Rosche, Milt Strasser, Bob Mitchell, Christine Buchanan.

Almi Television Productions 512, 514

1585 Broadway, New York 10036

Almi Film Festival I* (10), Children's Cinema Classics* (33), The Ninja Connection* (13), Thriller (18), She's A Lady (19), Hot Rocks (10), Kitten's Christmas, Great Comedy Volume I (32) and II (15), Passport to Adventure (33). **Staff:** Dan Harrison, Mary Voll, Debbie von Ahrens.

Alternative Network Television 713, 715

Behrens Co. 716

51 W. 9th St., Miami 33130

Blair Entertainment 545, 547

1290 Avenue of the Americas, New York 10104

RPR Productions
511 Old Lancaster Pike, Berwyn, Pa. 19312
Strike It Rich* (52), Divorce Court (52),

Break the Bank* (52), SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (15), Wake Up the Echoes, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be, Beachcombers (130), Keystone Komedies (79), Road to the Super Bowl '87, NFL Update '87, The Lollipop Dragon, telephone interactive programs. **Staff:** Richard Coveny, Guy Mazzeo, Phil Kent, Tim Harrington, Linda Prozeller, Leslie Lillien, Tony Brown, Joe Middelburg, Jim Weathers, Monte Lounsbury, Al Lanken, Tony Fasola, Steve Hackett, Joe Mirabella, Paul Franklin, Ken Kagen, Anne Foran, Dorothy Hamilton, Alan Berkowitz, Norman Lesser, Catherine Morrow, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

Broadcast Management Plus 730

Box 5708, Auburn, Calif. 95604

Converts Arbitron and Nielsen computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a microcomputer, color bar charts show trends, rankers, comparisons, audience composition reports. **Staff:** Roger Cooper, Dave Ludwig, John Morris, Peg DeSchepper.

Frank W. Cawood & Assoc. 722

C.B. Distribution 535

141 El Camino, Suite 110, Beverly Hills, Calif. 90212

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

Cinema Preview/KHS Entertainment 707

Claster Television Productions 656-60

9630 Deereco Rd., Timonium, Md. 21093

My Little Pony and Friends* (65), The Transformers* (65), G.I. Joe—A Real American Hero* (90), Super Saturday/Super Sunday* (15), JEM* (26), Great Space Coaster (140), Romper Room and Friends (100), Miss Manners (100), Bowling for Dollars. **Staff:** John Claster, Sally Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell, JoAnn Heller.

Colex Enterprises (see LBS)

Columbia Pictures Television 613-19

Columbia Pl., Burbank, Calif. 91505

Carson's Comedy Classics (130), The Real Ghostbusters* (65), Naked City (99), Riptide*, T.J. Hooker* (93), What's Happening Now (22), Barney Miller (170), Benson (90), Carter Country (44), Charlie's Angels (115), Fantasy Island (130), Fish (35), Here Come the Brides (52), Limited Engagement* (260), Mr. Magoo (90), Hart to Hart (112), Police Story (84), Police Woman (91), The Real McCoys (224), Soap (93), Starsky & Hutch (92), SWAT (37), That's My Mama (39), What's Happening (65), Wyatt Earp (226), TV 20 (20), Volume IV (23), Volume V (26), Volume VI (21), Columbia Gems, Prime Four. **Staff:** Herman Rush, Joseph Indelli, Dick Woollen, Steve Astor, David Mumford, Larry Lynch, Bill Clark, Tom Holland, Valerie Rohrer, Doug Roth, June Burakoff-Smith, Herb Weiss, David Jacquemin, Steve Mulderrig, Dick Campbell, Mitch Sallitt, Marlynda Salas, Don Bryan, Tim Overmyer, Jay Silha, Noranne Frisby, Ken Doyle, Don Toney, Dain Fritz.

Continental Syndication 609

Crown International TV 533

292 S. La Cienega Blvd., Beverly Hills, Calif. 90211

Crown Jewels I, Crown Classics. **Staff:** Sy Shapiro, Cathy Polk.

Direct Response Marketing 607

Walt Disney Pictures 602-06

500 S. Buena Vista St., Burbank, Calif. 91521

Magic I (25), Wonderful World of Disney (178). **Staff:** Robert Jacquemin, Rich Goldman, Jamie Bennett, Jay Finkelman, Dave Morris, Janice Marinelli, Pete Affe, Tony Faske, Larry Frankenbach, Matthew Jacobson, Peter Newgard, John Attebery, Mike Mellon, Pat Pattison, Lloyd Wendkos, John Huncke.

Embassy Telecommunications 501-05

1901 Avenue of the Stars, Los Angeles 90067

Silver Spoons (116), Facts of Life (153), Diff'rent Strokes (170), The Jeffersons (253), One Day at a Time (209), Sanford & Son (136), Good Times (133), Maude (141), Archie Bunker's Place (97), Square Pegs (20), Professionals (52), Pete 'n' Gladys (72), Embassy Night at the Movies (6), Embassy II (20), Enter-

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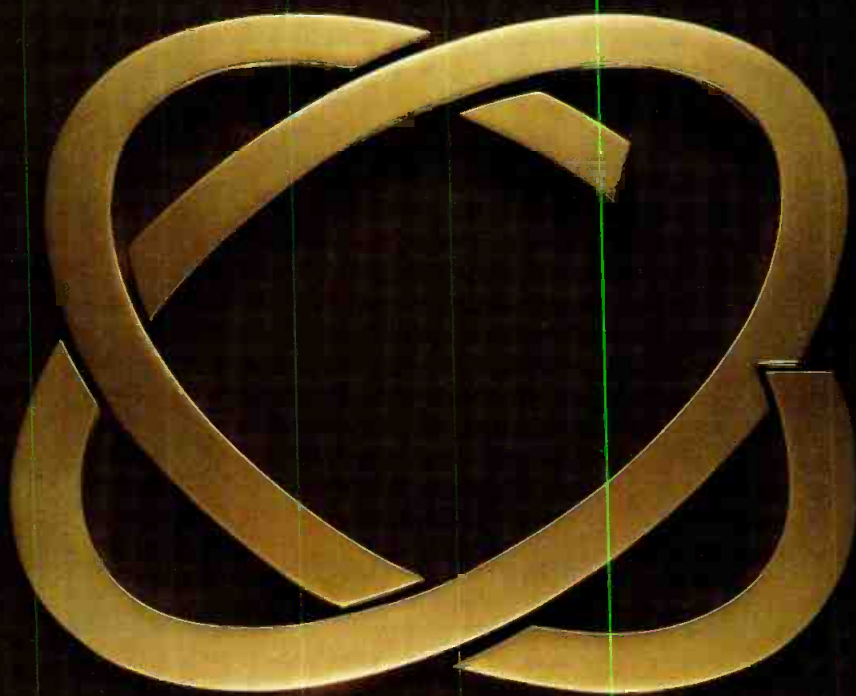


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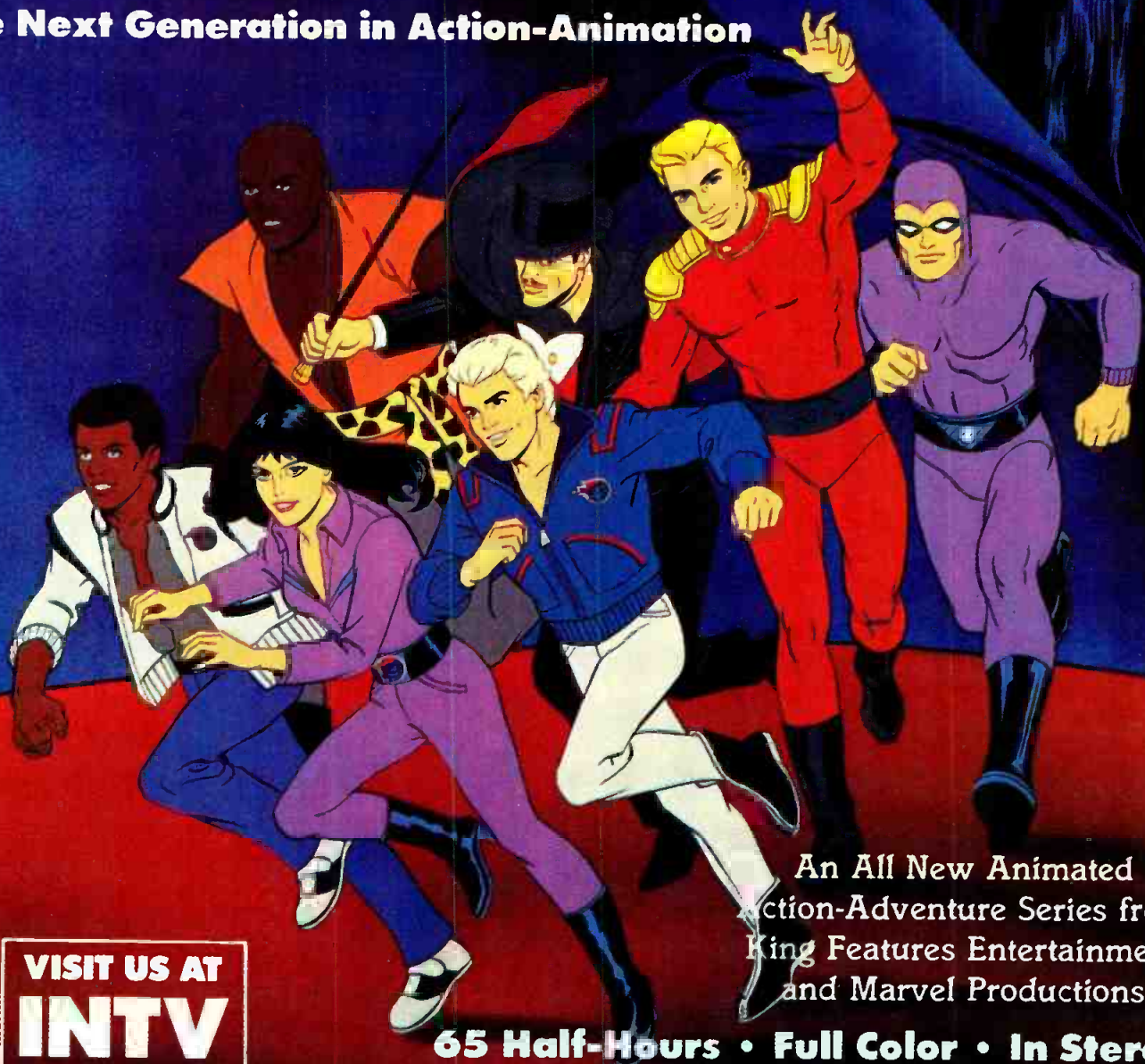
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Ottawa Citizen

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TV Guide

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tainer of the Year (31). **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Michael Zucker, Christopher Egolf, Deborah Willard, Bob Moore, Francie Beougher, Meade Camp, Gary Lico, Dennis Boyle, Debbie Grant, David Bergmann, Alan Daniels, Martha Chavira, Jerry Leifer, Steve Badeau.

Empire Television 725, 27
1551 N. LaBrea Ave., Los Angeles 90028

Heroes, Pirates and Warriors (14), Wicked Women (6), Empire I (10). **Staff:** Ed O'Brien, Keith Walley, Beth Rice.

The Entertainment Network 633, 35
11111 Santa Monica Blvd., Suite 1210, Los Angeles 90025

Animated Classics (3), Animated Space/Sci-Fi (5), Dan Cougar, Alaska Outdoors (13), No Guts, No Glory (6), Hollywood Television Theater (12), Shakespeare Theater, 1986 Montreux Golden Rose Rock Festival, 1986 International British Record Industry Awards, B.B. King—Live at Nick's, Swan Lake Ballet, Cosmos—In the Year of the Comet (3). **Staff:** Drew Levin, Bill Doyle, Eve Joffe, Steve Finch, Mark Rafalowski.

Entervision 537
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Tribute to Fists of Fury (29). **Staff:** Kris Gangadean, William deArmas, Rachel Leaver, Slade Walter.

FilmLife/American Film Repair 719
141 Moonachie Rd., Moonachie, N.J. 07074

Rejuvenation, restoration, protection and preservation of damaged motion picture film, preservation film depository, TV film storage, shipping and distribution, inspection and repair services, transfers, film editing. **Staff:** Marvin Bernard, John Natall, Sheila Bernard, Milton Miller, Paul Delplace, Larry Bernard, Russell Dupree, Angela Abrams, Mattie Mobley, Nelly Morales, Fatima Morden, Peter Settimelli, Ben Harris.

Four Star International 540
931 N. Cole Ave., Hollywood, Calif. 90038

Star Cluster (195+65), Matchmaker (195+65), Mad Movies with the L.A. Connection (26+26), The Achievers (13), Big Valley (112), Wanted Dead or Alive (94), Burke's Law (64), Thrillseekers (52), Star I (15), No Restrictions (13), Awards Theater (50), The Late Show (30), Main Events I and II (30), Galaxy I and II (30), Odyssey (14), Rainbow Outdoor Adventures (45), Scream Theater I & II (32), Cisco Kid (13), Dr. Snuggles, The Magic of Dr. Snuggles, Ninja the Wonder Boy, Robbie the Robot, Timefighters, Timefighters in the Land of Fantasy. **Staff:** Joseph Fischer, Richard Cignarelli, Kristie Smith, Bill Armstrong, Bob Neece, Tom O'Leary, Keith Lewis, David Reinbach, Andrew Bolt, Robert Bosen.

Fox/Lorber Associates 726
432 Park Ave. South, Suite 705, New York 10016

The Best of You* (130), The Best of David Susskind* (130), Curtis Signature Collection* (12), Grundy Premiere Films (12), Bruce Lee Martial Arts Theater* (15), Trailblazers (26), Trailblazers II* (18), Young Duke (15), Plastic Man (130), Broadway Video Specials (7), King... Montgomery to Memphis, Legacy of a Dream, Magical Mystery Tour, The Invasion of Carol Enders, Nightmare at 43 Hillcrest, Shadow of Fear, feature films (9), New Candid Camera (130). **Staff:** David Fox, Richard Ruben, Jackie Judd, Richard Lorber, Susan Margolin.

Frazier, Gross & Kadlec 630
4801 Massachusetts Ave., NW, Washington 20016

INTV research study. **Staff:** Charles Kadlec, Sandra Freschi, Linda Shapiro, Kim O'Neill, William Baker.

Fries Distribution Co. 625, 27
9200 Sunset Blvd., Suite 700, Los Angeles 90069

Fries Frame 2* (20), Fries Frame I (27), Fries Late Night Theater* (6). **Staff:** Robert Lloyd, Dick Askin, Lou Wexner, Don Golden, Bette Alofsin, Wendy Levin.

Gaylord Syndicom 729
2806 Opryland Dr., Nashville 37214

Happy Trails Theater* (26), It's a Funny Life*, Hee Haw, The Lady is a Champ with Barbara Mandrell*, specials (4), Super Sports America. **Staff:** Jane Dowden Grams, Bill Madden, Martin Clayton.

Genesis Entertainment 649, 51
5743 Corsa Ave., Suite 210, Westlake Village, Calif. 91362

The Judge*, Sale of the Century, Wild Wild World of Animals, Classic Country, G.I. Diary, Wilderness Alive, A Third Testament, Life Around Us, The Africans, Music World, America Sings. **Staff:** Gary Gannaway, Betsy Green.

Samuel Goldwyn 608, 10
10203 Santa Monica Blvd., Los Angeles 90067

On the Record*, Makeover*, Explosives II* (17), Goldwyn Gold I, Goldwyn Gold II, Explosives, Treasure Chest, Terrorpix, Family 6 Pack, Dan August, Power Pack, Mothers-in-Law, Flipper*, Gentle Ben*. **Staff:** Jack Masters, Gary Marenzi, Douglas McCormick, Lisa Thompson.

Raymond Horn Productions 717
325 W. 45th St., New York 10036

Independent Network News 509, 11
11 WPIX Pl., New York 10017

INN Nighttime Edition, Inday News, Editor's Desk, Christian Science Monitor Reports, Index News Service. **Staff:** John Corporon, Barbara Mortimer, Dennis Gillespe, Christine Gebhardt, Marty Appel.

INTV Marketing 629

ITF Enterprises 527
9255 Sunset Blvd., Los Angeles 90069

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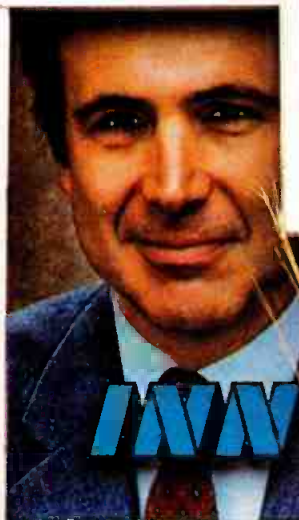
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*Based on published 7AM-2AM program schedules for TBC stations as of November 1, 1985.

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King Features Entertainment 612-16
 235 E. 45th St., New York 10017

The Performers: Marquee Edition* (12), Good Housekeeping: A Better Way* (65), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Animated Flash Gordon, Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Krazy Kat (50), Perspective on Greatness (26), Hearst Reports (64), The Performers (15), The Performers II (12), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Blondie (26), Flash Gordon (40), The Romance of Betty Boop. **International:** Defenders of the Earth* (65), The Performers (31), The Performers* II (7), Television Playhouse (14), Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Pick Up Your Feet: Double Dutch Show. **Staff:** William Miller, Leonard Soglio, Chips Barabee, Steven Weiser.

King World 530-36

1700 Broadway, New York 10019
 12400 Wilshire Blvd., Suite 1060, Los Angeles 90025

Oprah Winfrey Show*, Night Life Starring David Brenner*, True Confessions*, Rock 'n' Roll Evening News*, Dick Clark's Nite-time*, The Merv Griffin Show. **Staff:** Michael King, David Sifford, Rick Levy, Sid Cohen.

LBS Communications 601-05
 875 Third Ave., New York 10022

InDay News, InDay: What's Hot! What's Not?, It's a Living, Tales from the Dark-side, M.A.S.K., Inspector Gadget, Strictly Business*, Heathcliff, Care Bears, Superfriends, Kideo TV*, The Botts*, Popple Time*, Greatest American Hero, 1986 LBS Movie of the Month, Test Series, The Teller and the Tale*, Dancing in the Wings, Time Man of the Year*, Marco Polo, Peter and Paul, Annual MTV Video Music Awards, Crystal Light National Aerobic Championship*, Fame, Too Close for Comfort, Ted Knight Show*, What's Happening Now!*, Hee Haw, MGM/UA Premiere Network, America's Top 10 Christmas Special. **Colex Enterprises—605** Miracle of the Heart, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Reunion at Fairborough*, The Canterville Ghost*, New Gidget Series*, Hardcastle & McCormick*, The Hollywood Reporter*, Family, Father Murphy*, The Flying Nun, Gidget, Colex 3 Pack, Joe Forrester, Route 66, Hawk*, Eischied, The Monkees, The Burns & Allen Show, Dennis the Menace, Father Knows Best, The Donna Reed Show, Wild Bill Hickok, Jungle Jim, Ghost Story/Circle of Fear, Bob & Carol & Ted & Alice, Bridget Loves Bernie. **Staff:** Henry Siegel, Dan Greenblatt, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Mary Herne, Andrew Holtzman, Rand Stoll, Caroline Vanderlip, Donna Barrie,

Jerry Frank, Stephen Parker, Louise Perillo, John Reisenbach, Beth Mulnick, Debbie Hirschinger, Marian Lockett-Egan, Patrick Grotto, Joan Ahlheim, Donald Barnett, Tara Carroll, Scott Gaulocher, Tony Vella, Marcey Abelow, Ira Bernstein, Liza Parker, Monica Powers, Cindy Rosenberg. **Colex** Mort Marcus, Jack Allen, John Mansfield, Donna Barrie, Bethany Gorfine, Gary Perchick, Cynthia Wilson, Susan Traneth.

Lionheart Television 709, 11
 10490 Santa Monica Blvd., Los Angeles 90025

What's in a Name*, Butterflies (27), Dad's Army (26), Dave Allen at Large (51), The Dick Emery Show (40), The Fall & Rise of Reginald Perrin (21), Fawley Towers (12), Good Neighbors (29), Goodies (26), Hitch-hiker's Guide to the Galaxy (6), The Last Song (13), To The Manor Born (20), Wodehouse Playhouse (20), Not the Nine O'Clock News (16), Ripping Yarns (9), Sweet Sixteen (6), Sorry (18), The Two Ronnies (32), Yes Minister (21), Connections (10), Elizabeth R (6), Fight Against Slavery (6), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Murder Most English, 1915 (7), Search for the Nile (6), Shock of the New (8), Six Wives of Henry VIII (6), Voyage of Charles Darwin (7), Europe the Mighty Continent (13), Fall of Eagles (13), Threads, Tenko, America (13), The Americans (12), Ascent of Man (13), Civilisation (14), The Commanders (7), The First Churchills (12), Great Little Railway Journeys (7), Great Railway Journeys (7), The Long Search (13), Risking It All (13), Ten Who Dared (10), Touring Great Cities (4), Ireland: A Television History (13), The Beatles Special, Rock Goes to College, Shirley Bassey Show (12), Sight and Sound in Concert (16), Michel Legrand in Concert, Auschwitz and the Allies, The Gathering, Window on the World (9), On the Eighth Day, Miscellaneous, All Creatures Great and Small (41), Barbara's Problem Dogs, Barbara's World of Horses and Ponies (7), Billy Smart's Circus, Training Dogs the Woodhouse Way (10), Great Zoos of the World (8), Great Parks of the World (6), Wilderness (8), Wildside (52), Anna Karenina (10), Great Detectives (52), Casanova (6), Duchess of Duke Street (31), Glittering Prizes (6), A Horseman Riding By (13), I Can Jump Puddles (9), Jane Eyre (5), Nanny (30), Pallisers (22), Poldark (29), Rush (13), War and Peace (19), De Bono's Thinking Course (10), Vision On (74), Madhur Jaffrey's Indian Cooking Course (8), Thunder Sub (27), Ballet Shows (6), Black Tulip (6), Ivanhoe (10), The Last of the Mohicans (13), The Legend of King Arthur (8), Little Women (9), The Prince and the Pauper (6), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Blake's 7 (52), Doctor Who. **Staff:** Paul Vane, Bob Greenstein, David Friedman, Carl Menk, Glen Hagen, Rich Golden.

Lorimar/Telepictures 550-60
 475 Park Ave. South, New York 10016
 15303 Ventura Blvd., Sherman Oaks, Calif. 91403

Mama's Family* (22), One Big Family* (22), Falcon Crest* (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and Brown Shoe (12), 22 Karat (22), Lorimar I (25), Lorimar II (25), Sci-Fi Horror (55), Cowboys and Indians (32), Bomba the Jungle Boy (13), Deja-Views (55), Rocket to the Stars*, The \$1,000,000 Chance of a Lifetime*, Perfect Match, The People's Court, Love Connection, The All New Let's Make a Deal, Catch Phrase, N.I.W.S., Silverhawks (65), The Comic Strip (65), Thundercats (65), Alvin and the Chipmunks (65), Gummy (32), Your Show of Shows (65), 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), The Animated Off-Network Prime Time All Family Specials (19), Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury (15), Big 10 Basketball (23), Pac 10 Basketball (25), Southeastern Conference Basketball (23), Holiday Bowl, Blue Bonnet Bowl, Freedom Bowl. **Staff:** Dick Robertson, Peter Temple, Jim Moloshok, Pat Kenney, Dalton Danon, Ed Youngmark, Garrett Hart, Victoria Laughlin, Bob Jacobs, Tom Byrnes, Ralene Levy, Maury Lanken, Bruce Genter, Gust Theodore, Scott Weber, Jim McGillen, Tom Straszewski, Mike McHugh, Damien Riordan, Bruce Rosenblum, Vince Messina, Scott Carlin, Robert Barnett, Steve Knowles, Keith Samples, Dave Almstead, Marc Solomon, Karl Kuechenmeister.

MCA TV 622-28
 445 Park Ave., New York 10022

Knight Rider* (90), Universal Pictures Prestige 13*, Universal Pictures Exploitable 13*, The A Team* (128), Harper Valley* (29), Operation Petticoat* (32), The Blinksins*, Universal's Marvelous Twelve*, Puttin' on the Hits Year 3* (36), FTV Year 2* (26), Win America Sweepstakes*, Whiz Kids/Voyagers (52), Street Hawk* (52), Simon & Simon (125), Gimme A Break (110), Black Sheep Squadron (50), Magnum (129), Banacek (16), The Columbo McCloud McMillan Mystery Movies (124), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), Rockford Files (125), House Calls (57), BJ/Lobo Show (86), Incredible Hulk (85), Baretta (82), Alias Smith & Jones (43), Six Million Dollar Man (108), Bionic Woman (58), Emergency (136), Jack Benny Show (104), Leave It To Beaver (234), McHale's Navy (138), Munsters (70), Woody Woodpecker & Friends (360), Olivia Newton-John, Let's Get Physical, Universal Pictures Debut Network (33), Universal's Most Wanted List (23), Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies



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CAMPLOT

(49), Universal Grand 50 (48), Universal Star Spangled 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), Switch (70), Five Star Mystery (87), The Bold Ones (98), Ironside (198), It Takes a Thief (65), The Name of the Game (76), Rod Serling's Night Gallery (97), Run For Your Life (85), Rich Man, Poor Man, Book 1 (12), Rich Man, Poor Man, Book 2 (22), Best Sellers I (30), Best Sellers 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). **Staff:** Al Rush, Lou Friedland, Don Menchel, Shelly Schwab, Carl Russell, Chuck Gerber, Marc Grayson, Bill Smith, Mort Slakoff, Paul Hoffman, Tom Maples, Richard Nailling, Jeff McElheney, Jim Kraus, David Brenner, Bobbi Fisher, Charlotte Sweet, Stephanie Beatty, Don Micallef, Bert Herbert, Phil Conway, Karen Volkman, Gerri Pare, Kate Kelleher, John Carson, Ernie Goodman, Sara Rutenberg, Lin Oliver, Steve Teamlin, Fran Toll, Lori Shecter, Kathleen Sichler, Inger Jensen.

Metromedia Producers Corp. 522-26
5746 Sunset Blvd., Los Angeles 90028

Small Wonder, Miller's Court (65), Expedition Danger (26), Dynasty (148), Vega\$ (68), Ann Sothern Show (190), Movin' On (44), The Untamed World (106), New Avengers (26), Squaring the Circle, Blind Alleys, Summer Solstice, Vault of Horror, Tales from the Crypt, Boy in the Plastic Bubble, Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC (20), Carry On (11), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, The Far Pavilions, Empire, Jamaica Inn, Salute to Lady Liberty, Presidential Command Performance, Crystal Light National Aerobic Championship, Inside Russia, Future Shock, Time of Man, Assassins Among Us, Cancer Confrontation, Sex Teenage Style, Divorce: Kids in the Middle, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior (4), Groovy Ghoulies and Friends (104), Crusader Rabbit (13). **Staff:** Leonard Grossi, Bruce Marson, Grant Norlin, Jack Duffield, Regina Dantas, Susan Bender, Julie Ambrosino, Gary Carlson, Lark Zonka, Steve Leblang, Ben Glazer, Bob Freedman, Alan Winters, Karen Marino, Jim Ricks, Tom Noonan, William Roberson, Ron Geagan, Mark Lieber.

MGM/UA Television 502-508
1350 Avenue of the Americas, New York 10019
Frame Game*, Love Me, Love Me Not*

Kids Inc., Fame, Gilligan's Island (98), CHiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (132), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), The World of Mother Teresa, Outer Limits (49), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Tough Guys*, MGM/UA Premiere Network, MGM/UA Vintage I, MGM/UA #1, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Our Gang (52), Circus Parade (140). **International:** The Fifth Missile*, Garbo*, Lady Blue*, Motown 25*, Gabriela (130), George Washington (8), Goodbye Mr. Chips, Paper Dolls, Jessie, Pink Panther & Sons, We Got It Made (22), Empire (6), For Love and Honor (12), New Adventures of Gilligan (24), The Yearling (52), Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, Making of Rocky III, Separate Tables, The Citadel, Gavilan, Seven Brides for Seven Brothers (22), Cutter to Houston (9), McClain's Law (16), Flamingo Road (37), Chicago Story (14), Banjo the Woodpile Cat, Pandamonium (13), Meatballs & Spaghetti (13), Gilligan's Planet (13), Sean (13), Studs Lonigan (6), French Atlantic Affair, Kids from Fame Special, Magic of the Stars, James Cagney: That Yankee Doodle Dandy, The World of Entertainment, Logan's Run (14), Lucan (11), G. E. Monograms (9), The Defiant Ones*, Children of the Night*, The Dirty Dozen: Next Mission, Braker*, Something About Amelia, Paper Dolls, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Death of a Centerfold, Dear Liar, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, Hear No Evil, Incident at Crestridge, I Take These Men, I Was A Mail Order Bride, I Want To Live, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Rob Corona, Susan Swimer, Phil Smith, Chuck Atkins, Peter Preis, Robert Horen, Tom Dwyer, Michael Caponi, Kenneth DuBow, Stacey Valenza.

Mizlou Programing 654
350 Fifth Ave., New York 10118

Muller Media 538
23 E. 39th St., New York 10016

Reels of Fortune* (16), The Chisholms*, The Making of...*, Warriors (12), Heroes & Heroines (15), Family Rainbow Theater (12), Super Action 10 (10), Premier Show-

case (10), Cinema Greats (15), Scattergood Brains (5), The American Diary, The Turkey Caper*, Which Witch is Which, Christmas Tree Train, Masters of the Martial Arts (26), Fabulous Foibles (36), Mr. & Mrs. North. **Staff:** Robert Muller, Daniel Mulholland.

Orbis Communications 701-05
432 Park Ave. South, New York 10016

Platinum 193, Orbis Premiere Movies (5), Hangin' In (94), Tales of the Unexpected (90), MetroPrime Mini-series, Macron I (65), Defenders of the Earth, Birds of a Feather, War Chronicles (13), Wang Laboratories Specials, Bob Uecker's Wacky World of Sports (6), Rainbow Music Specials (24), Liberty Minutes, Comedy Tonight. **Staff:** Robert Turner, John Ranck, Brian Byrne, Ethan Podell, Neil Russell, Peter Schmid, Fran Reiter, David Spiegelman, David Goodman, Lorraine Joseph, Bob Chenoff, Barbara Fultz, Rae Schatz, Betty McGuire, Ronni Faust.

Orion Television 621, 23
1875 Century Park E., Los Angeles 90067

New Hollywood Squares, Cagney & Lacey. **Staff:** Jamie Kellner, Scott Towle, Rick Jacobson, James Ricks Jr., Arthur Hasson, Larry Hutchings, Don Frehe, Tom Cerio.

Pappas TeleProductions 528

Paramount Television 702-12
1 Gulf & Western Pl., New York 10023

Webster* (100), Cheers (94), Family Ties (98), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & 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), Entertainment Tonight, Entertainment This Week, Solid Gold, Star Trek Memories, Jesse Owens Story, Portfolio XI (22), X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (40), III (60), II (38), I (44), Special Edition (50), 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, Rick Weidner, Helen Ricketts, Tom Mazza, Phil Murphy, Steve Goldman, Greg Meidel, James Martz, Robert Dahill, Joel Berman, Marc Hirsch, Ken Solomon, Mike Kerans, Dick Montgomery, Gerry Noonan, Stan Justice, Ed Wilson, John Morrow, Don Salem, Bruce Gordon, Joseph Lucas, Mai Orme, Kevin Keely, Ramon Perez.

Hal Roach Studios Inc./ 641
Colorization

1600 N. Fairfax Ave., Los Angeles 90049
Laurel and Hardy films (26). **Staff:** Jody Shapiro, Rob Word, Andy Kaplan.

Satori Television 637
330 W. 42d St., Penthouse Suite, New York 10036

Alligator Package* (10), Dimension (15), Dimension II* (15), Shock Theater (8),

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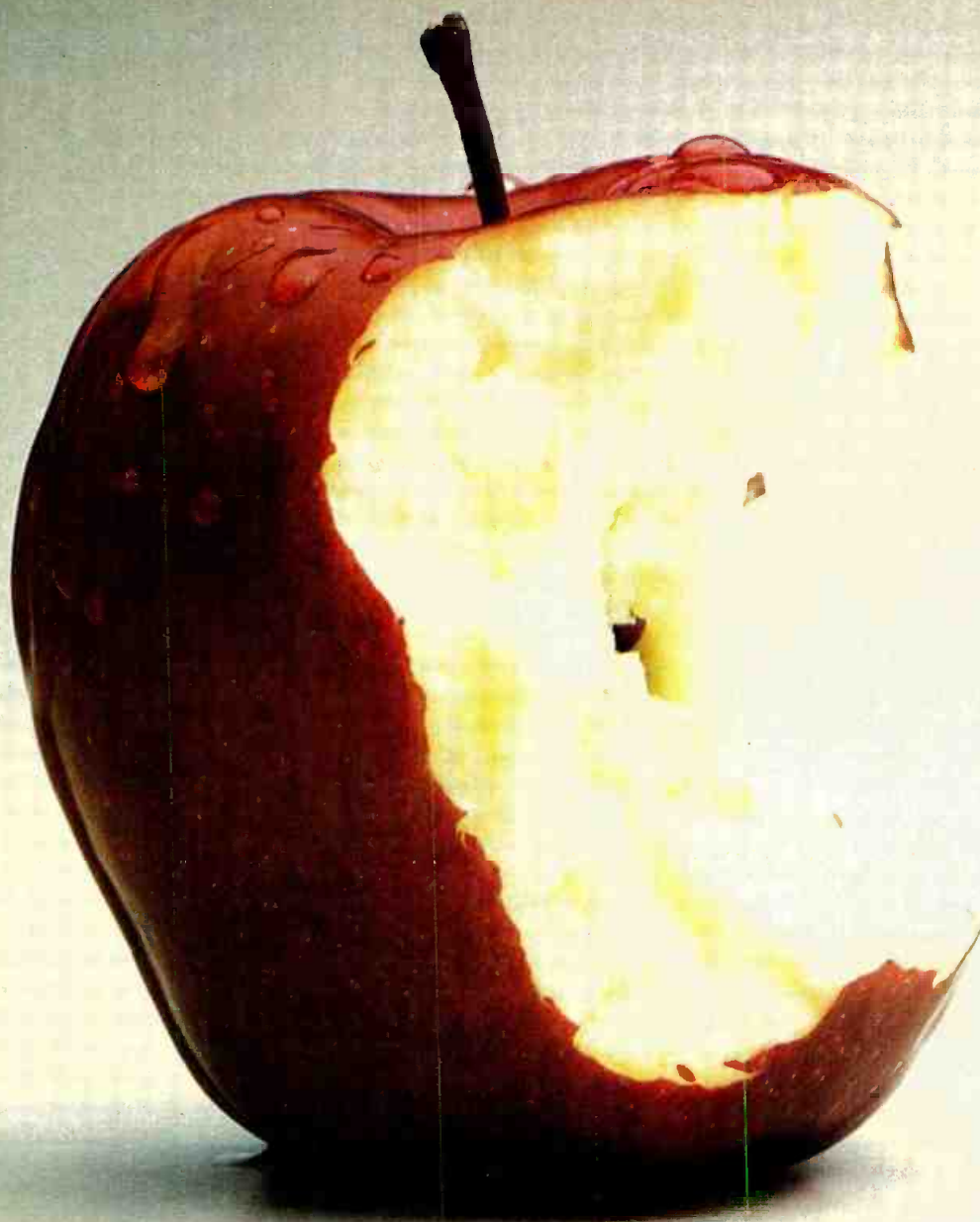
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Pyramid boosted WOR-TV
New York time period (10/85
vs. 10/84 NSI):
Rating up 75% Share up 50%
Total Women up 66%

New York Pyramid still rising
(11/18-22 NSI Overnights):
Rating 8.3 Share 14

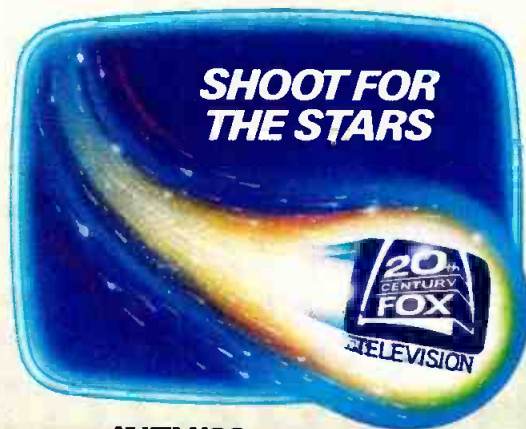
Pittsburgh Pyramid beats competing game
show head-to-head by 60% in rating, 56% in
Total Women, 77% in Women 18-49 (WTAE,
Oct. '85 NSI). **Philadelphia** Pyramid boosts
previous Oct. '85 time period rating by 67%,
share by 60%, Total Adults by 41%, Adults
18-49 by 22% (WCAU, Oct. '85 NSI). **Kansas
City** Pyramid raises time period rating by 25%,
share by 13%, Total Women by 127%, Women
18-49 by 75% (KCTV, Oct. '85 vs. Oct. '84 NSI).
Milwaukee Pyramid ups time period rating
by 50%, share by 54%, Total Women by 64%,

Source: NSI/ARB Oct. '84, Oct. '85.
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York every week.

Women 18-49 by 100% (WISN, Oct. '85 NSI vs. Oct. '84 NSI). **Portland** Pyramid improves time period Total Women by 25%, Women 18-49 by 47% (Oct. '85 ARB). Pyramid betters game show lead-in rating by 17%, share by 18%, Total Women by 38%, Women 18-49 by 23% (KATU, Oct. '85 ARB).

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INTV'86

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★ **ALL THE RIGHT MOVES** ★
REVENGE OF THE NERDS ★
BLAME IT ON RIO ★ **HEART LIKE
A WHEEL** ★ **MEL BROOKS'
HISTORY OF THE WORLD—PART I**
★ **RHINESTONE** ★ **TO BE OR NOT
TO BE** ★ **WITHOUT A TRACE** ★
THE MAN WITH ONE RED SHOE ★
JOHNNY DANGEROUSLY ★
UNFAITHFULLY YOURS ★ **TWO OF
A KIND** ★ **GIVE MY REGARDS TO
BROAD STREET** ★ **MAX DUGAN
RETURNS** ★ **THE BUDDY SYSTEM**
★ **THE STAR CHAMBER** ★
BUCKAROO BANZAI ★ **THE
AMATEUR** ★ **THE OSTERMAN
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DUDLEY MOORE, MARTIN MULL,
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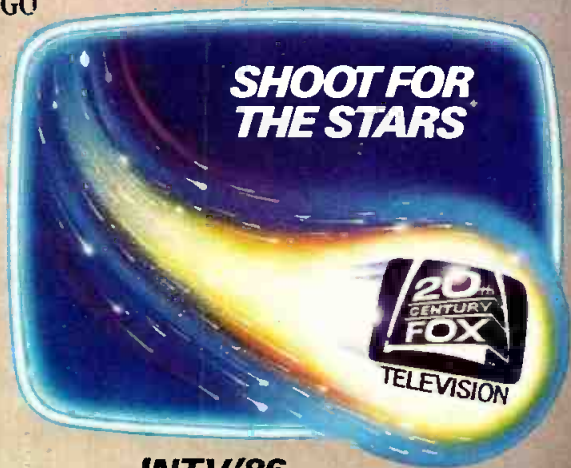
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run against them?



INTV'86

Family Entertainment (13), Family Entertainment II* (18), The Wombles (13). **Staff:** Gary Conner, Cindy Stern, Hank Guskis.

SFM Entertainment 632
1180 Ave. of the Americas, New York 10036

The George Steinbrenner Show* (26), The Texas 150th Birthday Celebration*, Directions*, Stamp of Greatness*, Zoo-bilee Zoo*, SFM Holiday Network (11), SFM I (6), Jayce & the Wheeled Warriors (65), Rose-Petal Place, Faces of Love (8), March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Indomitable Teddy Roosevelt, Dayan's Israel, The Golden Twenties, The Vatican, We Are the Marines, The Made-for-TV Election, The Dione Lucas Cooking Show, The World of Tomorrow, Hugga Bunch. **Staff:** Stanley Moger, Jordan Ringel, Joe Gerard, John Doscher, Mike James, Dave Grimm, Virginia Jucius, Allan Infeld.

Silverbach-Lazarus Group 734
9911 W. Pico Blvd., Los Angeles 90035

For the Term of His Natural Life*, The Last Days of Marilyn Monroe*, No Earthly Reason*, The First Annual 16 Magazine Readers' Awards*, Post Newsweek Specials*, Las Vegas This Month*, The Littlest Hobo (114), Cimarron Strip (23), Explore (13), Phenomenal World (11), Best Christmas Pageant Ever, Quincy Jones special, Faerie Tale Theatre (26), Terror!. **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, Steve Syatt, Gerald Feifer, Nicole Wonica, Betty Jane Metz.

Sony Broadcast 652
1600 Queen Anne Rd., Teaneck, N.J. 07666

Betacam half-inch videotape camera-videotape recorder system for field recording, playback and editing. **Staff:** Bob Mahahan.

Taffner/Limited, D.L. 631
31 W. 56th St., New York 10019

Benny Hill (85), Thames Comedy Originals (156), After Benny (40), Robin's Nest (48), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Best of Benny, Blood and Honor, Too Close For Comfort (first run—104), World at War (36), Destination America, Three's Company (222), Too Close for Comfort (107), The Ropers (26), Three's A Crowd (22), Benny Hill Specials I and II, Danger Mouse (50), Crime Inc. 7. **Staff:** Chuck Larsen, Mike Fahn, Rosemary Berry.

Telephone Auction Shopping 634

Television Program Enterprises/Operation Prime Time 539-43
875 Third Ave., New York 10022

You Write the Songs* (260), The Start of Something Big (52), Star Search (52), Lifestyles of the Rich and Famous (260), Solid Gold (52), Entertainment Tonight/This Week (52), Challenge of the Gobots (260), Smurfs* (260), Strong Medicine*, Hold the Dream*, Key to Rebecca, A Woman of Substance, Sadat, Blood Feud, Helen Keller: The Miracle Continues, Supermodel of the World*, Solid Gold Countdown, Lifestyles

Picks the World's Best, Star Search Junior (2), Solid Gold Summer, Lifestyles of the Rich and Famous, Solid Gold Christmas, Hanna-Barbera Presents. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Rick Meril, Rich Levy, Ted Rudolph, Noreen Donovan, Howard Levy, Len Giarraputo, Rich Grove, Jeff Kinney, Bill Andrews, Ollie Treyz.

TimeRite Inc. 723
2500 Ridgmar Pl., Fort Worth, Tex. 76116

The Sunshine Factory, Country Crossroads, Cope, The Plant Groom, The Sloppy Cook. **Staff:** Bob Thornton, Claude Cox, Bonita Sparrow.

Tribune Entertainment 513-19
435 N. Michigan Ave., Chicago 60611

The Smurfs and the Magic Flute, GI Joe, Ghostbusters (65), Dempsey & Makepeace, At The Movies (52), A Married Man (2), U.S. Farm Report (52), Cornelia Connelly, Monte Carlo, Nadia, TV Net (12), Soul Train, Comedy Break, Rocker '85, Free at Last, The Making of Black Mayors, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, John Barrett, William Kunkel, Clark Morehouse, Carol Forace, Reggie Jester, Jack Donahue.

Turner Program Services 643, 45
1050 Techwood Dr., Atlanta 30318

CNN Television and Headline News, Goodwill Games*, SEC Football*, Big 10 Football*, Super Football Saturday Night*, World of Cousteau (28), Centennial (26), Chart Busters*, Women in White, The Last Convertible, Black Beauty, American Caesar, Cousteau/Riders of the Wind*, Cousteau/Haiti Expedition*, World of Audubon*, Battle of the Planets (85), Behing the Veil, Our Finite World, Okefenokee Swamp. **Staff:** Henry Gillespie, Robert Schuessler, Robert Rlerson, Tom Todd, Carol Bomberger, Colin Chisholm, Arthur O'Connor, Paul Wischmeyer, Eric McLamb.

TV Guide 653
Radnor, Pa. 19088

Twentieth Century Fox 553-59
10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Banko*, Dance Fever (26), Dream Girl USA* (25), 9 to 5* (52), \$100,000 Pyramid*, Movers and Shakers*, Animal Express (130), 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), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Charlie Chan (20), Fox I, II, III, IV, V and VI (204), Fox Hollywood Theater '85*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Time Tunnel (5), Fox Movie-tone News (520), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M*A*S*H. **International:** Charlie and Co. (22), A Letter to Three Wives, The Long Hot Sum-

mer, Love Thy Neighbor, Mr. Belvedere (28), Peyton Place: The Next Generation, Sentimental Journey, The Sun Also Rises. **Staff:** Barry Diller, Alan Horn, Jonathan Dolgen, Michael Lambert, Joseph Greene, Tony Bauer, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsom, James Puffer, Al Shore, Victor Zimmerman, John Walden, Charles Gersch, Benson Begun, Michael Doodan, Stanley DeCovnick, Jerry Greenberg, John Garofolo, Barbara Van Buskirk, Harold Potter, William Saunders, Peter Broome, Elie Wahba, Gustavo Montaudon, David Jackson, George Krieger.

Viacom Enterprises 521-25
1211 Ave. of Americas, New York 10036

Exclusive* (39+13), MTV Video Countdown* (52), The Honeymooners* (107), Star Games* (26+26), Comedy Break* (260), Bizarre (125), All in the Family (207), Mary Tyler Moore (168), Bob Newhart (142), Life and Times of Grizzly Adams (35), Cannon (124), Beverly Hillsbills (168), Hawaii Five-O (200), Clint Eastwood/Rawhide (217), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), Andy Griffith Show (249), Twilight Zone (168), I Love Lucy (179), Honeymooners (67*+39), Petticoat Junction (148), Circus (25), December Bride (154), Dick Van Dyke (158), Family Affair (138), Family Feud (260), Have Gun Will Travel (156), Marshall Dillon (233), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (245), Rookies (90), Spy (6), Trackdown (71), Wild Wild West (104), You Are There (65), Terrytoons (689), Harlem Globetrotters (22), The Alvin Show (26), Peter the Great, Mistral's Daughter, Master of the Game, The Gambler Trilogy, Viacom Features I through X, Viacom Movie Greats, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Terrence Elkes, Kenneth Gorman, Jules Haimovitz, Joseph Zaleski, Dennis Gillespie, Paul Kalvin, Toby Martin, Elissa Lebeck, Brooks Carroll, Dennis Emerson, James McCormick, Frank Flanagan, Lisa Merians, Kim Schlotman.

Video Media Marketing 507

Vitt Media 650
1114 Ave. of Americas, New York 10036

The Polka Dot Door (185), The How-To Package (78), Half-A-Handy (26), Bits and Bytes (13), Down to Earth (26), Canadian Sport Fishing (13), All Being Well* (13), Front Runners* (10), Fish On* (13). **Staff:** Richard Olsen, Suzan Couch, Sheldon Senzon.

VTS Music 714

Warner Bros. Television 655-59
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV3* (13), Volume 25 (24), TV2 (13), Volume 24 (18), Volume 23 (20), 13 Classic Thrillers II (13), TV1 (13), Volumes 13 (25), 14-15 (13), 16 (18), 17 (23), 18 (28), 19 (29), 20 (30), 21 (26), 22

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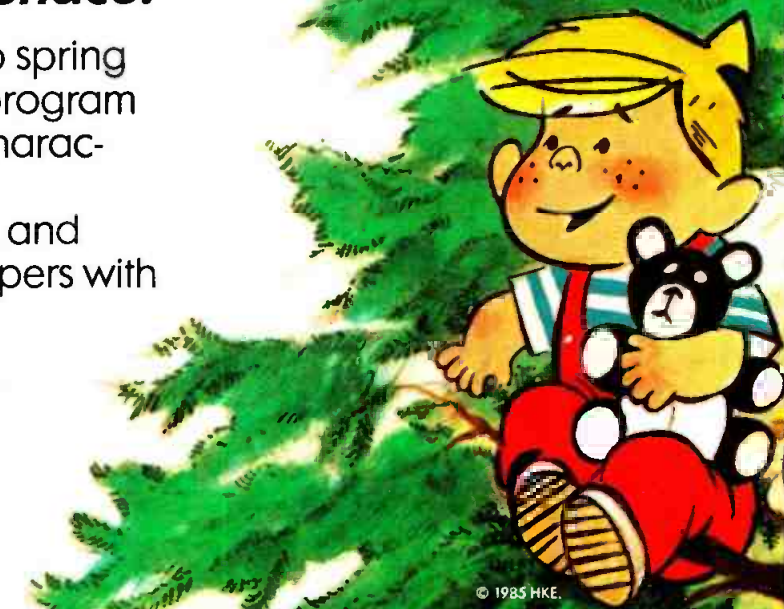
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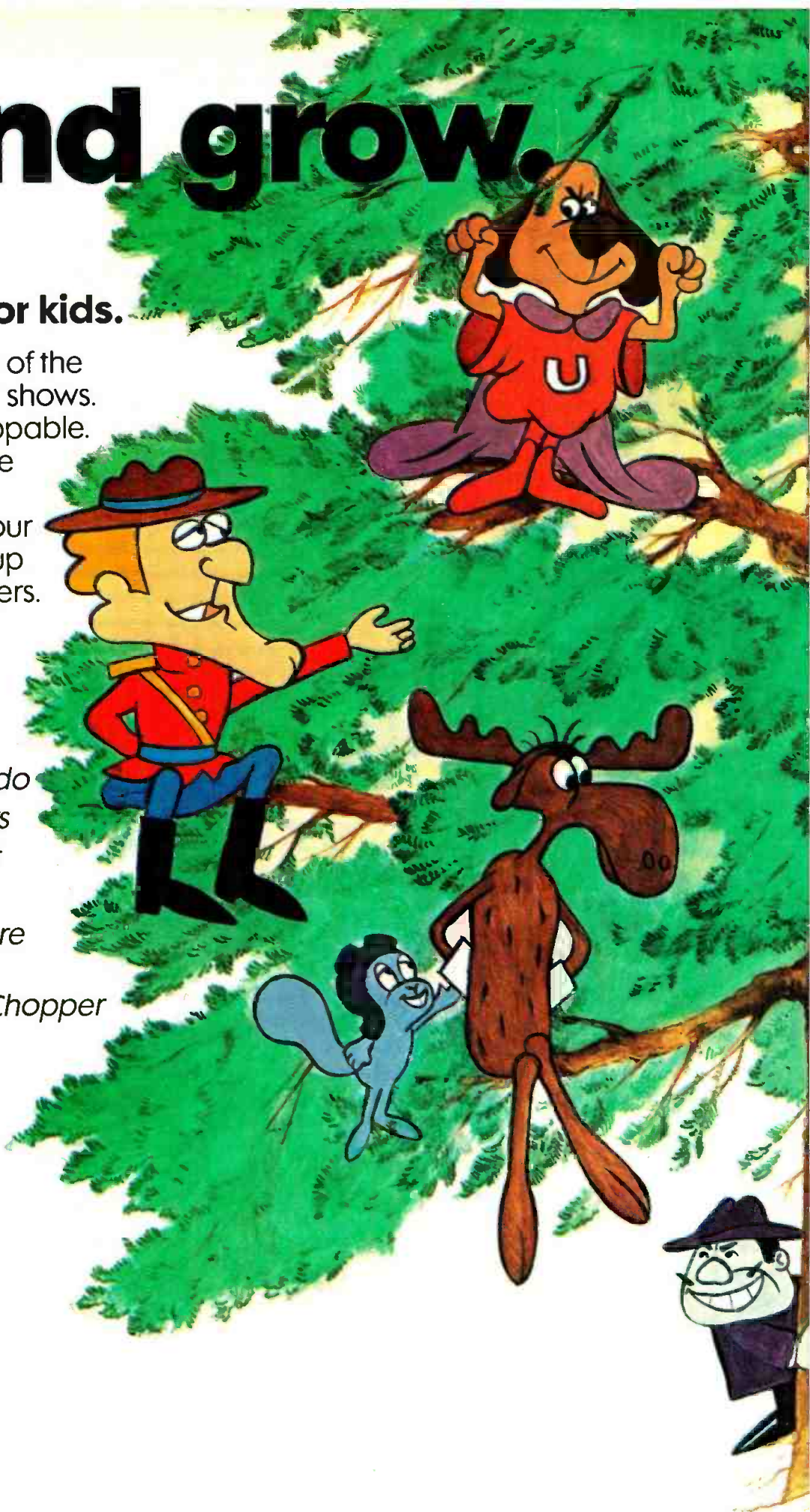


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- *Wheelie & The Chopper Bunch*
- *Valley of the Dinosaurs*
- *Inch High, Private Eye*
- *Uncle Waldo*
- *Space Kidettes*
- *Young Samson*
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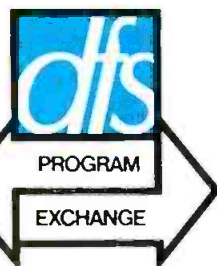
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(38), Volume 1A (24), 11A (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), V*, Bare Essence, Thorn Birds, Pearl, Scruples, Roots, Roots: The Next Generations, Night Court*, Matt Houston*, Private Benjamin (39), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard (147), 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 '70s (30).

Staff: Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, John Bryan, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Steven Konow, Erwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman

World Events 721
4935 Lindell Blvd., St. Louis 63108

Voltron...Defender of the Universe (125), Voltron special. **Staff:** Ted Koplar, Peter Keefe, John Teichmann, Brett Cervantes, Lee Mann, Tom Burton.

World Wrestling Federation/ Titan Sports 529, 31
5 Edgewood Ave., Box 4520, Greenwich, Conn. 06830

WWF Championship Wrestling, All-Star Wrestling, Superstars of Wrestling, TNT*. **Staff:** Vincent McMahon, Linda McMahon, James Barnett, Frank Tomeo, Joseph Perkins, James Troy, Basil DeVito, Hulk Hogan.

Worldvision Enterprises 636-40
660 Madison Ave., New York 10021

Rambo* (65), Centurions* (65), Fantastic World of Hanna-Barbera*, The Jetsons* (65), Rambo* (animation), Centurions* (animated), Sectaurs*, Chuck Norris*, Yogi's First Christmas*, For the People*, Throb*, Starring the Actors*, A Shark's Paradise*, The Love Boat* (109), That Girl* (136), Douglas Fairbanks Jr. Presents* (115), Dark Shadows* (260), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (249), The Invaders (43), The Fugitive (120), Dark Shadows (780), Man from Atlantis (20), Doris Day Show (128), The Rebel (76), Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show (130), Range Rider (78), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), Take My Word for It (130), Return to Eden (22+6), Holocaust (10), Against the Wind (13), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Jackson Five (23), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Satur-

day A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jerry Lewis Show (17), Josie & the Pussycats (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13), The Bobby Vinton Show, An Evening with Irish Television, Ron Luciano's Lighter Side of Sports, A Christmas Carol, Amahl and the Night Visitors, Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), Bay City Rollers, Echo I, Herbie Mann/Rahsaan Roland Kirk, Is It Christ?, Last Nazi, Raphael, Roberta Flack/Donny Hathaway, A Little Bit of Irish, World of Miss World, Newfangled Wandering Minstrel Show, Musical Ambassadors, Russian Festival of Music and Dance. **Staff:** John Ryan, Burt Rosenburgh, Larry Forsdick, Kaki Holt, Jim Thomson, Bill Baffi, Randy Hanson, Paul Danylik, Gene Ferry, Tim Davis, Jesse Weatherby, Marty Weisman, Tim Newman, Victoria Quoss.

Also in attendance

Contempo TV Ltd. Century Plaza
21588 Rambla Vista Dr., Malibu, Calif. 90265

Fight Back, with David Horowitz. **Staff:** David Horowitz, Robert Donnelly.

DFS Program Exchange
Westwood Marquee
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), 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.

Katz Television Century Plaza
1 Dag Hammarskjöld Pl., New York 10017

Staff: Serge Valle, John von Soosten, Susan Ziller Brazell, Mickey Colen, Michael Raounas, Pat Garvey, Cathy Egan, Paul Arzen, Marty Ozer, Richard Goldstein, Peter Goulazian, Lucille Luongo, James Greenwald, Richard Mendelson.

London Weekend TV Century Plaza
444 Madison Ave., New York 10022

Drummonds (20), To Have and to Hold (8), Dutch Girls, Jesus the Evidence (3),

Mapp and Lucia (5), The Secret Adversary, A Fine Romance (26), Me and My Girl (39), Upstairs Downstairs (68). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

Richard Price TV Century Plaza
444 Madison Ave., New York 10022

A Country Practice (350), Viktoria Mullova and Maxim Shostakovich in Performance, Rafferty's Rules (14), Telechat (234). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

Primetime Entertainment Century Plaza
444 Madison Ave., New York 10022

Primetime 90's (10), Primetime I (17), Trident I (15), Terrahawks (39), Doctor in the House (137), Raccoons, The Life and Adventures of Nicholas Nickleby (9), Paul Hogan Show (26), Agony (20), A Fine Romance (26). **Staff:** Robert Shay, Harvey Reinstein, Michael Clark.

Sunbow Productions Century Plaza
380 Lexington Ave., New York 10168

My Little Pony and Friends* (65), The Transformers (65), G.I. Joe—A Real American Hero (90), Super Saturday/Super Sunday (15), The Great Space Coaster (140). **Staff:** Tom Griffin, Art Heller, Michael Brochstein, Heidi Kahme, Lisa Klasner, Mary Tricoli, Jan Siegal, Bridie Blessington, Nancy Fogarty, Vinnie Manzi, Cindy Markus, Carole Weitzman, Ellen Kroner, Jane Carlin, Debbie Heineman.

Weiss Global Enterprises Century Plaza
2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033

Kids Say the Darndest Things*, 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), Glitter, Glamour & Gags—That Beauty Contest, America Confidential (5), The Stan Kann Show (52), The Adventures of Jim Bowie (76), Bill Dana Show (42), Canline 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), Crazy Kid Kartunes, Nursery Rhymes. **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss, Patricia Sandoval, Alex Gordon, E. Melvin Pinsel, Hank Profenius, A. Scott Lanken, Tom Corradine, Hank Guzik, Richard Ellman, Myles Specter, Charles Falzon, Neville Van Dyke, Janice Currie, Brett Weinberg, George Blaug.

WW Entertainment Century Plaza
205 E. 42d St., New York 10017

Skyways* (130), Best of Groucho (130), Black Belt Theater I (13), 2 (26), 3 (13), 4* (27), WW Entertainment I (16). **Staff:** George Hankoff, Louis Israel.



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Host Jim MacKrell
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Newsweek
December 31, 1984

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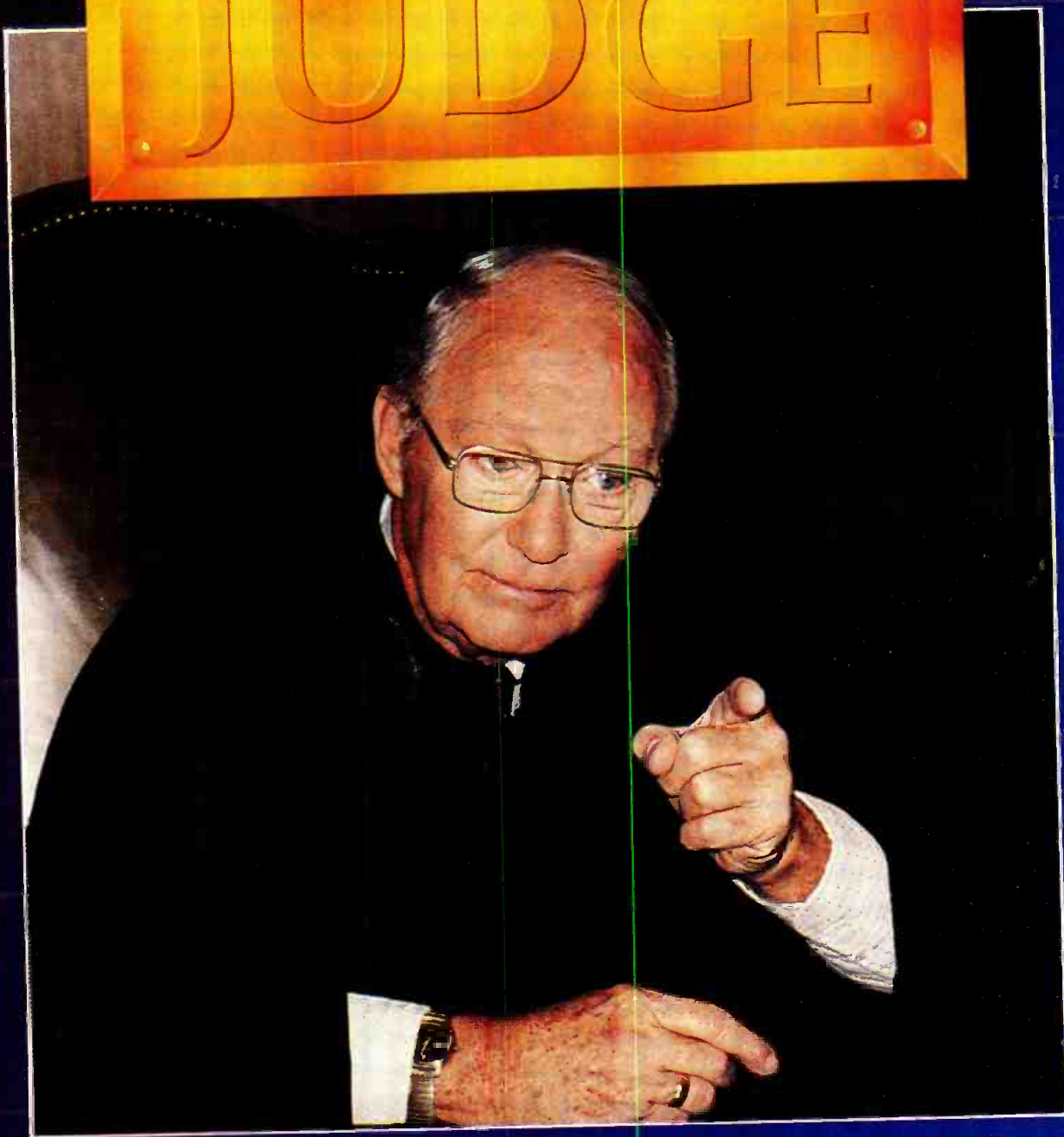


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You Will Find The Answer to

THE JUDGE



Your Ratings Problems In Court

"THE JUDGE"—One of the country's first courtroom series is now also the **only new syndicated courtroom strip available for fall 1986**. It's a proven 12-year ratings winner that gives you a great opportunity to take full advantage of the phenomenal success of courtroom drama programs in this November's sweeps.

The November ratings generated by both "People's Court" and "Divorce Court" this season *prove* that there is unquestionably new and dramatic interest in courtroom type programming nationwide. "The Judge" will follow that lead as proven by its incredible twelve year access success story in Columbus, Ohio averaging a 21 rating and a 35 share. **It's a proven standout hit and the only new courtroom show available for fall.**

Divorce Court posts time period increases for affiliates in November

Market	Station	Time Period	Nov '84 HH Shr	Nov '85 HH Shr	Percent Increase
Detroit	WJBK	4:00pm	14	24	+ 60
Pittsburgh	WTAE	10:00am	18	22	+ 22
Dayton	WDTN	4:30pm	13	21	+ 61
Miami	WSVN	12:30pm	14	20	+ 42
St. Louis	KTVI	3:00pm	18	28	+ 55
Columbus	WBNS	4:00pm	19	30	+ 57
Harrisburg	WHTM	4:30pm	10	20	+ 100
Norfolk	WVEC	5:00pm	18	26	+ 44

Nov. 1985 NSI

People's Court is alive and well and growing for TV stations

Market	Station	Time Period	Nov '84 HH Shr	Nov '85 HH Shr	Percent Increase
New York	WNBC	4:30pm	19	22	+ 16
Philadelphia	KYW	5:00pm	11	16	+ 45
Detroit	WJBK	4:30pm	13	25	+ 92
St. Louis	KSDK	4:00pm	27	34	+ 25
Hartford/ New Haven	WTNH	4:30pm	9	17	+ 88
Grand Rapids	WZZM	4:00pm	22	28	+ 27
Harrisburg	WHP	4:00pm	5	13	+ 160
Louisville	WAVE	5:30pm	22	27	+ 22

Nov. 1985 NSI



818-706-6341

SALE IS A WINNER

In the top 50 markets, *Sale of the Century* and *The New Newlywed Game* were the only new

- *access* shows on affiliate stations to improve over their lead-in.
- shows in *early fringe* on network affiliates to outperform their time period averages in all three (Feb., May, Oct.) prior sweep reports. Source: NSI, Nov., 1985

"Sales" early fringe performance beats time period a year ago and gains female viewers.

MARKET	TIME PERIOD	STATION	RATINGS/ SHARE NOV. 85	RATINGS/ SHARE NOV. 84	% OF INCREASE (SHARE)
NEW YORK	4:30	WABC	8/19	5/13	+ 60%
DETROIT	3:30	WDIV	6/13	4/9	+ 44%
HARTFORD/ NEW HAVEN	4:00	WTNH	4/15	2/7	+ 114%
ST. LOUIS	2:30	KFDK	5/20	2/7	+ 186%

WOMEN 18-49

MARKET	NOV. 85 (in thousands)	NOV. 84 (in thousands)	% INCREASE
NEW YORK	196	158	+ 24%
DETROIT	25	19	+ 32%
HARTFORD/ NEW HAVEN	18	15	+ 47%
ST. LOUIS	21	7	+ 200%

WOMEN 25-54

MARKET	NOV. 85 (in thousands)	NOV. 84 (in thousands)	% INCREASE
NEW YORK	210	136	+ 54%
DETROIT	28	19	+ 47%
HARTFORD/ NEW HAVEN	16	10	+ 60%
ST. LOUIS	17	7	+ 143%

\$ALE of the CENTURY



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"Where Things Stand" continued from page 50

Tex. (BROADCASTING, Aug. 2, 1982).

□

Beer-wine advertising ban. Attempts by citizen groups to obtain legislative ban on beer and wine commercials on radio, television and cable made little progress in 1985. Group originally pushing for ban, Project SMART (Stop Marketing Alcohol on Radio and Television), coalition of citizen groups including National PTA, has not been successful in finding congressional support for ban and has switched focus of its campaign to achieving equal time for counteradvertising messages. Bill calling for mandatory counteradvertising was introduced in House by Representative John Seiberling (D-Ohio) (BROADCASTING, May 20, 1985.)

National Association of Broadcasters joined with advertising and beer and wine industries to block SMART's efforts. Broadcasters have also launched national public service campaign to combat drunk driving. Campaign includes numerous PSAs (BROADCASTING, July 2 and Oct. 29, 1984). At present, Congress seems satisfied with broadcasters' public service campaign. At House Telecommunications Subcommittee hearing in May 1985 lawmakers voiced little enthusiasm for mandatory counteradvertising but also warned broadcasters not to slack off in their PSA campaigns (BROADCASTING, May 27, 1985).

□

Cable copyright. Major reform of Copyright Royalty Tribunal was priority in 1985 for House Copyright Subcommittee, although no legislative action took place. Movement to overhaul agency was sparked by resignation of CRT Chairman Marianne Mele Hall after it was publicized she was co-author of book that some members of Congress considered racist (BROADCASTING, April 29, 1985). Two bills emerged in House calling for major revamping of CRT. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) introduced H.R. 2784, which would substitute federal judges for CRT commissioners, creating Copyright Royalty Court to replace CRT (BROADCASTING, June 24, 1985). Kastenmeier held three oversight hearings on agency.

Under provisions of measure, Chief Justice would designate three district or circuit court judges to sit on CRC for six-year terms, tapping one to be chief judge for two years. Administrative Office of U.S. courts would take care of CRC's administrative needs. Bill would allow CRC to hire attorney and whatever other help it would require. Legislation would also permit parties to appeal CRC decisions to U.S. Court of Appeals for District of Columbia—same place CRT appeals are heard. It also would require disputing parties to try to settle differences through "mediation, negotiation, arbitration, appointment of special master or otherwise" before going to CRC. If parties couldn't agree on procedure, CRC would mandate one. Parties would have six months to settle out of court.

Measure, H.R. 2752, offered by Representatives Mike Synar (D-Okla.) and Patricia Schroeder (D-Colo.), who sit on Copyright Subcommittee, would eliminate tribunal and freeze cable royalty rates until 1988 (BROADCASTING, June 17, 1985). Bill gives Congress until Jan. 1, 1988, to come up with another process for determining royalty rates. If Congress failed to act, entire system would cease to exist.

In addition to CRT reform legislation, cable industry and Kastenmeier are interested in over-

all reform of copyright law. National Cable Television Association and Motion Picture Association of America are discussing ways to improve method by which cable operators determine compulsory license royalties. Under discussion is proposal for fixed, per-subscriber, per-month payment to replace current percentage system (BROADCASTING, Sept. 23, 1985). Final outcome of CRT legislation may depend on outcome of industry's discussions.

Among other copyright activities under review at CRT is distribution of 1983 cable royalty pool among copyright holders. CRT also has been asked to act on Turner Broadcasting System petition to reconsider CRT's 3.75% royalty rate decision. They deferred action on petition, however, until after first of year.

On Senate side, Judiciary Committee approved nomination of J.C. Argetsinger for seven-year term on CRT. Argetsinger was general counsel for Action, national volunteer agency that includes VISTA program. Nomination of Rose Marie Monk, former executive assistant with Nofziger Communications, political consulting firm run by Lyn Nofziger, former assistant to President for political affairs, is still on hold in committee.

□

Cable regulation. Cable Communications Policy Act of 1984 went into effect Dec. 29, 1984. Legislation establishes national regulatory policy for cable TV, preempting patchwork regulation of municipalities in many areas.

Act provides, after two years, for deregulation of rates for basic cable services in markets that are "effectively competitive." Legislation primarily weakens regulatory grip cities hold over cable franchises. It requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15, 1985). Standard should result in fewer than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

FCC also has implemented EEO provisions of act (see "EEO" entry below).

□

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera (who left agency in September 1985) dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington af-

firmed commission's new statement—although using language that Action for Children's Television President Peggy Charren said endorse ACT's position that broadcasters are responsible for providing programming to assure needs of children are met (BROADCASTING, March 21, 1985).

Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, introduced bill that would require commercial television stations to carry at least seven hours per week of educational programming for children. It also would direct FCC to conduct inquiry into production of so-called "program length commercials" for children. Companion measure was offered by Senator Frank Lautenberg (D-N.J.).

□

Communications Act. Broadcasting deregulation legislation resurfaced in 99th Congress. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) introduced bill that would eliminate comparative renewal process among other things (BROADCASTING, April 1, 1985). Measure identical to bill (H.R. 2182) offered in previous Congress.

Broadcasting industry's drive to achieve regulatory relief came to standstill in 1984 after hearing before House Telecommunications Subcommittee laid issue to rest (BROADCASTING, Sept. 2, 1984). Broadcasting industry made it clear the proposed legislation offered by Representative Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman; John Dingell (D-Mich.), chairman of parent Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.) was unacceptable.

□

Crossownership. FCC Chairman Mark Fowler has hinted he might be willing to eliminate—or at least grant waivers of—crossownership rule prohibiting ownership of daily newspaper and broadcast station in same market (BROADCASTING, Sept. 30, 1985).

FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems drew strong support—and not just from networks (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is not expected to address rulemaking soon.

Co-located broadcast and telephone crossownerships of cable systems have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper crossownership of cable, however.

□

Direct broadcast satellites. Future of DBS medium is much in doubt these days as DBS forerunners have faltered badly. After planning for five and a half years and spending \$140 million Comsat's Satellite Television Corp. announced in late November 1984 it would abandon its plans for six-channel national service. And United States Communications Inc., which began offering five-channel service in Northeastern U.S. in November 1983, filed for Chapter 11 bankruptcy protection. Last blow for both ventures came in November 1984 when Comsat and Prudential, USCI's principal backer, could not come to terms on proposed merger.

Nonetheless, Hubbard Broadcasting's United States Satellite Broadcasting and Dominion Video Satellite, among first group to receive high

THE SECOND DECADE

Begin



CHARLOTTE
WBTV

#1

PM MAGAZINE

Entertainment Tonight

Benson

\$100,000 Pyramid

RATING

SHARE

PM SHARE
ADVANTAGE

22

37%

11

19%

+ 95%

9

15%

+147%

4

8%

+363%

- No. 1 in All Demographics
- 40% Share Women 18 - 49, 36% Share Women 18 - 34
- 43% Share Men 18 - 49, 36% Share Men 18 - 34
- Up 16% in Rating, Up 57% in Share of Women 18 - 34, 33% in Women 18 - 49 and 33% in Men 18 - 34 Over Nov. '84

**HARRISBURG/
LANCASTER**
WGAL-TV

#1

PM MAGAZINE

Newlywed Game

Price Is Right

Bosom Buddies

Carson Comedy

13

23%

9

16%

+ 44%

8

14%

+ 64%

3

6%

+283%

2

4%

+375%

- No. 1 in Total Women
- No. 1 in Women 25 - 54
- No. 1 in Total Men
- No. 1 in Men 25 - 54
- No. 1 in Every Sweep Since Premiere Sept. '80

**FLINT/
SAGINAW**
WNEM-TV

#1

PM MAGAZINE

Jeopardy

Divorce Court

Mork & Mindy

18

32%

16

29%

+ 10%

4

7%

+357%

3

4%

+700%

- 43% Share Women 18 - 49
- 48% Share Men 18 - 49
- Up 10% Over Nov. '84 Share

PITTSBURGH
KDKA-TV

#1

EVENING MAGAZINE

\$100,000 Pyramid

Price Is Right

Jeffersons

Soap

17

31%

11

20%

+ 55%

5

10%

+210%

5

9%

+244%

2

4%

+675%

- No. 1 9 Straight Years
- No. 1 with 36% Share of Women 18 - 49
- No. 1 with 37% Share of Men 18 - 49
- Up 15% in Share Over Nov. '84

LOUISVILLE
WHAS-TV

#1

PM MAGAZINE

NBC Nightly News

Jeopardy

Dallas

16

30%

14

26%

+ 15%

11

19%

+ 58%

4

7%

+329%

- 47% Share Women 18 - 34, 46% Share Women 18 - 49
- 50% Share Men 18 - 34, 44% Share Men 18 - 49
- Up 14% Rating, 25% Share Over Nov. '84



WESTINGHOUSE BROADCASTING AND CABLE, INC.

Source: NSI Cassandra Nov. 1985

Continued

power DBS permits in 1982, are still trying to build and launch DBS system in 1987 or '88. Both have same problem: financing.

In March and September 1985, FCC granted permits to additional would-be DBS operators: Satellite Syndicated Systems, National Christian Network, Advanced Communications Corp., Hughes Communications Galaxy Inc., RCA Americom, Antares Satellite Corp. and Graphic Scanning.

While high-power DBS founders, low-power variety combining cable programming on C-band satellite and more than 1.2 million home earth stations may soon flourish. Low-power satellite broadcasting should be born in 1986 as soon as major cable services scramble their satellite feeds and owners of home earth stations have to begin paying to receive them.

DBS's first casualty was neither STC nor USCI, but Skyband Inc., start-up company backed by Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programming and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

If and when high-power DBS services get under way, choice of technical delivery methods will have to be resolved. Currently working to develop standardized technical parameters is Direct Broadcast Satellite Association (DBSA). Trade group has completed extensive tests of two competing delivery methods from General Instrument and Scientific-Atlanta (number of other competitors fell by wayside during test planning) and hopes to choose one system in January 1986. FCC, while not expected to mandate any system, did open docket last year and expects comments on topic by mid-February.

□

Equal employment opportunity. FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985). It decided to use processing guidelines to monitor cable EEO compliance. As result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with labor force overall and 25% parity in top four job categories; those same types of entities with 11 or more full-time employees must have 50% parity overall and in top four job categories.

Commission also has proposed to ease EEO reporting burdens of broadcasters by exempting licensees with no more than five employees (current ceiling is no more than four) (BROADCASTING, Nov. 18, 1985). It also proposed to change its EEO model program reporting forms to emphasize that FCC's primary concern is EEO efforts, not numbers, and to make them less burdensome for broadcasters. Full-time and part-time employees could be lumped into same table in annual employment reports, in-

stead of separate tables, as required now. Proposed revisions of EEO model program reporting form are, according to FCC officials, aimed at meeting objections of Office of Management and Budget. Four years ago, OMB refused to approve form, objecting to requirement that it be filed routinely at renewal time. OMB had permitted FCC to continue using form through end of November 1985. And without further FCC action (FCC could have rejected OMB recommendation with majority vote), use of form wouldn't have been authorized past then. But FCC said it had rejected OMB's recommendation in adopting rulemaking.

Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

□

Fairness doctrine. FCC wrapped up proceeding on fairness doctrine by concluding doctrine is not in public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public importance (BROADCASTING, Aug. 12, 1985). FCC said it will continue to enforce doctrine, even though it asserted such enforcement infringes on "fundamental constitutional principles," furnishes government with "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and FCC.

Commission has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983), but that proposal has reportedly been placed on back burner.

While commission has backed off from action on fairness doctrine, two court cases have been filed challenging its constitutionality. One was brought by Radio-Television News Directors Association and number of media groups, appealing commission's fairness report. They contend commission action referring matter to Congress violates First Amendment and is arbitrary and capricious. CBS is providing principal legal and financial support. Other was filed by Meredith Corp., which is appealing commission decision that one of its stations, WTVH(TV) Syracuse, N.Y., violated doctrine. Both appeals are pending before U.S. Court of Appeals in Washington.

□

Federal Trade Commission. For first time in three years, FTC authorization legislation passed both House and Senate, although measure must still be approved by conference committee. Conference is likely to occur when Congress returns from recess later this month. In September 1985 House passed H.R. 2385 that set FTC reauthorization at \$63.9 million, \$64.2 million and \$64.3 million, for fiscal years 1986, '87 and '88, respectively. House bill, unlike Senate version (S. 1078), lifts prohibition on FTC's authority to adopt industrywide rulemakings under unfairness standard. Under Senate bill (which would reauthorize FTC for FY '86, '87 and '88, and set funding levels at \$65.8 million, \$66.8 million and \$67.8 million, respectively), FTC retains authority to regulate commercial advertising on case-by-case basis for unfair or deceptive advertising. Senate also appropriated additional \$3.8 million for one-time consolidation of headquarters offices of FTC in Washington. Both Senate and House measures allow

Congress to veto proposed FTC regulations.

Petition filed at FTC by Center for Science in the Public Interest to ban broadcast advertising for beer and wine or require equivalent counter advertising (BROADCASTING, Nov. 28, 1983) was denied. FTC said it had found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse" (BROADCASTING, April 22, 1985). (See "Beer-wine ad ban item above.")

On Oct. 8, 1985, FTC Chairman James C. Miller III was sworn in as director of Office of Management and Budget, replacing David Stockman. Last month, President Reagan nominated Daniel Oliver, general counsel at Depart-



Oliver

ment of Agriculture, as member of FTC and will designate him agency chairman once Senate has confirmed his appointment (BROADCASTING Dec. 23, 1985). FTC Commissioner Terry Calvani has been acting chairman in interim.

□

International telecommunications satellite systems. President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, on behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. And FCC, following inquiry/rulemaking, conditionally authorized four of six pending applications for separate systems.

Intelsat Director General Richard Colino caused concern within U.S. government with proposal to board of governors for revising procedures for coordinating separate systems with Intelsat, proposal U.S. officials feel would bar virtually all separate systems. However, after board indicated at its quarterly meeting in June 1985, in Bergen, Norway, that it favors less restrictive approach than that reflected in Colino's proposal (BROADCASTING, June 24, 1985), director general revised it for submission to board in September. U.S. continued to object, though officials indicated new version was more acceptable. And Intelsat's Assembly of Parties, at its meeting in October, approved revised criteria

THE SECOND DECADE

Begin



**WILKES-BARRE/
SCRANTON
WNEP-TV**

#1

PM MAGAZINE

Jeopardy

Entertainment Tonight

All In The Family

RATING

SHARE

PM SHARE
ADVANTAGE

18

30%

11

19%

+ 58%

7

12%

+150%

3

4%

+650%

- No. 1 9 Straight Years
- 43% Share Women 18 - 34, 46% Share Women 18 - 49,
- 42% Share Men 18 - 34, 50% Share Men 18 - 49,
- Up 29% in Rating Over Nov. '84

**BOSTON
WBZ-TV**

#1

EVENING MAGAZINE

Chronicle

Entertainment Tonight

Barney Miller

Taxi

Star Trek

WKRP

12

21%

10

17%

+ 24%

9

15%

+ 40%

5

9%

+133%

5

8%

+163%

2

4%

+425%

2

4%

+425%

- No. 1 9 Straight Years
- Up 17% Over Lead-in Share
- No. 1 in Total Men and Total Women
- Up 5% Over Nov. '84 Share, While Network Lead-in Down 18%

**CHARLESTON/
HUNTINGTON
WSAZ-TV**

#1

PM MAGAZINE

Wheel of Fortune

Divorce Court

Jeffersons

15

25%

15

25%

13

21%

+ 19%

5

9%

+178%

- No. 1 in Women 18 - 34
- No. 1 in Women 18 - 49
- No. 1 in All Men Demographics
- Rating Up 7%, Women 18 - 34 Up 44%, Women 13 - 49 Up 65%, Men 18 - 34 Up 58%, Men 18 - 49 Up 28% Over Nov. '84

**BALTIMORE
WJZ-TV**

#1

EVENING MAGAZINE

Price Is Right

Jeopardy

\$100,000 Pyramid

16

29%

14

26%

+ 12%

13

23%

+ 26%

2

3%

+867%

- No. 1 in Every Sweep Period for 10 Years
- No. 1 Against Game Show Competition
- Maintains Nov. '84 Rating Despite 20% Decline in Network News Lead-in

**GREENVILLE/
SPARTANBURG/
ASHEVILLE
WYFF-TV**

#1

PM MAGAZINE

Jeopardy

Price Is Right

WKRP

16

27%

15

25%

+ 8%

10

18%

+ 50%

5

9%

+200%

- No. 1 in Men and Women 18 - 34
- No. 1 in Men and Women 18 - 49
- No. 1 in Men and Women 25 - 49
- Increase in Rating, Share and All Demographics 7 to 120% Over Lead-in.



WESTINGHOUSE BROADCASTING AND CABLE INC.

Source: NSI Cassandra Nov. 1985

More to Con

(BROADCASTING, Oct. 21, 1985).

□

Low-power television. FCC gave birth to new broadcast service four years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 333 licensed LPTV stations. Commission has granted construction permits for another 993. According to same list, there are now 4,640 translators licensed; commission has issued construction permits for another 596.

New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has 16,385 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

Multichannel MDS. FCC is now holding lotteries for multipoint distribution service licenses. Its first took place on Sept. 27, 1985 (BROADCASTING, Sept. 30, 1985). Lotteries were necessitated by overwhelming number of applications: 16,499.

There are two four-channel MMDS licenses available in most markets. For service, FCC reallocated eight channels from instructional television fixed service to MMDS (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated.

In rules, FCC also said ITFS licensees may lease, for profit, "excess" capacity on their channels. Commission has established eligibility and comparative criteria for ITFS service (BROADCASTING, June 3, 1985).

Several pay television operators are planning to take advantage of provision to lease ITFS capacity and jump into wireless cable business before FCC begins making large number of MMDS grants. In fact, American Family Theaters has already made pact with George Mason University and is offering four-channel service in Washington (BROADCASTING, Dec. 17, 1984). And existing single-channel MDS operators hope to launch multichannel MDS-ITFS services in New York, Milwaukee, San Francisco and Oklahoma City.

□

Multiple ownership. FCC Chairman Mark Fowler and James McKinney, Mass Media Bureau chief, have indicated support for permitting struggling AM stations with overlapping signals to escape strictures of FCC's duopoly rules and join forces (BROADCASTING, Sept. 30, 1985).

Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect April 2, 1985, entities may own 12 AM's and 12 FM's, and will be permitted to own 12 TV's as



The FCC's McKinney

long as they don't reach more than 25% of nation's television homes. UHF's are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

Responding to mounting criticism of its original rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

□

Music licenses. All-Industry TV Station Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging that ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York overturned district court's decision (BROADCASTING, Sept. 24, 1984).

In February 1985, U.S. Supreme Court let stand September 1984 appeals court decision holding that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1985).

In memorandum decision of May 13, 1985, U.S. district court judge, Lee P. Gagliardi, ordered local television stations to "promptly" pay BMI retroactive fees for 22-month period during which Buffalo Broadcasting case was on appeal (BROADCASTING, May 20, 1985). BMI estimated more than \$30 million is owed by 800 television stations for period between February 1983 and November 1984.

BMI mailed new blanket license agreements, effective July 1, 1985, that committee claimed represented 60% increase over old rates and 125% increase over frozen 1980 rates which stations have been paying on month-by-month

basis since Supreme Court refused to hear Buffalo Broadcasting appeal (BROADCASTING, Jur 24, 1985).

At same time in separate proceeding, federal magistrate Michael H. Dolinger ordered that television stations pay American Society Composers, Authors and Publishers interim license fee increase for four-and-a-half-month period beginning when district court judge's decision to terminate rolled-back 1980 fee level went into effect and ending 30 days after appeals court issued its mandate (Nov. 16, 1984; March 31, 1985). ASCAP estimated that fees for interim period total about \$10 million. Still to be decided in rate court are fees broadcasters owe ASCAP for 22-month period while Buffalo Broadcasting case was on appeal, and period after April 1, 1985. For those two periods, broadcasters should continue paying at 1980 levels while matter is pending in rate court.

On June 21, 1985, Weinfeld rejected request made by committee that BMI be forced to recalculate interim period total about \$10 million.

All-Industry Television Station Music License Committee, representing broadcasters, conceded decision was "a setback" but said would continue to press for fair price for music for TV stations.

When parties cannot agree, there is separate mechanism to negotiate blanket license fee for ASCAP, under terms of consent decree with Justice Department, federal rate court has been established to set license fee payments. For BMI, licensing group met with broadcasters to set payments on monthly basis.

On Capitol Hill, meanwhile, licensing committee has enlisted support of Representative Frederick (Rick) Boucher (D-Va.) and Henry Hyde (R-Ill.), who introduced H.R. 3521, which would require producers and syndicators to deliver syndicated programming to stations with music performance rights included (BROADCASTING, Oct. 14, 1985). In Senate, Judiciary Committee Chairman Strom Thurmond (R-S.C.) introduced companion bill, S. 1980 (BROADCASTING, Dec. 2, 1985). National Association of Broadcasters also is backing effort by committee.

□

Must carry. FCC has launched combined notice of inquiry/notice of proposed rulemaking on must carry (BROADCASTING, Nov. 18, 1985). Notice, which encompasses all of seven pages, doesn't propose specific rule but seeks comment on all proposals submitted. Those included one from Association of Independent Television Stations, looking toward carving out "may-carry" rule to prompt cable carriage of local television signals. It's based on FCC's supposed authority to determine which signals may be carried under cable's compulsory copyright license (BROADCASTING, Oct. 7, 1985). Another was filed by public broadcasters, who recommended rule requiring cable carriage of all public television stations furnishing Grade B or better service to system's community (BROADCASTING, Oct. 21, 1985). Notice also requests comments on general concerns raised by National Association of Broadcasters and Henry Geller, former head of National Telecommunications and Information Administration, NAB, along with some other broadcast organizations, urged FCC to launch rulemaking but did not recommend specific rule (BROADCASTING, Oct. 7, 1985). Geller is recommending that cable systems in top 50 or 100 markets be prohibited from importing distant signals. Bowing to request of NAB, FCC has extended comment

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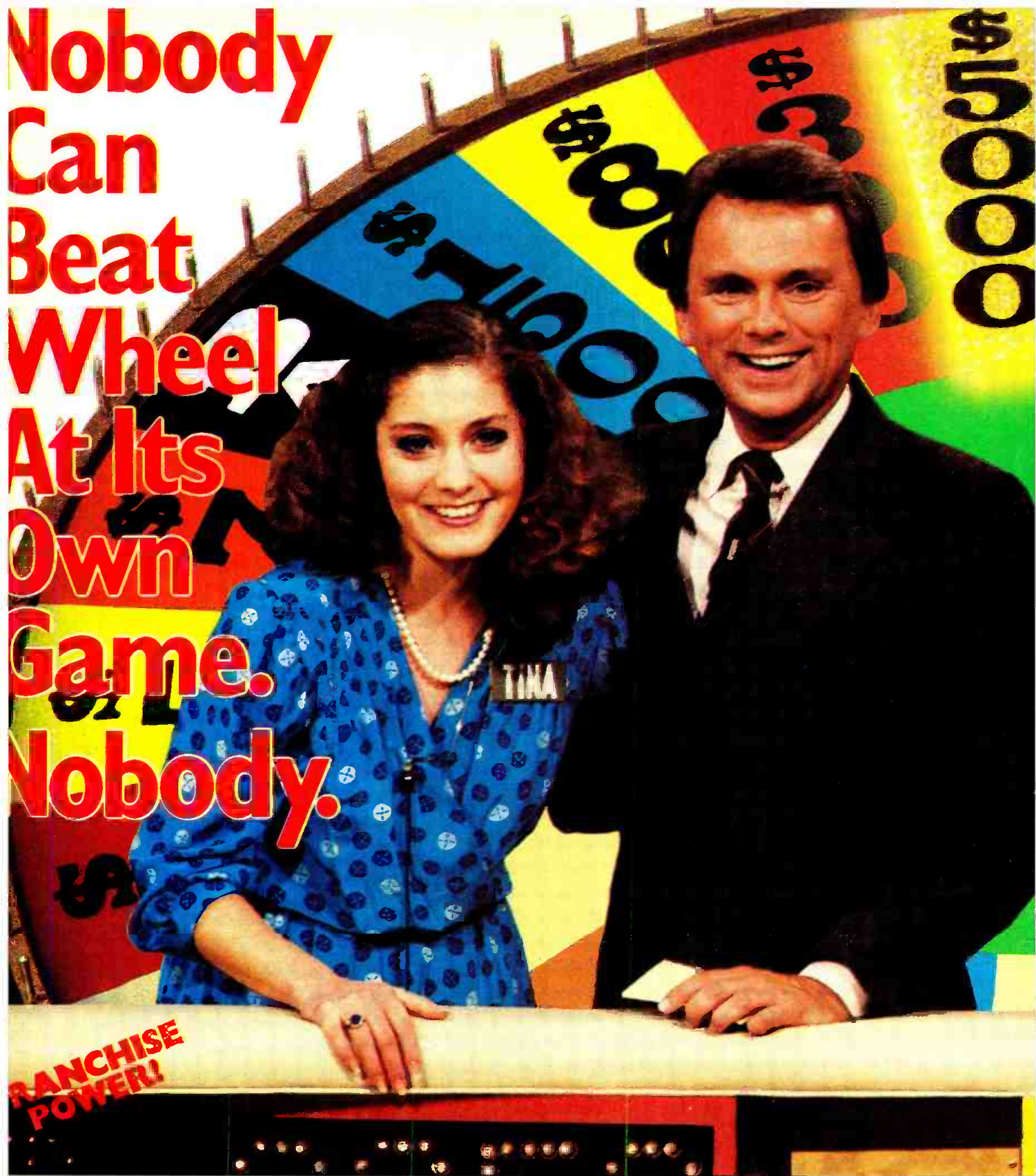


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#1 San Francisco KRON	#1 Charleston-Hunt. WCHS	#1 Baton Rouge WAFB	#1 Mason City KTTC
#1 Boston WNEV	#1 Albany WNYT	#1 Columbia, SC WIS	#1 Bakersfield KGET
#1 Detroit WDIV	#1 Greensboro WXII	#1 Evansville WFIE	#1 Minot KFYY
#1 Washington WDVM	#1 Tulsa KTUL	#1 Youngstown WYTV	#1 Columbia-Jeff. KOMU
#1 Dallas KXAS	#1 Little Rock KATV	#1 Springfield, MA. WWLP	#1 Odessa KMID
#1 Cleveland WEWS	#1 Flint WJRT	#1 Ft. Wayne WANE	#1 Beckley-Bluefield WOAY
#1 Houston KPRC	#1 Richmond WXEX	#1 Las Vegas KVBC	#1 Ft. Smith KFSM
#1 Pittsburgh KDKA	#1 Shreveport KTBS	#1 Colorado Springs KKTU	#1 Topeka KSNT
#1 Atlanta WXIA	#1 West Palm WPEC	#1 Peoria WHOI	#1 Quincy WGEM
#1 Seattle KOMO	#1 Mobile WKRQ	#1 Lansing WILX	#1 Bangor WLBZ
#1 Tampa WTSP	#1 Wichita-Hutch KWCH	#1 Fargo KXJB	#1 Albany, GA WALB
#1 Minneapolis WCCO	#1 Knoxville WBIR	#1 Madison WKOW	#1 Abilene KTAB
#1 St. Louis KSDK	#1 Toledo WTOL	#1 Augusta WJBF	#1 Medford KDRV
#1 Denver KUSA	#1 Fresno KFSN	#1 Charleston, SC WCBD	#1 Florence WBTW
#1 Sacramento KXTV	#1 Jacksonville WJXT	#1 Ft. Myers WBBH	#1 Dothan WTVY
#1 Indianapolis WTHR	#1 Albuquerque KOB	#1 Savannah WSAV	#1 Idaho Falls KIDK
#1 Phoenix KTSP	#1 Syracuse WIXT	#1 Monterey-Salinas KMST	#1 Alexandria KALB
#1 Hartford WTNH	#1 Green Bay WFRV	#1 Lafayette, LA KATC	#1 Hattiesburg WDM
#1 Portland KOIN	#1 Des Moines KCCI	#1 Rockford WTOV	#1 Palm Springs KESQ
#1 Orlando WFTV	#1 Omaha KMTV	#1 Santa Barbara KCOY	#1 Rapid City KOTA
#1 Cincinnati WCPO	#1 Rochester WHEC	#1 Amarillo KVII	#1 Clarksburg WDTV
#1 Kansas City KMBC	#1 Roanoke WSLS	#1 Columbus, GA WTVM	#1 Ada-Ardmore KTN
#1 Milwaukee WTMJ	#1 Portland, ME WGME	#1 Terre Haute WTOO	#1 Panama City WJHG
#1 Nashville WSMV	#1 Davenport WOC	#1 Beaumont KJAC	#1 Yuma KYEL
#1 Charlotte WBTV	#1 Cedar Rapids KWWL	#1 Wilmington WWAY	#1 Great Falls KRTV
#1 New Orleans WWL	#1 Honolulu KHON	#1 Duluth KBJR	#1 Watertown WWNY
#1 Buffalo WKBW	#1 Champaign-Spr. WICS	#1 Yakima KNDO	#1 Parkersburg WTAP
#1 Greenville-SPAS WLOS	#1 Paducah KFVS	#1 Wausau WAOW	#1 St. Joseph KQTV
#1 Columbus WBNS	#1 Spokane KHQ	#1 Tallahassee WCTV	#1 Eureka KVIQ
#1 Oklahoma City KWTV	#1 Lexington WTOG	#1 Reno KTVN	#1 Marquette WLUC
#1 Birmingham WBRC	#1 Johnstown WJAC	#1 Wichita Falls KFDX	#1 Alexandria, MN KCMT
#1 Raleigh WTVD	#1 Chattanooga WRCB	#1 Eugene KVAL	#1 Butte KXLF
#1 Grand Rapids WZZM	#1 Jackson, MS WJTV	#1 La Crosse WXOW	#1 Ottumwa KTVO
#1 Providence WPRI	#1 South Bend WSJV	#1 Macon WMAZ	#1 San Angelo KLSI
			#1 Lima WLIO

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deadline (BROADCASTING, Dec. 16, 1985). With extension, comments are due Jan. 29, 1986; reply comments are due Feb. 25, 1986.

Court of Appeals in Washington, in *Quincy* decision, vacated must-carry rules, finding them unconstitutional (BROADCASTING, July 22, 1985). In declining to seek appeal, FCC majority—Chairman Mark Fowler, and Commissioners Mimi Dawson and Dennis Patrick—said it believed court's decision represented "positive first step toward recognizing full First Amendment protection for all forms of electronic media" (BROADCASTING, Aug. 5, 1985). Majority said it couldn't conceive of new set of rules that would accomplish commission's policy goals and meet constitutional test outlined in *Quincy*. It also said "better course" for bringing back into equilibrium market thrown out of balance by elimination of must carry would be to get rid of compulsory license in copyright law. Under barrage of pleas for action from broadcasters and key congressmen, however, Fowler agreed to launch combined notice of inquiry and notice of proposed rulemaking to seek comment on any proposal that included "a set of carefully crafted mandatory carriage rules, and a clear justification of the policy aims and constitutionality of such rules" (BROADCASTING, Sept. 30, 1985). Fowler added that any such inquiry would include "examination of the communications policy implications of cable's compulsory license in light of the *Quincy* case." NAB has asked Supreme Court to review *Quincy*.

In other must-carry action, broadcasters have mounted fight on Capitol Hill to eliminate compulsory license in effort to get cable to negotiate on must carry. Legislation was introduced by Representative Barney Frank (D-Mass.) that would eliminate compulsory license for all but smallest cable systems. Bill also includes incentives for local carriage (BROADCASTING, Sept. 23, 1985). Frank, however, dissatisfied with characterization of his legislation as must-carry bill, introduced another measure without local carriage incentives (BROADCASTING, Dec. 9, 1985). Nonetheless, broadcasters have been successful in pushing for introduction of still other must-carry bills in House and Senate. Bills, offered by Representative John Bryant (D-Tex.) and Senators Slade Gorton (R-Wash.) and Paul Trible (R-Va.), would condition cable operator's compulsory license on system's carriage of local signals.

Meanwhile, NAB, INTV and representatives of Television Operators Caucus approached National Cable Television Association on possibility of negotiating compromise on must carry. NAB,

TOC and INTV originally presented must-carry proposal to NCTA that would have required cable systems with 13 or more channels to set aside 40% of their channels for carriage of all stations within 50-mile radius. However, under proposal, systems would not have to carry any duplicative signals (BROADCASTING, Oct. 28, 1985). But NCTA rejected idea and has since told broadcasters to come back with proposal that protects cable's First Amendment rights (BROADCASTING, Dec. 16, 1985).

□

Network standings. For first time in 11 years, NBC won November 1985 national sweeps, edging runner-up CBS by six-tenths of rating point. November sweep victory continued



NBC's on top with "Cosby"

NBC's rising prime time ratings fortunes, which began during summer of 1983 during repeat cycle and gathered strength in 1984-85 season when it bounced ABC out of second place for first time in 10 years. In season-to-date prime time ratings (Sept. 24-Dec. 15, 1985), NBC leads with 17.9/28 compared to 16.9/26 for CBS and 15.8/24 for ABC.

In early morning news race ABC's *Good Morning America* still leads but at shrinking margin over NBC's *Today*. Between Dec. 31, 1984, and Dec. 8, 1985, *GMA* averaged 4.9/23 compared

to 4.6/21 for *Today* and 3.2/15 for *CBS Morning News*. In comparable period year earlier *GM* led *Today* by one full rating point.

In daytime, ABC has improved upon its second-place position and is now in dead heat with CBS while NBC has slipped further. From Dec. 31, 1984, to Dec. 8, 1985, ABC and CBS were tied in daytime household ratings with 6.2/ each. NBC averaged 4.9/18. In previous year (Dec. 26, 1983-Dec. 9, 1984), CBS led with 7.0/25 compared to 6.4/22 for ABC and 5.1/ for NBC.

In early evening network news, CBS continues as leader, while NBC has overtaken ABC for second place. From Dec. 31, 1984-Dec. 1985, *CBS Evening News with Dan Rath* averaged 12.4/24 compared to 12.2/23 for year earlier period. NBC's *Nightly News with Tom Brokaw* averaged 10.6/20 compared to 10.0/ year before, and ABC's *World News Tonight* averaged 10.4/20 compared to 10.2/20 for year ago period.

□

Public broadcasting funding. Senate-House conference committee agreed to authorize legislation for FCC and Corporation for Public Broadcasting despite opposition from some House Republicans to CPB funding level (BROADCASTING, Dec. 16, 1985). House agreed to Senate version of bill which authorized funding levels for CPB for fiscal 1988 through 1990—\$200 million, 1988—\$214 million, 1989—\$238 million and 1990—\$254 million (House bill only included authorizing legislative for FCC.) Bill would also establish funds for National Telecommunications and Information Administration's public telecommunications facilities program (PTFP): 1986—\$24 million, 1987—\$28 million and 1988—\$32 million. Before legislation goes to President it must be approved again by each chamber; however, Congress failed to act on bill before it adjourned for Christmas recess. Reconciliation package contains several controversial provisions, and there is possibility of presidential veto.

Representative Michael Oxley (R-Ohio), who has led administration's fight to reduce funding levels for CPB, suggested freezing authorization levels at \$200 million for 1987 and \$21 million each for 1988-90. He recommended \$2 million for PTFP for each of years 1986-88.

Reagan administration has proposed reauthorization for Corporation for Public Broadcasting at 1987—\$172 million, 1988—\$214 million, 1989—\$246 million and 1990—\$283 million. For PTFP, administration recommended \$4 million for 1985 and no funding thereafter. In 1984 President Reagan vetoed CPB authorization twice because funding was "excessive."

Meanwhile, Reagan signed two appropriations bills: FY'86 appropriation included \$21 million to CPB for FY'88; other bill includes funds for FCC, Federal Trade Commission, USIA, Board for International Broadcasting and National Telecommunications and Information Administration for FY'86 ("In Brief," Dec. 9 and 16, 1985). Last included \$24 million for PTFP.

CPB board of directors took step in November 1985 toward altering method of distributing federal funds to public radio in FY 1987. Board agreed that 71% of radio funds be allocated to noncommercial radio stations in form of community service grants, 29% to national program production and 7% for "innovative programming." Of 29% to national programming, 22% will be for acquisition or production, promotion and distribution of national programming. CPB manages



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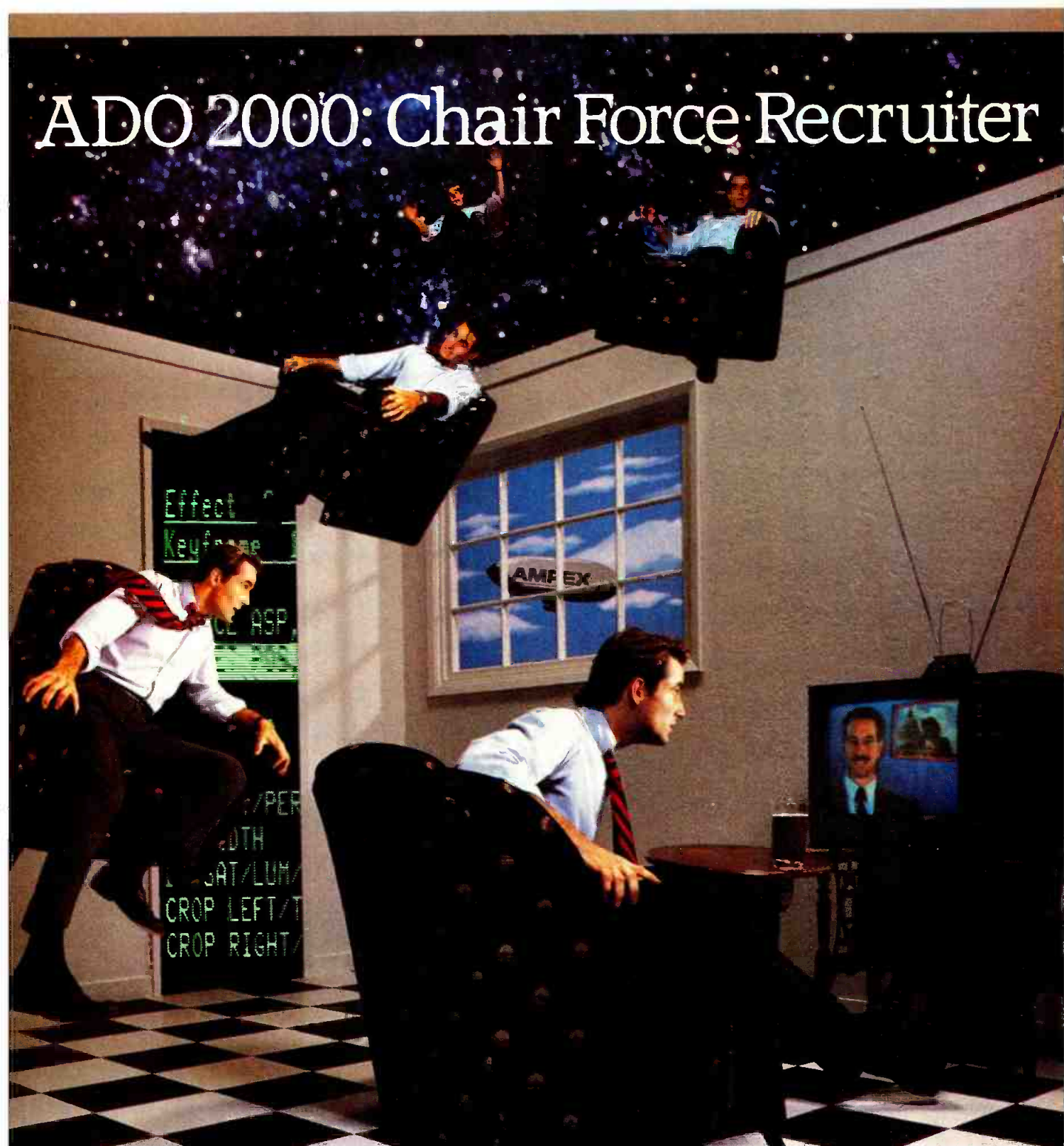
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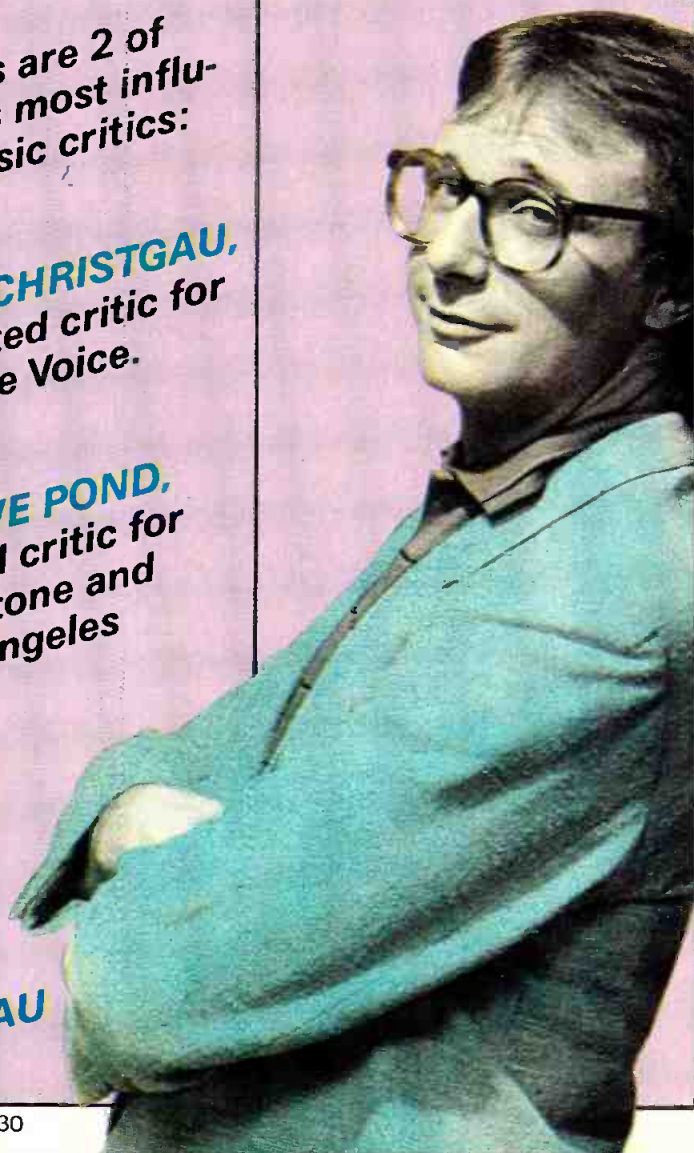
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ment's proposed implementation of radio allocation will be presented Jan. 30, 1985.

□

Radio Marti. Radio Marti, which Reagan administration proposed as means of breaking what it considers Castro government's monopoly on news and information in Cuba, went on air May 20, 1985, 17 months after Congress passed authorizing legislation. Delay was said to have been caused by difficulty in recruiting staff and obtaining necessary security clearances for prospective employees. Person administration had picked to head Radio Marti—Paul Drew, veteran broadcaster who had been serving as consultant since October 1984—resigned in January (BROADCASTING, Jan. 21, 1985).

Thus far, fears of American broadcasters that Cuba would retaliate for Radio Marti broadcasts by stepping up interference to stations in Florida and other states in Southeast have not been realized. Nor has Cuba made significant effort to jam Radio Marti programs, which are being broadcast over transmitters and on frequency (1180 kHz) used by Voice of America station on Marathon Key, Fla. Legislation creating Radio Marti has placed it under authority of U.S. Information Agency and VOA.

□

Scrambling. If press announcements are to be believed, most major cable programmers will have scrambled their satellite feeds by end of 1986. Most pressure to scramble has come from cable operators, who have watched number of homes installing C-band earth stations to receive cable and other satellite-delivered programming for free multiply rapidly over past five years. Estimates of homes with dishes start at 1.2 million.

Scrambling also creates new business opportunity for cable programmers and others: low-power satellite broadcasting or C-band direct. Once major cable services are scrambled, third party may package them and sell them to dish owners. First to announce plans to be in business was Tele-Communications Inc., nation's largest MSO. TCI plans to offer 15 services starting in early 1987.

Home Box Office will lead way when it institutes fulltime scrambling of its two services—HBO and Cinemax—on Jan. 15. Showtime/The Movie Channel intends to scramble its two pay-per-channel services in May.

Home satellite industry—manufacturers, distributors and dealers of home earth stations—is pressing for legislation in Washington that would impose two-year moratorium on scrambling and would guarantee dish owners right to subscribe to scrambled programming at "fair and reasonable" prices.

□

Space WARC. U.S. feels it did "well" at first session of two-session conference that is to develop plan for use of space services. Developed and developing countries had difficulty reaching basic agreement throughout five-and-a-half-week session in Geneva. And there is no chance International Telecommunication Union will be able to fund all of considerable work that remains to be done before second session, to be held in 1988 and to implement principles established in one that ended Sept. 15, 1985.

Conference decided to focus on fixed satellite services. But principal issue was conflict between developing countries, which favored a *a priori* approach to planning as means of guaranteeing all countries "equitable" access to

geostationary orbit and associated frequencies, and developed countries, which argued such planning was wasteful and inefficient. Result was dual approach, with expansion bands associated with 6/4 ghz and 14/11-12 ghz bands—where no satellites now operate—to be set aside for arc allotment planning and multilateral planning method being devised for use in coordinating requirements in conventional portion of those frequencies. Ambassador Dean Burch, who headed U.S. delegation, said that since expansion bands are not operational in U.S., "there was nothing we had to give up." However, while U.S. accepted planning of expansion bands associated with 6/4 ghz, it reserved its position regarding planning of expansion bands associated with 14/11-12 ghz, on ground that planning those frequencies was unnecessary and wasteful (BROADCASTING, Sept. 26, 1985).

□

Takeovers and mergers. **Evening News Association**—On Dec. 20, 1985, shareholders of Evening News Association approved sale of Detroit-based group owner and publisher to Gannett for \$717 million. Gannett and ENA both owned properties in several markets and to comply with FCC crossownership rules, three of ENA's TV stations were sold to Knight-Ridder for \$160 million. Additionally, grandfathered cross ownership of ENA's *Detroit News* and co-located *WWJ(AM)*-*WWJ(FM)* was ended, forcing sale of radio stations to local investors for \$39 million. Various legal issues related to merger are still pending. Shareholder suits challenging previous ENA buyback of stock (BROADCASTING, Dec. 2, 1985) are still in discovery. Litigation between ENA and company's former executive vice president, Peter A. Kizer, was adjourned at request of Kizer's attorney, and renewal date has yet to be set. Tentative closing date for merger is Feb. 15.

GE/RCA—RCA will be bought out by General Electric under proposed merger of two companies that has closing-date value of \$6.3 billion, or \$66.50 per RCA common share. GE, Fairfield, Conn.-based manufacturer and services company, said it intends to keep RCA sub-



Making the GE/RCA announcement

sidary, National Broadcasting Co., after merger, and said its own station, *KCNV-TV* Denver, would become sixth NBC-owned television station. It was still unclear whether two companies would try to obtain permanent waiver of FCC's one-to-a-market rule that would require sale of NBC's radio stations in New York, Chicago and Washington—where NBC also owns TV stations—which are currently grandfathered. GE chairman, John Welch Jr., said merger is expected to close in fourth quarter of 1986. In several days prior to Dec. 11, 1985, merger announcement, price of RCA shares increased more than \$10—

it now trades near \$59—on very active trading which New York Stock Exchange said it is investigating. Future responsibilities of current RCA executives, once company is sold, have yet to be determined, although Welch said top management at GE will be unchanged. RCA Chairman Thornton Bradshaw will retire once merger is completed and will sign three-year consultancy agreement with GE. Merger is subject to antitrust review and approval by FCC.

Group W Cable—Consortium of five companies was winner of bidding process for one of systems that made up 2.1-million-subscriber MSO, it was announced on Dec. 24, 1985. Consortium comprises Tele-Communications Inc., American Television & Communications, Corcas Corp., Daniels & Associates and Centu Southwest Communications Corp. It offers Group W parent company, Westinghouse Electric Corp., \$1.6 billion and will assume, it was reported, \$400 million-\$500 million in taxes and other liabilities. Exactly how ownership of Group W Cable will be split among five consortium partners has yet to be decided. Closing of transaction is expected in mid-1986 and is subject to local approval of franchise transfers.

Murdoch/Metromedia—Refinancing current debt of Metromedia Broadcasting Corp. still major task delaying proposed \$1.45-billion purchase of seven television stations by New America Television Inc. Subsidiary of Australian-based media conglomerate, News Corp. controlled by Rupert Murdoch, now U.S. citizen has proposed replacing \$1.9 billion face value of MBC notes, with various combinations of cash and/or preferred stock. Approval process by current MBC bondholders is expected to take at least one month following SEC approval. Once deal has closed, NATI will sell one of seven stations, *wcvb-TV* Boston, to Hearst Corp. for \$450 million. Also potentially blocking transaction are court challenges and petitions for reconsideration of FCC's approval of deal.

MGM/UA—Since Aug. 7, 1985, announcement by Turner Broadcasting System that it had definitive agreement to purchase certain assets of MGM/UA, original offer has been modified once and proposed closing of transaction has been delayed several times. TBS now said expects deal to close "on or about Jan. 2, 1986," and currently proposes to pay for each approximately 50 million MGM/UA shares, \$2 cash plus preferred stock which securities analysts have valued at several dollars. Delay in closing deal is result of attempts by TBS to finance transaction through sale of interest in company's Cable News Network, and through pre-sale of certain MGM/UA assets. TBS negotiated with NBC, Time Inc. and other parties to its minority interest in CNN but nothing definitively materialized.

Similarly, in November 1985, TBS asked Securities and Exchange Commission to delay approval of securities TBS will issue to help pay for transaction while it negotiated, with Viacom International, sale of half-interest in MGM's home video division, its movie distribution arm and its Culver City, Calif., production facility. On Dec. 19, 1985, TBS said it was not able to conclude agreement with Viacom before closing, but that it would in future be attempting to sell any assets except for MGM film library—which it presumably wants exclusively for TBS superstation *WTBS-TV* Atlanta. All along, Turner had expected to raise most of \$1.25 billion cash he will need through sale of below-investment-grade debt and will now update information in registration securities with SEC. Despite fact that closing

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#1 Cleveland WEWS	#1 Toledo WTOL	#1 Wilmington WWAY
#1 Pittsburgh KDKA	#1 Jacksonville WJXT	#1 Yakima KNDO
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#1 Minneapolis WCCO	#1 Green Bay WFRV	#1 Eugene KVAL
#1 St. Louis KSDK	#1 Des Moines KCCI	#1 Macon WMAZ
#1 Denver KCNC	#1 Rochester WROC	#1 Erie WICV
#1 Sacramento KXTV	#1 Roanoke WSLS	#1 Minot-Bismark KFVR
#1 Indianapolis WTHR	#1 Portland WGME	#1 Bangor WLBZ
#1 Phoenix KTSP	#1 Davenport WOC	#1 Florence, SC WBTW
#1 Hartford WTNH	#1 Cedar Rapids KWWL	#1 Idaho Falls KIDK
#1 Portland KOIN	#1 Spokane KHQ	#1 Billings KTVO
#1 Orlando WFTV	#1 Johnstown-Altoona WJAC	#1 Alexandria KALB
#1 Cincinnati WCPO	#1 Chattanooga WRCB	#1 Palm Springs KESQ
#1 Nashville WSMV	#1 South Bend WSJV	#1 Clarksburg-Weston WDTV
#1 Charlotte WBTB	#1 Tucson KGUN	#1 Yuma-El Centro KYEL
#1 New Orleans WWL	#1 Tri-Cities WCYB	#1 Biloxi WLOX
#1 Buffalo WKBW	#1 Huntsville WAFF	#1 Parkersburg WTAP
#1 Columbus, OH WBNS	#1 Lincoln-Hastings KOLN	#1 St. Joseph KQTV
#1 Oklahoma City KWTV	#1 Columbia, SC WIS	#1 Ottumwa KTVO
#1 Birmingham WBRC	#1 Youngstown WYTV	#1 Lima WLIO
#1 Raleigh-Durham WTVD	#1 Springfield-Holyoke WWLP	#1 Harrisonburg WHSV
#1 Salt Lake City KTVX	#1 Las Vegas KVBC	#1 Bend, OR KTVZ
#1 Grand Rapids WZZM	#1 Colorado Springs KKTV	#1 Bowling Green WBKO
#1 Providence WPRI	#1 Peoria WHOI	#1 Zanesville WHIZ
#1 Memphis WMC	#1 Lansing WILX	#1 Presque Isle WAGM
#1 Norfolk WVEC	#1 Augusta WJBF	#1 North Platte KNOP
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transaction is only several weeks away, stock in late December was still trading at about \$24, \$4 below widely estimated per-share value of offer. Those MGM/UA assets not being bought by TBS, including most of United Artists film library, will comprise new company called United Artists, which will be owned by Kirk Kerkorian, previously majority shareholder of MGM/UA, and those current MGM/UA shareholders who elected to buy UA stock at \$9.18 per share. Based on response to that offer, Kerkorian recently announced he will end up owning 80% of new company.

□

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard. In teletext order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext for profit.

In 1983, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12, 1983). Proposed change would permit VBI to be used for paging, utility load management purposes, or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests.

WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoders compatible with its late-model sets in Cincinnati. Southern Satellite Systems, Tulsa, Okla.-based satellite common carrier, is now distributing Electra service nationwide on vertical blanking interval of superstation WTSN-TV Atlanta. Service can be seen (with decoder) in cable homes that receive superstation. Broadcasters are invited to downlink superstation, strip off Electra and broadcast it locally over their own VBIs.

NABTS proponents are led by CBS, which has been offering national service (supplemented by local service at two affiliates) since spring of 1983. NBC, which had been CBS's chief NABTS ally, decided to drop its teletext ambitions and shut down its national teletext service at end of January. NBC cited high cost of NABTS gear as reason for its abrupt departure from business. It's uncertain how long CBS will continue to support service.

□

TV allocations. FCC is considering proposed reallocation of 28 UHF TV channels in eight top-10 markets to land-mobile radio services, as well as dropping co-channel protection ratios at UHF TV station's predicted grade B service contour from 50 db to 40 db. In notice in May 1985,

FCC also established industry advisory committee to investigate technical issues of spectrum sharing (BROADCASTING, June 3, 1985). Committee first met in September 1985 with goal of producing final report for FCC by March 1986, but broadcast interests in group have asked FCC for 60-day extension to allow for experimental assessment of complex of interference factors (BROADCASTING, Dec. 23, 1985).

Frequency sharing on 2 ghz and 7 ghz microwave bands, now widely used by television broadcasters for electronic newsgathering and fixed studio-transmitter links, was proposed by FCC in November 1985 (BROADCASTING, Dec. 9, 1985). Proposal would allow cable system operators and cable networks to use bands for mobile remote applications.

Commission is also considering elimination of mixed allocations in frequencies, setting aside 7 ghz band for fixed links only and 2 ghz band for mobile links. Minimum path lengths for fixed links and restrictions to limit terrestrial microwave interference to satellite services are also being reviewed. Comments are due Jan. 21, reply comments, Feb. 17.

□

TV cameras in Senate. Chances for Senate authorization of broadcast coverage of its proceedings brightened in 1985, after Senate Rules Committee adopted resolution that would provide immediate gavel-to-gavel radio coverage and permit in-house television coverage on test basis. Resolution, approved by committee, 8-1, was amended to delete original provision that would have overhauled Senate procedures. It calls on committee to determine later any alterations to rules necessary to facilitate broadcast coverage. Prospects for final passage, however, are still in doubt due to opposition from Senate Majority Leader Robert Dole (R-Kan.). Dole, who voted against resolution in committee, has stated that item is not "on our must list." During markup, Dole expressed concern about separating rules changes from TV and radio coverage.

Measure's author, Senate Minority Leader Robert Byrd (D-W.Va.), was unable to persuade his colleagues to consider any changes to streamline Senate procedures. According to resolution, TV test period would run from about three to six months and at end of period, committee and full Senate would vote again on whether to make TV signal available to public. Moreover, committee can reconsider its decision on radio coverage at any time during test period. Cameras would be authorized to focus only on presiding officer and speakers, with Senate staff in control of cameras. Not considered by committee is legislation offered by William Armstrong (R-Colo.) that is identical to measure introduced in last Congress by former Senate Majority Leader Howard Baker (BROADCASTING, Sept. 23, 1985). It calls for gavel-to-gavel radio and television coverage with TV cameras operated by Senate employees.

□

TV stereo. Number of stereo television stations has increased by 14-fold in past year, with more than 150 television stations now estimated to be broadcasting either true stereo or synthesized stereo sound in 83 U.S. markets. At least 60 more are gearing up for multichannel sound services, according to broadcast equipment manufacturers (BROADCASTING, Dec. 30, 1985).

Although it's anticipated that most broadcasters will switch to stereo, it will not happen over-

night. Great deal of money is often needed to convert studios and transmitters, and, moreover, many broadcasters don't see any way to recoup investment. Competition from other media and other stereo TV outlets is expected to drive broadcasters to offer service.

Majority of stereo conversions in 1985 were major markets, with 28 of top 30 ADI's having at least one stereo station and 22 having two more. Total of 38 markets have competitive stereo services. Stereo signals now reach potential audience of more than 55 million homes.

At networks, NBC has moved most quickly to embrace stereo sound. More than 17 hours of stereo programming are carried each week on network owned-and-operated stations a more than 40 affiliates. PBS, with two dozen member stations in stereo, is also increasing supply of stereo material, with 25 hours distributed in December 1985. ABC, also with two dozen stereo affiliates, has experimented with service airing one show each week and specials including 1985 World Series. CBS, meanwhile, held back on stereo, with one O&O and 17 affiliates having converted, but no network programs expected on regular basis until 1986. Number of independent stations in stereo totaled estimated three dozen.

TV receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as stereo adapters to upgrade existing sets for stereo reception. First figures on 1985 stereo set sales are expected to be announced at January Walter Consumer Electronics Show in Las Vegas.

FCC authorized TV stereo broadcasting in March 1984. At same time, it protected industry recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. On Aug. 7, 1984, noncommercial WTTW-TV Chicago became first television station in nation to regularly broadcast programming with stereo sound. NBC's *Tonight* was first regularly broadcast stereo program, starting in July 1985.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Number of stations are offering second audio program (SAP) services, including reading-for-the-blind, Spanish language soundtracks for syndicated and network programming and audio program guides.

□

UHF-VHF swaps. FCC's proposal to permit noncommercial broadcasters to exchange VHF facilities with commercial UHF's without exposing them to competing applications from third parties has been placed on back burner. It received shellacking in comments at FCC (BROADCASTING, June 24, 1985). FCC launched controversial proposal early last year (BROADCASTING, Feb. 1985).

□

VHF drop-ins. Two years ago, FCC Chairman Mark Fowler directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection for existing television service ("Closed Circuit" June 18, 1984). Under original proposal, shared station would have been authorized as long as it provided same protection to existing stations that normally spaced station would provide. Service gains would outweigh losses. Since then, staff, at Fowler's direction, was looking toward establishing criteria that would protect much established service as possible. Previously, FCC official had said further notice should be ready by end of 1985. But official last week said:

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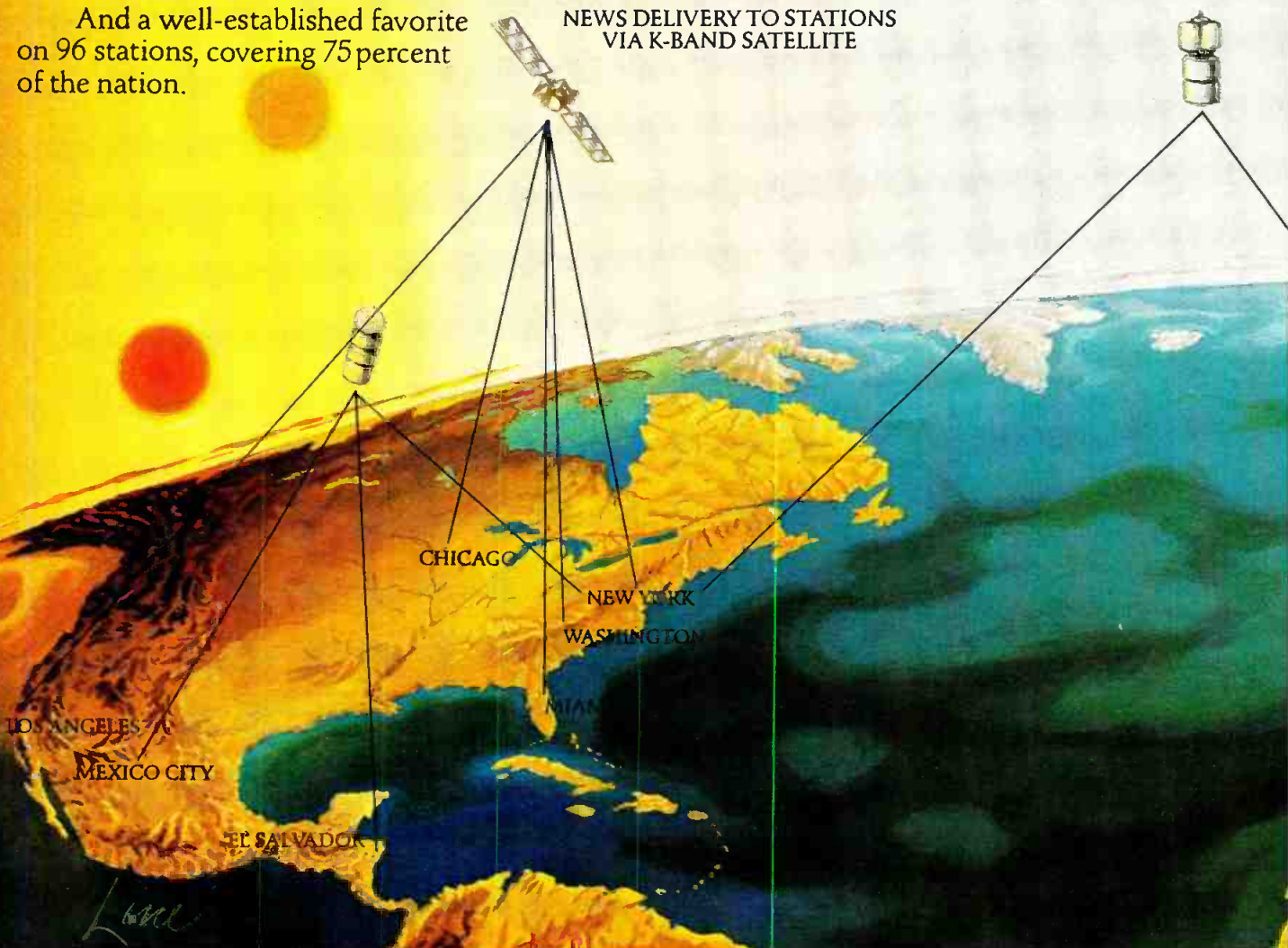
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item now, at further direction of Fowler, has been relegated to limbo and that no target date is available for when further notice might be issued.

Staff had completed work in 1983 on original

proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine appli-

cations were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

Programming

NBC sweeps November sweeps

All networks show improvement over their year-ago standings

Network analysis of the Arbitron and Nielsen diary data from the November sweeps simply confirms what the national overnight ratings reported: NBC is the leading network in prime time, followed by CBS and then ABC. The good news is that affiliates of all three networks on average were either flat or had higher viewing levels than they did a year ago, reversing a trend of network viewing erosion.

An NBC analysis of both the Arbitron (223 markets) and Nielsen (225 markets) diaries shows that NBC was up 10% in household delivery in each service over the November 1984 sweeps. NBC delivered an average of 15,130,000 households per quarter hour in prime time based on Arbitron diaries, and 15,130,000 households based on Nielsen diaries.

NBC said that ABC was up 4% in Arbitron with 13,025,000 households, and CBS was virtually flat compared to a year earlier with 14,257,000 households. In Nielsen, ABC was up 5% with 13,776,000 households, while CBS again was unchanged at 14,696,000 households.

A CBS analysis of 214 Arbitron November 1985 diaries—it did not perform an analysis of the Nielsen diaries—shows that NBC increased its delivery by 11.4% to 15,004,000 households, CBS was up 0.5% to 14,198,000 households, and ABC rose 2.2% to 13,325,000 households.

The CBS analysis also said that combined network viewing increased 4.6% to 42,527,000 households per prime time quar-

ter hour. However, since total U.S. ADI households increased 1.2% over the same period to 86,104,900, the real increase is 3.4%, or 42,011,500 households.

Using data based on 152 Arbitron-defined markets in which each of the networks has an affiliate, CBS said that NBC affiliates were first in 73.5 markets during prime time, CBS in 56 markets and ABC in 22.5 markets. In second place, CBS had 52.5 markets, ABC 54 markets and NBC 45.5 markets. Third place saw ABC in 75.5 markets, CBS 43.5 markets and NBC 33 markets.

That compares with 47 first-place finishes for NBC in 1984, 76.5 for CBS and 24.5 for ABC (In the case of a two-way tie, each affiliate was awarded half a point).

NBC's analysis of the Arbitron markets had NBC ranked first in 99 markets, 28 more than a year ago. CBS led in 83, down 21 markets, and ABC was first in 41 markets, two less than the year before. In Nielsen, NBC was first in 101 markets, up from 74 a year ago, compared to CBS which had 77, down 24, and ABC, which stayed the same at 40.

According to CBS's analysis of Arbitron data, NBC increased its delivery of homes among 76% of its affiliates (134 markets), ABC increased among 60% of its affiliates (108 markets) and CBS increased among 39% (72 markets). CBS declined in 94 markets and was unchanged in 19. ABC was down in 49 markets and remained unchanged in 12. NBC was down in 31 and unchanged in 11.

Although starting with the same data, the networks present different numbers, usually

with only slight differences. Questions such as whether or not to measure prime time programming run outside of that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

In NBC's demographic analysis of Arbitron's 223 markets, NBC led in women 18-49 and men 18-49, as it did last year. In women 18-49, NBC was up 7% from 1984 mark. A total of 124 NBC affiliates ranked first in the women 18-49 category, nine more than last year. CBS was up 1% but had 12 fewer first-place finishes. ABC gained 6% from a year ago, and picked up an additional first-place finish to bring its total to 40.

For men 18-49, NBC was up 4% from a year ago, with 122 first-place finishes, fewer than a year ago. CBS remained unchanged in its delivery of men 18-49, and finished with six fewer markets than a year ago. ABC was up 1% for the category with three more first-place finishes.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m. Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk shows a new station in the market or an affiliation change between November 1984 and November 1985. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska, and the Virgin Islands.

ADI (rank)	1985 households (000)			ADI (rank)	1985 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	21	23	Bakersfield, Calif. (148)	24	26	—
Albany, Ga. (150)	5	—	65	Baltimore (21)	170	165	11
Albany-Schenectady-Troy, N.Y. (51)	78	88	94	Bangor, Me. (153)	17	25	—
Albuquerque, N.M. (62)	81	49	81	Baton Rouge (91)	73	59	—
Alexandria, La. (163) *	7	—	46	Beaumont-Port Arthur, Tex. (122)	39	42	—
Alexandria, Minn. (172)	—	35	—	Bend, Ore. (208)	—	6	—
Alpena, Mich. (213)	—	6	—	Billings-Harding, Mont. (165)	15	18	—
Amarillo, Tex. (118)	39	25	29	Biola-Gulfport-Pascagoula, Miss. (180)	41	—	—
Annapolis, Md. (193)	—	14	—	Binghamton, N.Y. (134)	11	45	—
Ardmore-Ada, Okla. (173)	12	18	—	Birmingham, Ala. (47)	119	47	1
Atlanta (15)	177	208	212	Bluefield-Beckley-Oak Hill, W.Va. (147)	28	—	—
Augusta, Ga. (105)	53	41	29	Boise, Idaho (136)	27	22	—
Austin, Tex. (79)	50	59	46	Boston (6)	304	279	3



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S	L	A	G	R	A	S	P	I	T	A	B	L	E



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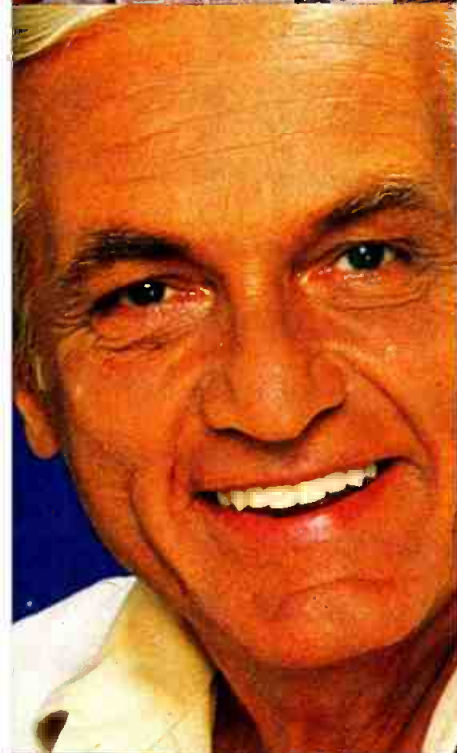
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ADI (rank)	1985 households (000)			ADI (rank)	1985 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Bowling Green, Ky. (196)	21	—	—	Joplin, Mo.-Pittsburg, Kan. (119)	29	35	
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	27	52	77	Kansas City, Mo. (30)	127	131	
Buffalo, N.Y. (35)	96	117	114	Knoxville, Tenn. (60)	79	89	
Burlington, Vt. (98)	14	48	41	La Crosse-Eau Claire, Wis. (127)	18	30	
Butte, Mont. (189) *	—	13	9	Lafayette, Ind. (191)	—	13	
Casper-Riverton, Wyo. (185) *	16	9	2	Lafayette, La. (111)	41	65	
Cedar Rapids-Waterloo, Iowa (73)	55	48	64	Lake Charles, La. (171)	—	—	
Charleston, S.C. (106)	38	44	38	Lansing, Mich. (100)	—	60	
Charleston-Huntington, W.Va. (43)	75	91	120	Laredo, Tex. (199) *	4	3	
Charlotte, N.C. (32)	101	133	50	Las Vegas (96)	29	35	
Charlottesville, Va. (197)	—	—	7	Laurel-Hattiesburg, Miss. (164)	—	—	
Chattanooga (80)	57	52	60	Lexington, Ky. (77) *	44	61	
Cheyenne, Wyo. (202) *	—	20	—	Lima, Ohio (195)	—	—	
Chicago (3)	513	422	527	Lincoln-Hastings-Kearney, Neb. (90)	27	52	
Chico-Redding, Calif. (140) *	26	26	6	Little Rock, Ark. (55)	92	66	
Cincinnati (29)	118	126	124	Los Angeles (2)	569	502	
Clarksburg-Weston, W.Va. (162)	—	28	23	Louisville, Ky. (49)	60	102	
Cleveland (11)	271	217	282	Lubbock, Tex. (141)	24	27	
Colorado Springs-Pueblo (99)	45	37	40	Macon, Ga. (132)	15	39	
Columbia, S.C. (87)	38	36	87	Madison, Wis. (109)	33	49	
Columbia-Jefferson City, Mo. (137)	27	29	22	Mankato, Minn. (209)	—	14	
Columbus, Ga. (115)	44	42	23	Marquette, Mich. (186)	—	22	
Columbus, Ohio (33)	99	123	137	McAllen-Brownsville, Tex. (117)	34	31	
Columbus-Tupelo, Miss. (135)	13	25	50	Medford, Ore. (156)	12	20	
Corpus Christi, Tex. (121)	36	26	28	Memphis (40)	82	108	
Dallas-Fort Worth (8)	265	255	234	Meridian, Miss. (174)	25	11	
Davenport, Iowa-Rock Island-Moline, Ill. (74)	47	58	67	Miami (14)	154	176	
Dayton, Ohio (48)	69	108	78	Milwaukee (28)	99	119	
Denver (19)	178	143	179	Minneapolis-St. Paul (16)	153	189	
Des Moines (66)	56	71	64	Minot-Bismarck-Dickinson, N.D. (146) *	6	24	
Detroit (7)	295	271	341	Missoula-Butte, Mont. (176)	—	14	
Dothan, Ala. (160)	11	41	—	Mobile, Ala.-Pensacola, Fla. (57)	70	92	
Duluth, Minn.-Superior, Wis. (120)	28	33	34	Monroe, La.-El Dorado, Ark. (114)	16	57	
El Centro, Calif.-Yuma, Calif. (182) *	—	5	11	Montgomery, Ala. (116)	20	19	
El Paso, Tex. (104)	36	29	42	Nashville (31)	92	129	
Elmira, N.Y. (167)	14	—	17	New Orleans (34)	97	133	
Erie, Pa. (138)	26	22	44	New York (1)	968	1,017	1
Eugene, Ore. (133)	27	31	17	Norfolk-Portsmouth, Va. (46)	81	83	
Eureka, Calif. (184)	9	11	—	North Platte, Neb. (212)	—	—	
Evansville, Ind. (88)	58	44	45	Odessa-Midland, Tex. (144)	28	28	
Fargo, N.D. (102)	36	33	39	Oklahoma City (36)	80	100	
Flagstaff, Ariz. (206)	—	—	7	Omaha (70)	74	69	
Flint-Saginaw-Bay City, Mich. (54)	83	49	100	Orlando-Daytona Beach, Fla. (27)	131	112	1
Florence, S.C. (145)	19	54	—	Ottumwa, Iowa-Kirksville, Mo. (204)	22	—	
Fort Myers-Naples, Fla. (107)	22	46	36	Paducah, Ky.-Cape Girardeau, Mo. (75)	35	75	
Fort Smith, Ark. (149)	23	32	16	Palm Springs, Calif. (183)	7	—	
Fort Wayne, Ind. (93)	39	39	40	Panama City, Fla. (175)	18	—	
Fresno, Calif. (64) *	51	58	62	Parkersburg, W.Va. (198)	—	—	
Gainesville, Fla. (170)	20	—	—	Peoria, Ill. (100)	41	36	
Glendive, Mont. (214)	—	2	—	Philadelphia (4)	493	411	4
Grand Junction, Colo. (177)	10	16	—	Phoenix (22)	122	144	1
Grand Rapids-Kalamazoo, Mich. (41)	89	79	97	Pittsburgh (12)	251	243	2
Great Falls, Mont. (178)	14	12	—	Portland, Ore. (25)	102	118	1
Green Bay, Wis. (68)	63	63	71	Portland-Poland Spring, Me. (76)	54	42	
Greensboro-Winston Salem-High Point, N.C. (50)	81	108	92	Presque Isle, Me. (205)	—	8	
Greenville-New Bern, N.C. (97)	32	49	61	Providence, R.I.-New Bedford, Mass. (42)	91	87	1
Greenville-Asheville-Spartanburg, S.C. (37)	94	102	124	Quincy, Ill.-Hannibal, Mo. (152)	—	31	
Greenwood-Greenville, Miss. (168)	27	12	—	Raleigh-Durham, N.C. (38) *	97	116	
Hagerstown, Md. (194)	—	—	18	Rapid City, S.D. (161)	22	—	
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	60	70	121	Reno (125)	26	21	
Harrisonburg, Va. (200)	20	—	—	Richmond, Va. (63)	71	84	
Hartford-New Haven, Conn. (24)	120	171	90	Roanoke-Lynchburg, Va. (72)	43	73	
Helena, Mont. (210)	—	—	6	Rochester, N.Y. (71)	56	59	
Houston (10)	271	205	222	Rochester, Minn.-Mason City, Iowa (142)	28	20	
Huntsville-Decatur-Florence, Ala. (89)	48	52	48	Rockford, Ill. (112)	31	33	
Idaho Falls-Pocatello (159)	12	18	20	Roswell, N.M. (181)	—	16	
Indianapolis (23)	113	133	150	Sacramento-Stockton, Calif. (20)	123	136	1
Jackson, Miss. (85)	37	59	67	St. Joseph, Mo. (188)	16	—	
Jackson, Tenn. (190)	30	—	—	St. Louis (18)	165	184	1
Jacksonville, Fla. (61)	51	82	54	Salinas-Monterey-San Jose, Calif. (110)	52	23	
Johnstown-Altoona, Pa. (81)	0	54	87	Salisbury, Md. (166)	14	24	
Jonesboro, Ark. (178)	32	—	—	Salt Lake City (39)	99	93	1

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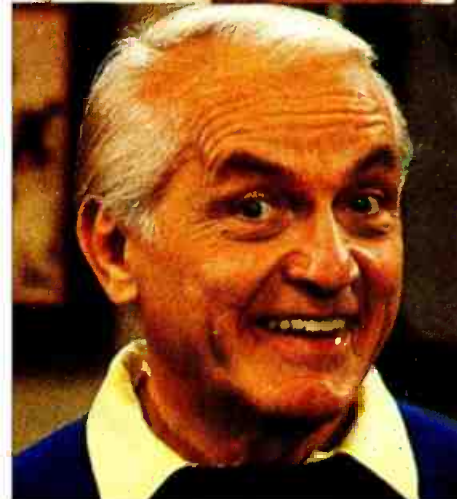
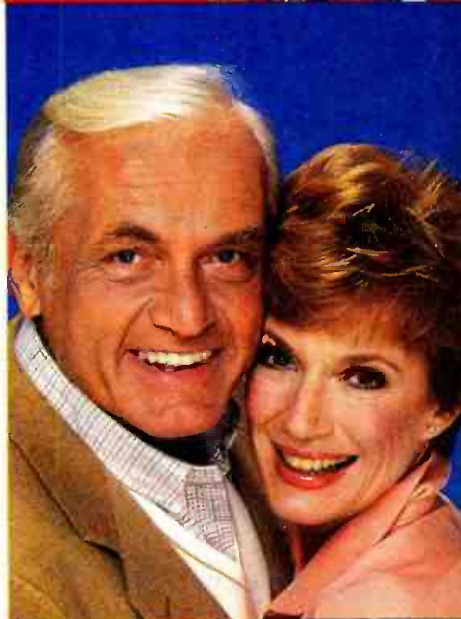
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It pays to watch!

Where your viewers at home compete for a share of \$250,000 each week!

Banko is the half-hour strip game show that's ideal any time of the day or night!

It's an exciting word-association game based on Bingo. Contestants in the studio try to find the connection between a list of common words.

The prizes our studio contestants win are the keys to an exciting game your viewers can play at home. And home players compete for real big-money stakes—over a million dollars in cash each month!

Banko is fun to watch. And it's the show that pays to watch. Your viewers will find it exciting to play along at home—every day, right through the important bonus round at the end of each show.

Banko is backed by millions and millions of free playing cards distributed locally throughout the United States each week. It's from the successful game show producers Barry & Enright, in association with Twentieth Century Fox Television. And it's hosted by Wink Martindale, one of America's favorite television personalities.



Actual game cards may differ from those shown. Home playing cards may not be available in some areas.

BANKO!

**It pays to buy it
because
it pays to watch it**

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Tuesday Weld, Terry-Thomas,
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Beloved Infidel, starring
Gregory Peck, Deborah Kerr.

Carousel, starring
Gordon MacRae, Shirley Jones.

The Comancheros, starring
John Wayne, Lee Marvin.

Dreamboat, starring
Clifton Webb, Ginger Rogers.

A Farewell to Arms, starring
Rock Hudson, Jennifer Jones.

Francis of Assisi, starring
Bradford Dilman, Dolores Hart.

From the Terrace, starring
Paul Newman, Joanne
Woodward.

Gigot, starring
Jackie Gleason.

The Girl Can't Help It,
starring
Tom Ewell, Jayne Mansfield.

Holiday for Lovers, starring
Clifton Webb, Jane Wyman, Jill
St. John.

**The Inn of the Sixth
Happiness**, starring
Ingrid Bergman, Curt Jurgens.

The Jackpot, starring
James Stewart, Natalie Wood.

**Journey to the Center
of the Earth**, starring
Pat Boone, James Mason.

Man on a Tightrope, starring
Fredric March, Terry Moore.

Move Over, Darling, starring
Doris Day, James Garner.

**Mr. Hobbs Takes a
Vacation**, starring
James Stewart, Maureen O'Hara.

Say One for Me, starring
Bing Crosby, Debbie Reynolds.

The Second Time Around,
starring
Debbie Reynolds, Andy Griffith,
Thelma Ritter.

Sink the Bismarck, starring
Kenneth More, Dana Wynter.

The Sound and the Fury,
starring
Yul Brynner, Joanne Woodward.

Stars and Stripes Forever,
starring
Clifton Webb, Robert Wagner.

State Fair, starring
Pat Boone, Ann-Margaret,
Tom Ewell.

The Story of Ruth, starring
Stuart Whitman, Tom Tyron.

The Stripper, starring
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The Young Lions, starring
Marlon Brando, Dean Martin,
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Fox 6

There's no time like the present
for the great movies of the past.



TELEVISION

ADI (rank)	1985 households (000)			ADI (rank)	1985 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
San Angelo, Tex. (192)	—	12	—	Topeka, Kan. (143)	13	27	—
San Antonio, Tex. (45)	76	94	85	Traverse City-Cadillac, Mich. (139)	15	42	—
San Diego (26)	92	119	96	Tucson, Ariz. (82)	46	45	—
San Francisco (5)	297	312	320	Tulsa, Okla. (52)	88	88	—
Santa Barbara-Santa Maria, Calif. (113)	28	23	19	Tuscaloosa, Ala. (187)	—	9	—
Sarasota, Fla. (157)	23	—	—	Twin Falls, Idaho (202) *	—	10	—
Savannah, Ga. (108) *	22	46	35	Tyler, Tex. (154)	54	16	—
Seattle-Bellingham-Tacoma (13)	172	152	193	Utica, N.Y. (158)	15	—	—
Selma, Ala. (210)	—	13	—	Victoria, Tex. (207)	6	—	—
Shreveport, La.-Texarkana, Tex. (53)	82	85	69	Waco-Temple, Tex. (94) *	35	51	—
Sioux City, Iowa (129)	33	12	35	Washington (9)	242	239	2
Sioux Falls-Mitchell, S.D. (95)	39	60	25	Watertown-Carthage, N.Y. (169)	—	20	—
South Bend-Elkhart, Ind. (84)	43	58	63	Wausau-Rhineland, Wis. (128)	28	38	—
Spokane, Wash. (78)	49	56	60	West Palm Beach-Ft. Pierce, Fla. (56)	50	28	—
Springfield, Mass. (103)	39	—	47	Wheeling, W.Va.-Steubenville, Ohio (124)	—	49	—
Springfield, Mo. (83)	24	56	65	Wichita-Hutchinson, Kan. (59)	65	73	—
Springfield-Decatur-Champaign, Ill. (69)	57	63	60	Wichita Falls, Tex.-Lawton, Okla. (126)	27	28	—
Syracuse, N.Y. (67)	56	73	86	Wilkes Barre-Scranton, Pa. (58)	95	58	—
Tallahassee, Fla. (130)	12	48	8	Wilmington, N.C. (151)	30	7	—
Tampa-St. Petersburg (17)	166	196	192	Yakima, Wash. (123)	20	31	—
Terre Haute, Ind. (131)	11	37	42	Youngstown, Ohio (92)	47	57	—
Toledo, Ohio (65)	60	84	92	Zanesville, Ohio (201)	—	—	—

Untimely end for Odyssey

National Christian Network's less-than-year-old music video network dies, but another emerges

December was an interesting month for music video networks. On Dec. 5, the Odyssey Network, a service of the National Christian

Network in Cocoa, Fla., went dark when RCA Americom knocked it off Satcom IV for failure to make its November lease payment. And less than two weeks later, on Dec. 16, Wodlinger Broadcasting introduced Hit Video USA via Satcom IV, a service spawned by its low-power television

station in Houston and aimed at the market Odyssey had unwillingly abandoned ("Brief," Dec. 30, 1985). The two events may be related.

Odyssey made its debut Jan. 5, 1984, promising cable and broadcast affiliates music video via Satcom IV up to 24 hours a day. According to Tom Shaw, director of programming, the service had no lack of takers. At the time the service went off the air, he said, it counted 134 broadcast affiliates (10 full power and 28 low power) and a smattering of cable, SMATV and MDS systems. Collectively, the affiliates reached 55 million homes, although most on a part-time basis and many during the early-morning hours when relatively few people are watching.

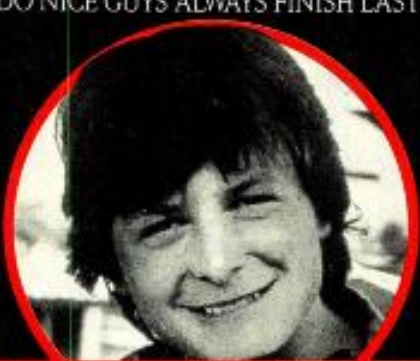
But Odyssey failed to reach its first anniversary because it was unable to convince homes reached into advertising dollars. Shaw said Odyssey barely tried, having never hired a full-time ad salesman. NCN President Ray Kassis acknowledged that Odyssey did not make "as much of an effort as we could have." But, he said, what efforts the network did make were met with "hard resistance" from advertisers put off by the network's part cable, part broadcast status.

Apparently sensing he would not be able to sell enough advertising to pay the bill, Kassis put the network on the market within two months of its debut. And by October, he said, he had an agreement to sell Odyssey and its rights to Satcom IV, transponder 2 for the assumption of liabilities amounting to \$916,000.

According to Kassis, the buyer was Wodlinger Broadcasting, which owns a few radio stations and K05HU Houston, a five-month-old LPTV station on channel 5 with a full-time music video format. As part of the deal, Kassis said, Wodlinger sent RCA Americom a check for almost \$67,000 covering the November lease payment for transponder 23.

The next thing Kassis knew, Wodlinger

DO NICE GUYS ALWAYS FINISH LAST?

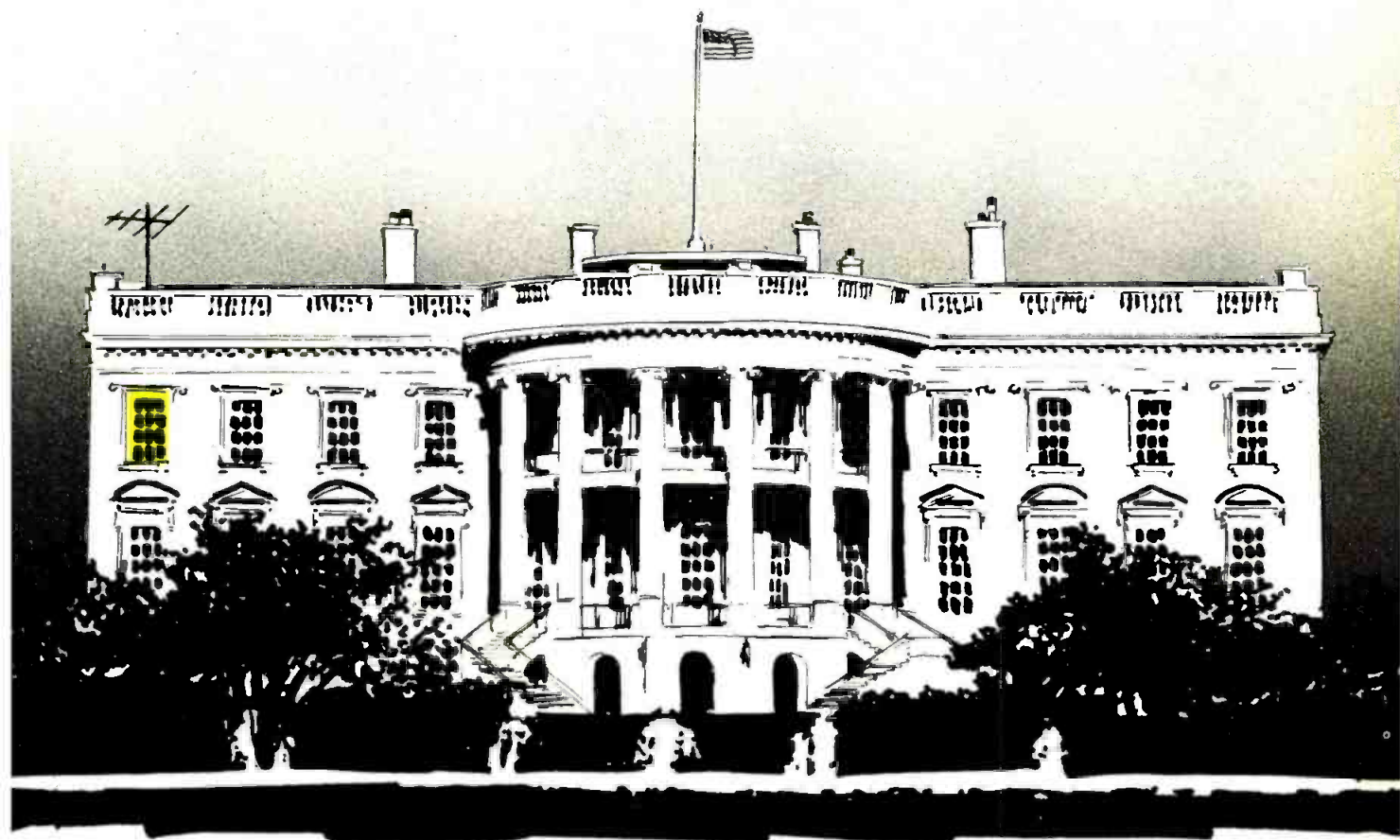


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**AND WDVM'S 6:30 AM NEWS.
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AND WDVM'S 5:00 PM NEWS.
AND WDVM'S 6:00 PM NEWS.**

In fact, November was the latest example of WDVM'S long-term command of the Washington market. VARIETY called WDVM a "convincing winner in important time slots" and said the station "demonstrates it's dominance."

But the story doesn't stop with news. WDVM was also a convincing winner in daytime, early fringe, access and sign-on to sign-off, as well as the leader in important demographics.

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THE ONE & ONLY

WDVM-TV WASHINGTON D.C.

SOURCE: NSI, Nov. 1985

Represented Nationally by MMT Sales, Inc.

■ **Prime Time Entertainment** has acquired worldwide cable and syndication rights to the theatricals "Oliver Twist," starring George C. Scott and Tim Curry; "The Pilot" starring Cliff Robertson, and domestic syndication rights to "The Coca-Cola Kid," starring Eric Roberts and Greta Scacchi. According to Harvey Reinstein, executive vice president of the two-year-old company, the three films will be part of a 12-title package, Primetime III, that will be available in 1987. Shay said that the company was currently involved in cable and pay-per-view sales. Sales to stations will begin in September before the package's formal presentation at the 1987 NATPE International convention. The number of years and runs in the cash sales of the package are negotiable. Among other titles in the package is a theatrical that will be shown in 1986: "Cool an' Gatta Gold," scored by the composer of the music in "Chariots of Fire."

■ **Blair Entertainment** says it has added 10 more markets to its *Divorce Court* clearances, bringing its total to 152. That's up from the 121 stations the show began its second year with in September 1985. The latest stations include KFDM-TV Beaumont, Tex.; WLOX-TV Biloxi, Miss.; WSEE(TV) Erie, Pa.; WJCL(TV) Savannah, Ga.; KTVY(TV) Oklahoma City; KNTV(TV) San Jose, Calif.; KREM-TV Spokane, Wash.; WGME-TV Portland, Me.; WSYM-TV Lansing, Mich., and WHIZ-TV Zanesville, Ohio. ■ **Warner Bros. Television Distribution** says it has now cleared its TV3, a package of 13 titles, in 33 markets. Among the programs in the package are three Agatha Christie films along with *A Day for Thanks on Walton's Mountain*, "Found Money," "Glitter" and "His Mistress." Major markets cleared include WPIX(TV) New York, KCOF(TV) Los Angeles, WGN-TV Chicago, WPVI-TV Philadelphia and KPIX-TV San Francisco. ■ **All American Television** says that it has now cleared *The Boy King* in 59 markets, including all of the top 10. The one-hour special about the childhood of

Dr. Martin Luther King, stars Howard Rollins, and is sold on a barter basis with both stations and All American getting five minutes. Among clearances are WSB-TV Atlanta, where the show will be produced; WXIX-TV Cincinnati; WOSU-TV New Orleans; WTOG-TV Savannah, Ga., and WTTG(TV) Washington. ■ Following a previous report on clearances for *Inside Soaps* by **The Jeff Alan Organization** (BROADCASTING, Dec. 23, 1985) the show has moved in New York from WNBC-TV to WCBS-TV. ■ **King World Enterprises** says that it has sold *The Oprah Winfrey Show* in 90 markets, covering more than 80% of the country. Every station carrying the show is a network affiliate. Winfrey was the host of a local show of the same name, produced by WLS-TV Chicago. WLS-TV will continue to produce the show. Sales of the show are on a cash-plus-barter basis. Among recent clearances are WPVI-TV Philadelphia, WXYZ-TV Detroit, WDM-TV Washington, WFAA-TV Dallas and WEWS(TV) Cleveland. ■ **Television Program Enterprises** says that it has cleared the live *Supermodel of the World* competition in 144 markets covering 90% of the country. The event, hosted by Tony Danza and Ben Vereen (host of TPE's *You Write the Songs*), will feature 29 contestants from 23 countries competing for a \$250,000 grand prize. Viewers will have a chance to vote for the contestant of their choice through a 900 number. The event is an extension of the Face of the 80's, a talent search conducted by agents Eileen and Jerry Ford since 1981. The special will be produced by TPE and Ford Models Inc., in association with Leach Entertainment and Bob Banner Associates. The two-hour competition will be broadcast live on Jan. 13 from 8-10 p.m. (NYT) and is being sold on a barter basis with TPE and stations both getting 12 minutes of advertising time. Stations will have an opportunity to run the program once more before Jan. 23.

had decided to nix the deal with NCN for Odyssey, lease its own transponder on Satcom IV (transponder 18) and build its own network from scratch. Kassiss said he su-

spects that RCA encouraged Wodlinger to renege on their deal and start the new network. The management of RCA, he said, has deteriorated to a point where "it is com-

peting with its own customers. That just can't be healthy."

(Kassiss has been battling RCA at the FCC and in the courts since 1980 when, according to Kassiss, RCA reneged on its promise and its common carrier obligation to place NCN on RCA's primary cable satellite, not Satcom III-R. Kassiss also accuses RCA of overcharging NCN by forcing it to lease an expensive protected transponder when cheaper preemptible transponders were available to other users and of stealing away another customer, Sante Fe Communications. Underlying on the contention between RCA and NCN is one stark fact: NCN owes RCA more than \$1 million. That puts the future of NCN, which transmits religious programming for numerous television ministries, in jeopardy.)

RCA spokesman John Williamson said RCA did not wish to comment on the Odyssey-Wodlinger affair beyond saying that "we deny the allegation that we stole customers."

The sudden demise of Odyssey left some affiliates, particularly those who were airing the service full time, in the lurch. According to Shaw, some went dark temporarily, while others began running tapes of earlier Odyssey transmissions. The obvious place for abandoned Odyssey affiliates to go for replacement programming is Wodlinger's H Video. And, according to Shaw, Wodlinger doesn't have to wait for Odyssey's old affiliates to come to it. It can easily find them, he said. During its discussions with Kassiss about buying Odyssey, he said, it received a copy of Odyssey's list of affiliates.

Connie Wodlinger, one of the principals of Wodlinger Broadcasting, denied having agreed to purchase Odyssey from Kassiss. She and her husband, Mark, had requested and received information on Odyssey after Kassiss advertised its availability in a trad-

AN INNOCENT GIRL IN SEARCH OF FAME,
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Networks bring out repeats as winter doldrums set in

The 14th week of the 1985-86 prime time season saw viewership experience its sharpest decrease this season. NBC's 10th win during the week of Dec. 23-29 came with only a 15.1 average rating and a 26 average share, the season's lowest ranked victory so far. CBS had a 14.6/25 and ABC a 13/23.

The new low follows a drop in viewership that began during Thanksgiving week. For the week, HUT's were at 57.7, down 2% from 58.9 for

the comparable week last year.

In addition to the fall in viewers, the networks experienced reduced coverage during the week, as holiday specials aired in local markets. In turn, the networks resorted to the airing of repeat episodes of programs. Thirty-four of the week's 67 programs were repeats. Five of those were in the week's top 10, all from NBC. All five of the shows were from the network's Thursday and Saturday comedy blocks.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	31.8/60
2.	Family Ties	NBC	28.6/44
3.	60 Minutes	CBS	25.5/41
4.	Murder, She Wrote	CBS	24.0/37
5.	Cheers	NBC	21.1/32
6.	Golden Girls	NBC	20.4/34
7.	Crazy Like a Fox	CBS	19.9/30
8.	Football, Raiders-Rams	ABC	19.8/32
9.	Knots Landing	CBS	19.7/34
10.	Miami Vice	NBC	19.2/32
11.	Kate & Allie	CBS	18.8/29
12.	Facts of Life	NBC	18.1/31
13.	Newhart	CBS	18.1/28
14.	Simon & Simon	CBS	17.8/28
15.	Dynasty	ABC	17.7/31
16.	Between Darkness and Dawn	NBC	17.7/28
17.	Hotel	ABC	17.1/33
18.	227	NBC	17.1/29
19.	Night Court	NBC	17.1/27
20.	Trapper John, M.D.	CBS	16.8/28
21.	Dynasty II: The Colbys	ABC	15.9/25
22.	Highway to Heaven	NBC	15.8/30
23.	20/20	ABC	15.8/27

Rank □ Show □ Network □ Rating/Share

24.	Cagney & Lacey	CBS	15.7/25
25.	Past Copy	NBC	15.3/28
26.	Gimme a Break	NBC	15.2/26
27.	Superman II	ABC	15.1/24
28.	Hunter	NBC	15.0/27
29.	Scarecrow & Mrs. King	CBS	14.8/24
30.	Behind Enemy Lines	NBC	14.5/23
31.	Webster	ABC	14.4/25
32.	Magnum P.I.	CBS	14.1/22
33.	Rocky II	CBS	13.7/24
34.	Garfield Special	CBS	13.5/23
35.	Mr. Belvedere	ABC	13.3/23
36.	Hill Street Blues	NBC	13.2/23
37.	Hardcastle & McCormick	ABC	13.2/22
38.	TV Bloopers & Prac. Jokes	NBC	13.0/21
39.	Who's the Boss	ABC	12.9/29
40.	Amazing Stories	NBC	12.9/20
41.	Growing Pains	ABC	12.3/27
42.	Different Strokes	ABC	12.3/21
43.	Misfits of Science	NBC	12.2/21
44.	Equalizer	CBS	12.1/23
45.	Mary	CBS	11.9/23
46.	Moonlighting	ABC	11.7/25

Rank □ Show □ Network □ Rating/Share

47.	Alfred Hitchcock Presents	NBC	11.6/17
48.	Hill Town	NBC	11.5/20
49.	Roley Square	CBS	11.4/21
50.	A Team	NBC	11.3/25
51.	Riptide	NBC	11.3/25
52.	Kennedy Center Honors	CBS	11.3/20
53.	Benson	ABC	11.3/19
54.	Spencer: For Hire	ABC	11.1/24
55.	Charlie & Co.	CBS	11.1/20
56.	Punky Brewster	NBC	10.9/18
57.	Remington Steele	NBC	10.8/24
58.	St. Elsewhere	NBC	10.8/21
59.	Twilight Zone	CBS	10.6/18
60.	The Insiders	ABC	9.9/19
61.	Our Family Honor	ABC	9.8/18
62.	George Burns Comedy	CBS	9.8/17
63.	Growing Old in America	ABC	9.6/17
64.	The Black Stallion	CBS	9.5/21
65.	Shadow Chasers	ABC	6.7/10
66.	Stir Crazy	CBS	6.3/14
67.	Making of Supergirl	ABC	6.1/10

*Indicates premiere episode

magazine. But, after a few conversations with Kassiss, concluded that Kassiss "didn't have anything to sell." To say Odyssey reached 55 million homes even on a part-time or off-hour basis is a "gross exaggera-

tion," she said. Kassiss "represented" to several people that he had a deal with Wodlinger to keep creditors at bay, he said.

Wodlinger did send RCA a check for \$67,000, she said, but not as part of any deal

with Kassiss, but as an upfront payment on the next available transponder on Satcom IV. It needed the transponder so that it could begin satellite distribution of Hit Video.

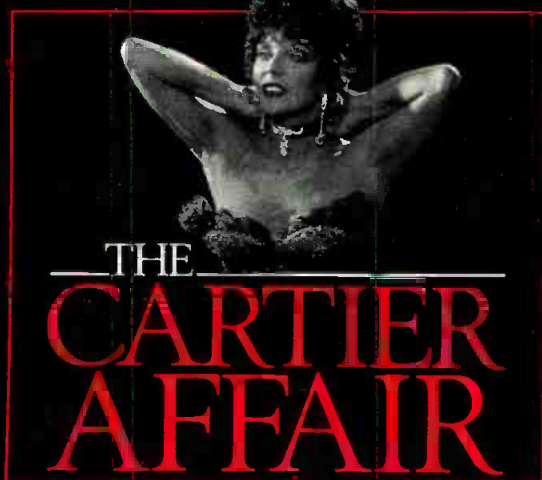
The list of Odyssey affiliates that Wodlinger received is of little value to Hit Video, Wodlinger said. Hit Video's principal market is not broadcasting, which contributed the bulk of Odyssey's audience, she said, but cable. Hit Video will sign an affiliation agreement with a television station only after failing to sign up the cable systems in its market, she said.

The operators of Odyssey and Hit Video agree on one point: MTV Networks, the purveyor of MTV and VH-1, has made life difficult for all challengers to its preeminence in the business. According to Shaw, Odyssey had little success landing cable affiliates during its 11-month life even though it charged no affiliation fee because many MSO's had signed contracts for MTV that prohibited them from carrying a second rock music video service other than VH-1.

Hit Video feels its service is being handicapped by MTV Networks contracts with some of the record companies that grant MTV Networks exclusive use of new videos for up to six months—a substantial window in the here-today, gone-tomorrow world of popular music. Charging, in part, that such contracts are a violation of federal antitrust statutes, Wodlinger said, Hit Video sued MTV Network in October for more than \$200 million.

MTV Networks spokesman Barry Kluger acknowledged that the company does have exclusivity agreements with some record companies, but added that they represent nothing out of the ordinary in the entertainment industry. "We maintain that they are valid and acceptable," he said. He would not comment on MTV Networks' contracts with MSO's. □

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THE WALL STREET JOURNAL REPORT
On Television

LPTV manufacturer chalks up another year of losses

TV Technology must seek help from bank to stay in business; troubles may be attributed to slow pace of FCC in approving LPTV stations and translators

For Television Technology Corp., a manufacturer of low-power television transmitters and radio gear, 1985 was not the best of years.

By the end of the company's fiscal year 1985 last June, and despite an increase in net sales of 25%, it had suffered its second consecutive year of losses: \$1.043 million in FY '85 on \$6.4 million in net sales, and \$600,000 in losses for FY '84. The bad news continued through the end of the first quarter of this fiscal year ending Sept. 30, when the company suffered another \$220,000 in losses.

The 18-year-old firm, based in Broomfield, Colo., has since been forced to seek bank refinancing of \$650,000 for the second quarter ending last week, and refinancing of another \$650,000 is also being sought for third-quarter operations.

The primary source of TV Technology's woes: several years of bottlenecks in FCC approval of permits in the fledgling low-power television industry, along with associated delays for new stations in the healthy translator market. The two services, which use essentially identical technologies, represent the corporation's core business.

"There is nowhere near the activity in LPTV which was expected three years ago," commented Byron St. Clair, president, Television Technology, "and the FCC has killed the traditional translator business with the backups."

When the FCC proposed LPTV services in the early 1980's, the commission estimated as many as 4,000 stations could be placed on the air. Its latest tally, however, shows just over 330 licensed LPTV stations and another 993 with construction permits. More than 16,000 LPTV and translator applications are pending before the commission, which placed a freeze on all new applications in 1983.

The company, which went public and moved into a new, larger facility in 1983,

had netted profits of nearly \$500,000 between 1981 and 1983 and still achieves successful sales margins with its other product lines, particularly on the international market, which accounted for more than one-third of 1985's \$6.4 million worth of net sales.

The AMPRO/Scully line of radio cassette machines, reel-to-reel tape players and audio consoles purchased by the company in 1983, for instance, saw more than \$400,000 in sales for FY '85. Likewise, its Wilkinson Electronics line of FM and AM transmitters, acquired in 1981, experienced a 66% sales increase in the first quarter of FY '86. The Satellite Technology Division also scored nearly \$640,000 in sales for the company, largely as the result of a single large project for Trinity Broadcasting at Caribbean facilities (10% of total sales in 1985).

Sales of TV translators and low-power transmitters, by contrast, suffered a "significant decrease" on the domestic front over the last year, according to the company. A drop of more than 25% was registered in TV products for first quarter of FY '86, dragging down total net sales by 13% over the same period in the last fiscal year. The only significant deal made for low-power TV transmitters in recent months, the company notes in its 1985 annual report, was a \$1.4 million international sale of 50 1 kw transmitters to the People's Republic of China (21% of total sales for FY '85). The deal also calls for another \$1 million in deliveries to China this year.

In the wake of the 1985 net loss of just over \$1 million registered at the end of the company's fiscal year last June, drastic actions were taken. According to company representatives, nearly half the corporation's staff, approximately 60 jobs mainly related to product assembly, was laid off during last summer, and among other measures were the absorption of the Satellite Technology Division into radio and TV marketing operations and an increase of pricing on spare parts and subassemblies.

Meanwhile, TV Technology common stock has fallen from a high of 2 3/8 in the third quarter of FY '84 to 3/8 in the months following the end of FY '85 last June. The stock has since fallen to 3/16, at the close of trading last Dec. 27.

Despite all this, St. Clair, who founded the firm in 1967, is not pessimistic concerning the survival of the firm. "Activity in the LPTV market has picked up in the last couple of months," he commented. "Starting late last spring, the FCC started putting out permits, and that has produced a perceptible increase in demand for equipment. Business is two to three times what it was at the same time last year."

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Digital cartoons. New York production studio Caesar Video Graphics has opened the nation's first digital animation studio using Quantel's new digital cel recorder, "Harry." The complete facility, shown above at right, opened in December following the first U.S. delivery of the Quantel unit, which, according to studio head Peter Caesar, provides the "missing link" between cel and real-time animation using the Quantel Paintbox digital design system. The digital cel recorder provides real-time random access recording and replay of over 2,500 individual cels, or 84 seconds of video, along with complete editing functions for manipulating Paintbox graphics. It was first introduced at last April's National Association of Broadcasters convention by Quantel, which is based in England and has U.S. headquarters in Palo Alto, Calif.

Shown above at left operating Harry is Caesar, an award-winning graphics designer who left NBC in 1980 to open the studio for broadcast network, cable and corporate clients. The facility will use the cel recorder in conjunction with an Interactive Motion Control animation stand, NEC CCD camera and Quantel Paintboxes, as well as an Ampex ADO and one-inch videotape recorders, Chyron character generator, Dubner animation system and other equipment.

A similar digital disk recorder, developed in 1984 by Abekas Inc., Foster City, Calif., has been in use for animation and editing work since last fall at two U.S. post-production houses, Modern Telecommunications Inc.'s Compugraph Designs studio in New York and The Post Group in Hollywood.

quarter of FY '86, the company was able to borrow \$500,000 against its bank line of credit, along with another \$150,000 in short-term commitments, according to St. Clair. The bank will decide on a further financing

of \$650,000 when the current bank line ends Jan. 31. The refinancing may depend on the company showing a profit, he said.

"We're hovering on the break-even point for the second quarter," St. Clair said, "with

the combination of a slight improvement the [low power] market and stringent cost reduction measures. Also, the international market for radio and TV products seems have been showing modest, but steady, improvement."

TV Technology has not been alone in confronting stalled markets for LPTV transmitters and TV translators, with companies such as Emcee, Townsend and Acrody also making efforts in the field.

Emcee, for example, suffered two years of losses in FY '84 and FY '85, largely due to the drop in action for the LPTV-translator market. This past fiscal year, beginning last spring, however, has seen a turnaround for the White Haven, Pa.-based manufacturer, according to Frank Trainor, sales-marketing manager.

"Translators were a good part of our business years ago," said Trainor, who joined the firm in 1985. "But it's now a minor amount. We don't see it as a growth market for us. The translator segment has been slow with the FCC unable to handle the flood of applications. That really threw a wrench in the works and the bottom fell right out of the market."

By turning its attention instead to ITFS (instructional television fixed service) field, in which Trainor said the company now doing "very well," and readying itself as well for entry into the MMDS (multichannel multipoint distribution service) market, the company will probably have one of the best years ever, in FY '86, he said.

"LPTV will get back on its feet in time," Trainor said, but he added that now it remains a "very, very tough business. A company like TV Technology came in with very low pricing to try to bring up sales, but when sales didn't increase, it was like a double whammy. There may be a shakeout in the market."

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Sharing study closer

Broadcasters and land-mobile radio interests have tentatively agreed to conduct a subjective study of potential interference to UHF television spectrum shared by the two services, as well as to request from the FCC a 60-day extension to complete the work of an FCC technical advisory committee studying interference protection (BROADCASTING, Dec. 23).

According to the FCC's William Torak, chairman of the committee, the working group considering the study had a "meeting of the minds" and submitted proposals Dec. 27 for subjective testing to be conducted at the CBS Technology Center in Stamford, Conn., by CBS's Bronwyn Jones.

After a pair of often heated meetings of the group the week of Dec. 23, land-mobile radio industry representatives dropped their initial opposition to the extension of time for the committee, which now has until March 7 to submit its final report to the commission.

Details of the subjective tests, which will attempt to determine what an average viewer considers "acceptable" interference, remain to be worked out by broadcast and land mobile industry, according to broadcast engineering consultant Jules Cohen, co-chairman of the subgroup. Tests will probably begin before the end of the month, Cohen added.

Members of the advisory committee believe the tests are necessary because previous efforts to determine interference protection ratios, such as those done by the FCC in the 1950's, only studied the interference effects of video, or of video and audio, into video, rather than of narrow band FM land mobile transmission into video. Earlier tests also used what were argued to be obsolete methods for subjective testing.

The commission, which is likely to approve the tests and extension of time, will release its decision on the question before the end of January. The working group proposing the tests meets on Friday, Jan. 10, to complete agreement on the test methods, and the full advisory committee is scheduled to meet Jan. 27 in Washington.

Strike settlement

After nearly five weeks out on strike, approximately 80 technical employees of Post-Newsweek's WDIV(TV) Detroit have agreed to a new, three-year settlement and returned to work.

The walkout, which began Nov. 19 following a break in negotiations, was settled Dec. 20, with agreement between the NBC affiliate and the employees, who are represented by a National Association of Broadcast Employees and Technicians local. Involved were wage, jurisdiction and other contractual issues which had been left unresolved after the previous three-year contract expired Oct. 20.

The technicians, including 60 from the

station's engineering department and the remainder from news and production departments, returned to work Dec. 22.

A central issue in the dispute, according to both parties, was union jurisdiction over electronic graphics equipment. The station's nine-member art department is currently non-union, and as a result of the agreement will remain so, except for maintenance and repair, explained station representative Eileen Wunderlich. NABET members had initially sought to unionize the department, or to confine the station's non-union art work to that department alone. The current agreement will limit the department's functions to creating videx graphic material, and does not allow it to process live video.

The wage package agreement, also subject to early debate, calls for a 5.4% wage increase in the first year, a 5% increase in the second year and a 1.2% increase in the third year, with a \$800 lump sum spread out over the three-year period, according to Greg Jablonski, chief steward at the station and chairman of the NABET bargaining team.

The company withdrew original demands for a two-tier wage system and "takebacks" in overtime and bonus-type wage rules, he added. The package also includes a new retirement plan, which Jablonski said represented an improvement over the existing program.

The strike action apparently had minimal effect on the station's on-air operations, according to Linc Reed Nickerson, chief engineer, despite a several-minute programming interruption when strikers first walked off the job at 9 a.m. on Nov. 19. Nickerson said supervisory technical personnel took over equipment-handling responsibilities and about one dozen supervisors from other Post-Newsweek stations were brought in to help compensate for the loss in staff.

WDIV was forced, however, to severely curtail certain production activities. Jablonski, technical director at the station, said, for example, that no sports remotes were done during the strike period (although WDIV generally averages five remotes each week), and Nickerson added that the station had to withdraw from a scheduled teleconference for one of its regular corporate, automobile industry clients.

Gearing up

Hubcom, an equipment manufacturing subsidiary of Hubbard Communications, has developed a new television program delay system. The \$79,500 HCD-500 incorporates electronics of the company's HCC-55 cart system to delay incoming programs, such as network or satellite feeds, from three minutes to two hours. The product will be available in February and the first system from the St. Petersburg, Fla.-based manufacturer is already in operation at KSTP-TV Minneapolis.

A similar device has also been introduced

by Broadcast Systems Inc. of Austin, TX. BSI's first automatic program system is currently in operation at KMVT-TV Twin Falls, Idaho.

For monitoring stereo TV performance parameters, TFT Inc., Santa Clara, Calif., has adapted its Model 850 BTSC aural modulation monitor to operate directly from the output of the updated Tektronix Model 1450



demodulator. The Model 850-1450 unit has a suggested list price of \$8,475 and deliveries have already begun. The standard Model 850, for direct off-air monitoring, is still available from the company.

Scientific-Atlanta has introduced a number of products for CATV systems, including Model 6680 satellite receiver for use with A's Series 360 blockconverters, a Model 6825 indoor distribution amplifiers for CATV and SMATV multiple-dwelling unit applications, and a Model 8526 digital set-top terminal for 550 mhz cable TV systems. The company also is now making available programmable remote control, Model 855 275, which can be used to program Series 8550 set-top terminals to work in conjunction with videocassette recorders.

Optical maneuvers

Angenieux Inc. has sold all assets and manufacturing facilities to a new firm, Computer Optics Inc., which will use existing Angenieux facilities in Hudson, N.H., to develop electro-optic products for the computer industry. The sale, for which no price was released by Angenieux, will not effect sister company, Angenieux Corp. of America, in Miami, which makes lenses for television, TV broadcast and film industries.

The new company, in which Angenieux is an investor, will be headed by Gordon Kane, president, and Edward Wollense general manager, both formerly with Angenieux.

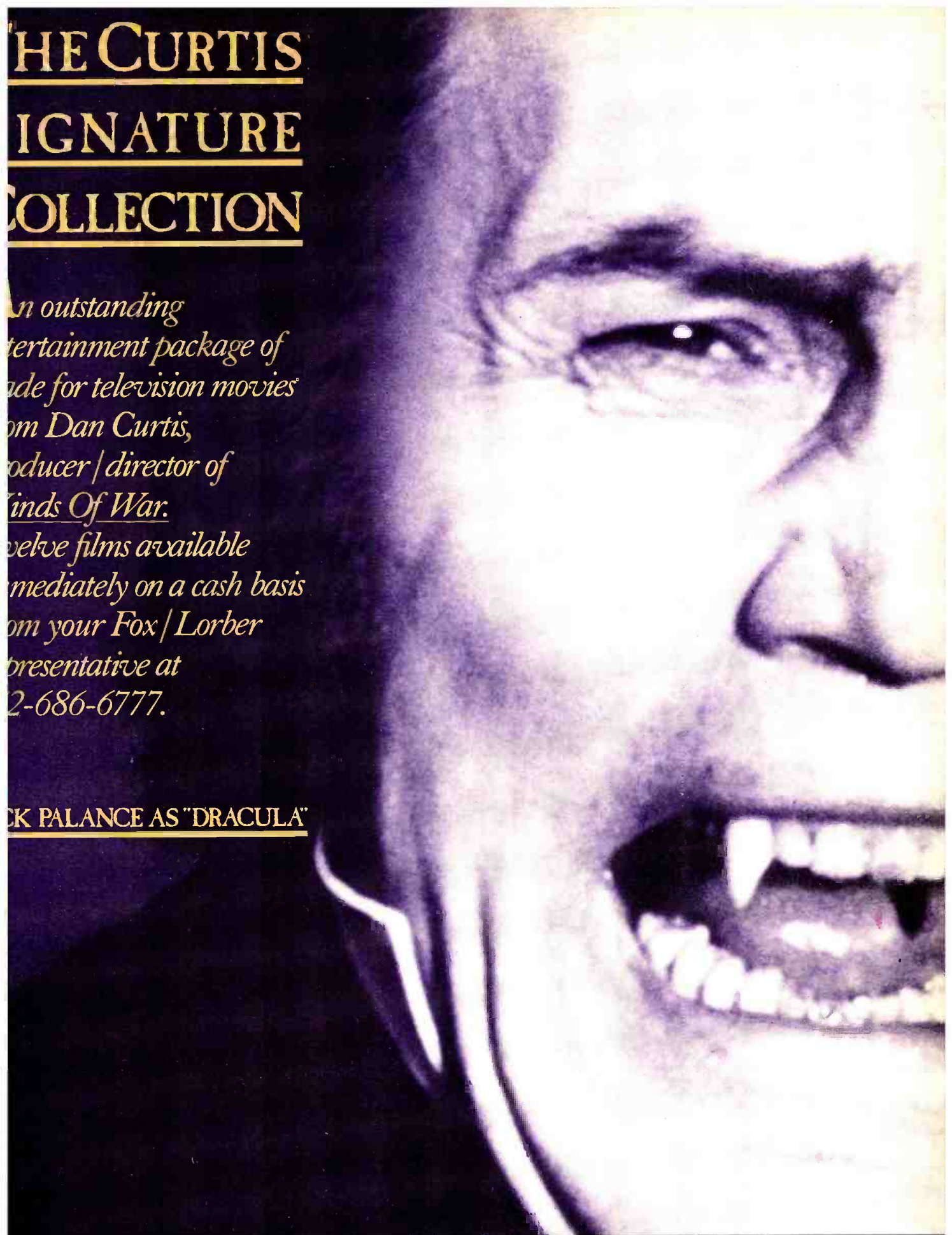
Campus droids

Filmmaker George Lucas has donated to new EditDroid electronic editing systems his alma mater, the University of Southern California's School of Cinema-Television. Los Angeles. The EditDroids, developed by Lucasfilm Ltd. and Convergence Corp., will be used by the facility to offer a series of courses for training film editors in electronic editing.

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Stock Index

	Closing Tue Dec 31	Closing Tue Dec 24	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	121	121			20	3,435
N Capital Cities	224 1/2	218 1/4	6 1/4	2.86	20	2,916
N CBS	115 7/8	116 1/4	- 3/8	- 0.32	26	2,711
O Clear Channel	16 7/8	17	- 1/8	- 0.73	25	49
O Gulf Broadcasting	1/4	3/4	- 1/2	-66.66		11
O Jacor Commun.	4 7/8	4 7/8				27
O LIN	37 1/8	37 5/8	- 1/2	- 1.32	25	979
O Malrite	12	11 7/8	1/8	1.05	14	100
O Malrite 'A'	11 3/4	10 3/4	1	9.30	14	49
O Price Commun.	9 1/2	8 1/8	1 3/8	16.92		56
O Scripps Howard	48 1/2	48	1/2	1.04	28	500
O SunGroup Inc.	3 7/8	3 7/8				5
N Taft	86 1/4	83 1/4	3	3.60	17	779
O TVX Broadcast Group	11 1/4	11 3/8	- 1/8	- 1.09	46	66
O United Television	24 1/4	24 1/4			73	265

BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	52 1/4	51 3/8	- 7/8	- 1.70	26	604
A Adams Russell	28 3/8	26 1/8	2 1/4	8.61	18	174
A Affiliated Pubs	53 3/4	54 1/8	- 3/8	- 0.69	22	658
N American Family	27 5/8	27 7/8	- 1/4	- 0.89	13	828
O Assoc. Commun.	31	32 1/2	- 1 1/2	- 4.61		147
N Chris-Craft	51 3/4	52 1/2	- 3/4	- 1.42	37	330
N Gannett Co.	61 1/4	61 1/2	- 1/4	- 0.40	19	4,914
N GenCorp	69 1/8	64 3/8	4 3/4	7.37	39	1,512
O Gray Commun.	116	116			20	57
N Jefferson-Pilot	49 3/4	47 1/2	2 1/4	4.73	7	1,463
N John Blair	22 7/8	21 7/8	1	4.57		183
O Josephson Intl.	8 1/8	8 1/4	- 1/8	- 1.51		38
N Knight-Ridder	39 7/8	38 3/8	1 1/2	3.90	68	369
N Lee Enterprises	44 3/4	42 3/4	2	4.67	19	575
N Liberty	34 1/8	34	1/8	.36	14	346
N McGraw-Hill	48	47 5/8	3/8	.78	16	2,419
A Media General	79 1/2	79	1/2	.63	16	559
N Meredith Corp.	67 1/2	70 3/4	- 3 1/4	- 4.59	13	638
O Multimedia	30 1/8	29 1/2	5/8	2.11		331
A New York Times	49	48 3/4	1/4	.51	17	1,962
O Park Commun.	23 1/4	23 1/4			21	320
N Rollins Commun.	28 7/8	28	7/8	3.12	33	421
T Selkirk	24	23 3/4	1/4	1.05	52	194
O Stauffer Commun.	120	119	1	.84	19	120
A Tech/Ops Inc.	21 5/8	22 1/4	- 5/8	- 2.80	15	50
N Times Mirror	57 5/8	56	1 5/8	2.90	15	3,720
N Tribune	55 3/4	54 3/4	1	1.82	18	2,259
A Turner Bcstg.	14 1/8	14 3/4	- 5/8	- 4.23	32	307
A Washington Post	118 3/4	120	- 1 1/4	- 1.04	13	1,522

CABLE						
A Acton Corp.	1 3/8	1 3/8				8
O AM Cable TV	2	1 11/16	5/16	18.51		7
N American Express	53	51 5/8	1 3/8	2.66	16	11,748
N Anixter Brothers	19 7/8	19 3/4	1/8	.63	20	361
O Burnup & Sims	6 7/8	7	- 1/8	- 1.78	4	61
O Cardiff Commun.	1 1/16	1 1/16			2	2
N Centel Corp.	47 1/4	45	2 1/4	5.00	10	1,305
O Comcast	22 3/8	22	3/8	1.70	38	444
N Gen. Instrument	17 5/8	17	5/8	3.67		569
N Heritage Commun.	21	20 1/2	1/2	2.43	41	305
O Jones Intercable	7 3/4	7 3/8	3/8	5.08	32	80
T Maclean Hunter 'X'	14 7/8	14 7/8			20	548
A Pico Products	2 7/8	2 3/4	1/8	4.54		10
O Rogers Cable	11 1/2	11 3/8	1/8	1.09		262
O TCA Cable TV	28	27	1	3.70	35	187
O Tele-Commun.	36 5/8	37 7/8	- 1 1/4	- 3.30	406	1,721
N Time Inc.	62 1/8	63 1/2	- 1 3/8	- 2.16	18	3,890
O United Artists Commun.	26 7/8	26 3/8	1/2	1.89	36	551
N United Cable TV	34	35	- 1	- 2.85	53	513
N Viacom	54 1/2	54 1/8	3/8	.69	21	967

	Closing Tue Dec 31	Closing Tue Dec 24	Net Change	Percent change	P/E Ratio	Market Capita- za (000,000)
SERVICE						
O BBDO Inc.	47 3/4	46 1/2	1 1/4	2.68	16	
O Compact Video	7 1/8	7	1/8	1.78		
N Comsat	35 1/2	35 1/8	3/8	1.06	10	
O Doyle Dane B.	20 1/2	19 3/4	3/4	3.79	14	
N Foote Cone & B.	48 1/2	48 3/4	- 1/4	- 0.51	12	
O Grey Advertising	190	194	- 4	- 2.06	11	
N Interpublic Group	42 7/8	42 5/8	1/4	.58	14	
N JWT Group	30 1/2	31 7/8	- 1 3/8	- 4.31	17	
A Movielab	6 7/8	7 1/4	- 3/8	- 5.17		
O Ogilvy Group	43 1/4	43	1/4	.58	14	
O Sat. Syn. Syst.	6 1/2	6 1/4	1/4	4.00	25	
O Telemation	5 1/2	5 1/2			5	
O TPC Commun.	1/4	1/4				
A Unitel Video	5 1/2	5 1/2			16	
N Western Union	12 3/8	13 5/8	- 1 1/4	- 9.17		

PROGRAMING						
O American Nat. Ent.	2 1/4	2 1/4			11	
O Barris Indus	21 1/8	20 7/8	1/4	1.19	55	
N Coca-Cola	84 1/2	83 5/8	7/8	1.04	16	11
N Disney	112 7/8	110 5/8	2 1/4	2.03	21	3
N Dow Jones & Co.	47 1/4	45 3/4	1 1/2	3.27	23	3
O Financial News	7 3/8	7 3/8				
O Four Star	5 1/4	5 1/4			5	
A Fries Entertain.	11 7/8	11	7/8	7.95	20	
N Gulf + Western	49 3/4	47 3/4	2	4.18	15	3
O King World	30 3/4	28 1/2	2 1/4	7.89	30	
A Lorimar	44 1/4	43 5/8	5/8	1.43	11	
N MCA	49 1/4	49 5/8	- 3/8	- 0.75	30	3
N MGM/UA	23 7/8	24 1/4	- 3/8	- 1.54		1
N Orion Pictures	10 1/4	10	1/4	2.50		
N Playboy Ent.	9 1/4	8 3/4	1/2	5.71		
O Reeves Commun.	12 1/8	12	1/8	1.04		
O Republic Pictures 'A'	8 3/8	8	3/8	4.68	59	
O Republic Pictures 'B'	8	8			57	
O Robert Halmi	2 1/2	2 5/8	- 1/8	- 4.76	27	
O Sat. Music Net.	20 3/4	20 3/4				
O Telepictures	21 7/8	20 5/8	1 1/4	6.06	23	
N Warner Communications	37 3/8	37 1/8	1/4	.67		2
O Westwood One	43 1/2	42 3/4	3/4	1.75	41	

ELECTRONICS/MANUFACTURING						
N 3M	89 3/4	90	- 1/4	- 0.27	15	10,2
N Allied-Signal	46 3/4	45 7/8	7/8	1.90	9	7
N Arvin Industries	21 7/8	20 1/2	1 3/8	6.70	10	
O C-Cor Electronics	6 3/8	7	- 5/8	- 8.92	19	
O Cable TV Indus.	3	3 1/8	- 1/8	- 4.00	30	
A Cetec	7	7 1/4	- 1/4	- 3.44	17	
O Chyron	7 1/4	7	1/4	3.57	23	
A CMX Corp.	1 1/4	1 1/4	1 1/8			
A Cohu	9 3/4	9 1/2	1/4	2.63	9	
N Conrac	16	16 3/8	- 3/8	- 2.29	18	
N Eastman Kodak	50 5/8	49	1 5/8	3.31	15	11
N General Electric	72 3/4	70 3/8	2 3/8	3.37	14	33
O Geotel Inc.	1 1/2	1 1/2			25	
N Harris Corp.	27 1/4	27 1/4			16	1
N M/A Com. Inc.	15	14 5/8	3/8	2.56	16	1
O Microdyne	5 3/8	5 3/8			67	
N Motorola	38 7/8	37 1/2	1 3/8	3.66	39	4
N N.A. Phillips	37 1/4	37 1/2	1/4	- 0.66	11	1
N Oak Industries	1 7/8	1 3/4	1/8	7.14		
N RCA	59 3/4	59 1/2	1/4	.42	15	5
N Rockwell Intl.	35 3/4	34 1/4	1 1/2	4.37	8	5
N Sci-Atlanta	11 5/8	11 1/2	1/8	1.08	16	
N Sony Corp.	20 3/8	20 1/4	1/8	.61	15	4
N Tektronix	56 1/4	55 3/4	1/2	.89	14	1
N Varian Assoc.	28 5/8	28	5/8	2.23	24	
N Westinghouse	44 1/2	44 1/8	3/8	.84	13	7
N Zenith	20 1/2	19 1/4	1 1/4	6.49	1,025	
Standard & Poor's 400	234.56	230.12	4.44	1.92		

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

WNEW-TV ANNOUNCES ANOTHER #1 FOR THE BOOKS.

WNEW-TV is on the move. And the November '85 Arbitron ratings are proof of it. WNEW-TV keeps earning points with its viewers. This time a full share point—from 14% to 15% (sign-on to sign-off).

This jump reinforces WNEW-TV's position as the Number One Independent in the nation's Number One Market.

At WNEW-TV we're proud of this growth. It's only the beginning.

#1 Independent Sign-on to Sign-off
#1 Station in Early Fringe (M-F 5:00p-7:30p)
#1 Station in Prime News
#1 Station in Children's Programming (M-F 7a-9a, 2p-5p)

5

WNEW-TV New York

**WE'RE AT THE TOP
WORKING OUR WAY UP.**

Represented by Katz

Independents' economic indicators on rise

Frazier, Gross & Kadlec study shows stations posting revenue increases, predicts country's growth areas; bad news is steady rise in program prices

Although all of the news for the independent television industry these days is not great, it still has plenty to crow about.

According to a study by Frazier, Gross & Kadlec Inc., commissioned by the Association of Independent Television Stations (BROADCASTING, Dec. 23, 1985), the industry has been experiencing remarkable growth, in the numbers of independents (from 120 in 1980 to 283 in 1985), in revenues and in audience share.

■ According to the study (see chart at right), TV ad revenues have increased over the past 25 years at slightly less than 11% a year. From 1960 to 1975, those revenues increased about 8% a year; from 1975 through 1985, they grew at an average estimated rate of about 15% a year, with total TV advertising now exceeding \$18 billion. Also since 1965, local revenues have been growing faster than those in either the network or national sectors.

■ Revenue growth—based on FCC fig-

Historic and projected gross TV revenues

Year	Network (millions)	Avg. ann. % growth	National/ regional (millions)	Avg. ann. % growth	Local (millions)	Avg. an % grow
1960	\$747	—	\$469	—	\$241	—
1965	1,142	8.9	796	11.2	328	6.4
1970	1,551	6.3	1,103	6.7	589	12.4
1975	2,157	6.8	1,449	5.6	1,116	13.6
1980	4,808	17.4	2,929	15.1	2,542	17.9
1985*	8,102	11.0	5,330	12.7	4,960	14.3
1990*	12,807	9.6	9,303	11.8	9,490	13.9

*estimate

Advertising revenue distribution by source

Year	Total Advertising revenues (millions)	Network % of total	National/ Regional % of total	Local % of total
1960	\$1,457	51	32	17
1965	2,266	50	35	15
1970	3,243	48	34	18
1975	4,722	46	31	23
1980	10,279	47	28	25
1985 est.	18,392	44	29	27
1990 est.	31,600	41	29	30

Independent TV gross national spot and local time sales 1975-1990

Year	All Station's Gross National and Local Sales		Indie's Gross of national and local sales		
	Sales (millions)	% increase	Sales (millions)	% increase	% of total
1975	\$2,564	9	\$401	17	16
1976	3,354	31	585	46	17
1977	3,598	7	627	7	17
1978	4,375	22	780	24	18
1979	4,871	11	885	13	18
1980	5,471	12	1,087	23	20
1981*	6,275	15	1,351	24	22
1982*	7,197	15	1,648	22	23
1983*	8,061	12	1,928	17	24
1984*	9,351	16	2,236	16	24
1985*	10,290	10	2,527	13	25
1986**	11,575	12	2,957	17	26
1987**	13,010	12	3,400	15	26
1988**	15,014	15	4,012	18	27
1989**	16,725	11	4,614	15	28
1990**	18,793	12	5,398	17	29

* INTV/TVB estimates

** Frazier, Gross & Kadlec estimates



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**We're bringing back the best days of the week.
FRIDAYS.**



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A Moffitt-Lee Production

ures from 1960-1980 and projected by Fra-
zier, Gross & Kadlec for the years there-
after—nearly tripled between 1970 and
1980. And according to the study (see charts
page 174), revenues were estimated to have
doubled between 1980 and 1985 and were
predicted to double again by 1990. All TV
stations in the top 20 ADI's (Arbitron areas
of dominant influence) contribute, accord-
ing to the study, about half of the total indus-
try revenues, while the top 60 markets con-
tribute about 75%. In 1970, only New York
and Los Angeles recorded revenues above
\$100 million for the year. In 1975, Chicago
did the same, and in 1980, six additional
markets did that. In 1985, the study estimat-
ed that a total of 21 TV markets accrued
more than \$100 million in net revenues, and
in 1990, according to the study, 36 markets
should be generating that much.

Also according to the study, Los Angeles
will remain as the leading TV revenue mar-
ket in 1990 (see chart, page 178), with net
nonnetwork market revenues projected to be
\$1.25 billion at that time. Revenues in the
New York market are projected to be \$1.19
billion then. And the study projected that
Chicago, San Francisco and Dallas will rank
third, fourth and fifth, with net nonnetwork
expenditures ranging from \$550 million to

\$600 million.

■ Using revenue growth as the measure,
the fastest growing TV market, according to
the study (see chart below) was Austin,
Tex., where revenues grew 16.8% from
1984 to 1985. The Orlando-Daytona-Mel-
bourne, Fla., market, was a close second,
with revenue growth of 15.8% over that
same period.

Topping the list of the markets the study
projects will experience the most revenue
growth from 1985 through 1990 is Odessa-
Midland, Tex. (see charts below), which is
projected to increase revenues annually by
17% through those years. The study further
noted that "industry wisdom" holds that a
market must generate revenues of about \$30
million to support an independent station
profitably. "If this theory is sound, in the
next few years Baton Rouge, Lexington,
Ky., and Portland-Poland Spring, Me.,
would be markets in which to start up the
first independent station," the study said.
"Other markets that currently do not have an
independent operation but are forecast to be
prime targets for an independent by 1990
are: Burlington, Vt.-Plattsburgh, N.Y.; Au-
gusta, Ga.; Beaumont-Port Arthur, Tex.;
Bristol, Va.-Kingsport-Johnson City, Tenn.,
and Santa Barbara-Santa Maria-San Luis

Obispo, Calif."

■ Also according to the study, indepen-
dent television national spot and local
revenues reached an estimated \$2.5 bill-
ion in 1985, up 13% from the year before. A
independent TV stations, according to
study, have increased their share of total
national and local revenues from about 11
in 1975 to about 25% in 1985. The stu-
also projected that independent televis-
stations will command 29% of total TV s-
tion revenues by 1990 (see chart page 178).

On the down side, the study noted t-
program costs have been skyrocketing. T-
have, according to the study, doubled sin-
1980 and now account for more than half
an independent station's expenses. T-
study also warned that the growth of
advertising revenues is likely to lessen
response to a continued inflation rate of
or less, and noted that if the must-carry ru-
are not restored, local TV stations may
be excluded from cable systems or forced
pay for carriage. The environment
launching new independent operations m-
be particularly iffy, according to the stu-
"Since some start-up operations are thi-
capitalized, the loss of the 'must-carry' ru-
a lower than anticipated rate of increas-
advertising expenditures, and/or a continu-
escalating cost of programming will er-
start-up cash flow," the study said.

Twelve fastest growing markets using market revenues 1984-85

ADI rank	Market	1984-85 % growth
79	Austin, Tex.	16.8
27	Orlando-Daytona-Melbourne, Fla.	15.8
17	Tampa-St. Petersburg, Fla.	15.5
113	Santa Barbara-Santa Maria- San Luis Obispo, Calif.	15.4
107	Fort Myers-Naples, Fla.	15.3
8	Dallas	14.8
10	Houston	14.8
13	Seattle-Tacoma	14.8
38	Raleigh-Durham, N.C.	14.5
125	Reno	14.5
64	Fresno, Calif.	14.0
61	Jacksonville, Fla.	14.0

Projected fastest growing markets using market revenues 1985-90

ADI rank	Market	1985-90 % growth
144	Odessa-Midland, Tex.	17.0
27	Orlando-Daytona-Melbourne, Fla.	16.8
79	Austin, Tex.	16.2
107	Fort Myers-Naples, Fla.	15.7
26	San Diego	15.7
8	Dallas-Fort Worth	15.5
14	Miami	15.5
10	Houston	15.4
45	San Antonio, Tex.	15.3
22	Phoenix	15.0
24	Hartford-New Haven, Conn.	15.0
38	Raleigh-Durham, N.C.	15.0

Radio profitability an inexact scienc

**Calculating radio's bottom line
has so many variables, and so many
definitions of word 'profit' that
sometimes it is difficult to
determine overall financial picture**

The prognosis for radio is in need of a th-
opinion. To start with, a Dec. 23, 1985
Business Week article reported, "Fully h-
of the 8,500 commercial radio stations in t-
U.S. lose money each year." Then, only
week later, a nationally syndicated arti-
from the *Los Angeles Times* reports
"...big business has finally recognized
dio as the high-profit, low-overhead ind-
try that it's always been."

The problem may be confusion, rat-
than disagreement, according to industry e-
perts, who say there are so many definitio-
of the word "profit" that those using the te-
can reach diametrically opposed concl-
sions, as the two statements above illustrat-

Profit indeed has many names: pre-t-
profit, operating profit, cash flow and i-
income. There is the profit recorded in t-
books kept for tax purposes and the pro-
written in the annual report. None have ne-
essarily the same definition and all e-
equally valid.

The FCC used to collect financial da-
from radio stations but stopped doing so
1980. Within the past month, however, t-
National Association of Broadcasters
leased a voluntary survey, which had a 20
response rate among the country's 8,6
commercial radio stations.

The NAB survey showed pre-tax pro

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station sign-on to sign-off
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to make it to number one.
You have to do even more
to stay there.

5

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*SOURCE: Nielsen Nov. '85, May '85, Feb. '85, Nov. '84, May '84, top 50 markets.
Data are estimates only and are subject to the qualifications contained in the reports quoted.

Net Nonnetwork Revenues (in thousands)

Net Nonnetwork Revenues (in thousands)

Market	Avg. annual growth					Market	Avg. annual growth				
	1980	1985*	1990*	80-85	85-90*		1980	1985*	1990*	80-85	85-90*
Abilene-Sweetwater, Tex.(155)	\$4,118	\$7,296	\$12,858	12.1%	12.0%	Lincoln-Hastings-Kearney, Neb.(90)	\$8,658	\$15,528	\$27,488	12.4%	12.1%
Albany, Ga.(150)	n/a	8,066	13,616	n/a	11.0	Little Rock-Pine Bluff, Ark.(55)	19,441	33,457	58,386	11.5	11.0
Albany-Schenectady, N.Y.(51)	21,396	36,798	62,990	11.5	11.3	Los Angeles(2)	320,899	681,409	1,254,286	16.3	16.1
Albuquerque, N.M.(62)	16,201	33,097	63,725	15.4	14.0	Louisville, Ky.(49)	26,536	38,795	57,532	7.9	7.9
Amarillo, Tex.(118)	6,106	11,042	20,067	12.6	12.7	Lubbock, Tex.(141)	7,569	14,719	27,700	14.2	14.1
Atlanta(15)	92,374	146,786	270,444	9.7	13.0	Macon, Ga.(132)	n/a	10,082	18,168	n/a	11.0
Augusta, Ga.(105)	6,880	13,542	25,172	14.5	13.2	Madison, Wis.(109)	10,909	17,396	28,452	9.8	11.0
Austin, Tex.(79)	13,019	33,733	71,464	21.0	16.2	McAllen-Brownsville, Tex.(117)	n/a	13,524	25,028	n/a	11.0
Bakersfield, Calif.(148)	6,055	11,152	20,052	13.0	12.4	Medford-Kimth Flls, Ore.(156)	n/a	6,246	10,525	n/a	11.0
Baltimore(21)	54,237	94,554	163,316	11.8	11.6	Memphis(40)	25,887	47,564	83,824	12.9	11.0
Bangor, Me.(153)	3,997	7,049	12,400	12.0	12.0	Miami(14)	83,797	173,564	357,373	15.7	15.0
Baton Rouge(91)	13,051	26,804	53,445	15.5	14.8	Milwaukee(28)	42,549	71,298	121,173	10.9	11.0
Beaumont-Pt. Arthur, Tex.(122)	9,144	15,503	26,598	11.1	11.4	Minneapolis-St. Paul(16)	68,935	133,568	254,925	14.1	11.0
Billings-Hardin, Mont.(165)	n/a	4,961	7,357	n/a	8.2	Mobile, Ala.-Pnscl, Fla.(57)	14,811	26,996	50,180	12.8	11.0
Birmingham, N.Y.(134)	5,275	9,379	16,588	12.2	12.1	Monroe, La.-El Drd, Ark.(114)	6,183	9,083	14,299	8.0	9.0
Birmingham, Ala.(47)	22,704	38,805	66,307	11.3	11.3	Montgomery, Ala.(116)	8,492	13,154	20,708	9.1	9.0
Boise(136)	7,130	13,891	24,965	14.3	12.4	Nashville(31)	26,151	52,976	100,666	15.2	11.0
Boston(6)	126,952	251,372	483,995	14.6	14.0	New Orleans(34)	39,277	73,661	129,237	13.4	11.0
Bristol, Va.-Kingsport-Johnson City, Tenn.(86)	7,708	13,741	23,681	12.3	11.5	New York(1)	343,292	652,172	1,190,989	13.7	12.0
Buffalo, N.Y.(35)	34,597	49,568	75,569	7.5	8.8	Norfolk-Prtsmth-Newport News-Hampton Rds, Va.(46)	22,969	45,381	86,234	14.6	11.0
Burlington, Vt.-Pltsbrg, N.Y.(98)	7,940*	17,283	33,438	16.8	14.1	Odessa-Midland, Tex.(144)	5,109	12,189	26,724	19.0	11.0
Cedar Rapids-Waterloo, Dubuque, Iowa(73)	11,737	18,105	27,857	9.1	9.0	Oklahoma City(36)	35,399	64,058	112,389	12.6	11.0
Charleston, S.C.(106)	9,092	17,956	32,646	14.6	12.7	Omaha(70)	18,643	30,656	50,825	10.5	10.0
Charleston-Hntngtn, W.Va.(43)	15,211	25,345	42,363	10.8	10.8	Orlando-Dytn Beach, Fla.(27)	32,329	71,071	154,294	17.1	16.0
Charlotte, N.C.(32)	30,914	58,116	104,727	13.5	12.5	Padch, Ky.-Cape Girardeau, Mo.-Harrisonburg, Ill.(75)	8,863	16,394	28,380	13.1	11.0
Chattanooga(80)	10,092	18,290	31,662	12.6	11.6	Peoria, Ill.(100)	10,019	15,173	23,026	8.7	8.0
Chicago(3)	198,104	337,372	594,565	11.2	12.0	Philadelphia(4)	133,087	237,459	414,761	12.3	11.0
Cincinnati(29)	44,704	78,902	138,680	12.0	11.9	Phoenix(22)	56,316	109,613	220,471	14.2	15.0
Cleveland(11)	72,492	114,871	180,175	9.6	9.4	Pittsburgh(12)	67,643	103,377	158,694	8.9	9.0
Colorado Springs-Pueblo(99)	10,531	20,049	37,432	13.7	13.3	Portland, Me.(76)	9,582	19,002	35,949	14.7	15.0
Columbia, S.C.(87)	10,849	20,342	37,678	13.4	13.1	Portland, Ore.(25)	45,134	86,202	150,565	13.8	11.0
Columbia-Jeff. City, Mo.(137)	4,631	7,543	12,653	10.2	10.9	Providence, R.I.-New Bedford, Mass.(42)	22,131	37,279	62,817	11.0	11.0
Columbus, Ga.(115)	4,895	11,146	18,613	17.9	10.8	Raleigh-Durham, N.C.(38)	20,208	45,206	90,925	17.5	15.0
Columbus, Ohio(33)	34,405	57,754	97,319	10.9	11.0	Reno(125)	7,856	12,893	21,823	10.4	11.0
Corpus Christi, Tex.(121)	8,417	14,701	25,931	11.8	12.0	Richmond, Va.(63)	15,848	32,914	61,180	15.7	13.0
Dallas-Fort Worth(8)	114,608	268,342	551,567	18.5	15.5	Roanoke-Lynchburg, Va.(72)	11,256	19,382	32,955	11.5	11.0
Davenport, Iowa-Rock Island-Moline, Ill.(74)	12,110	19,799	32,618	10.3	10.5	Rochester-Austin, Minn.-Mason City, Iowa(142)	5,476	8,648	13,429	9.6	9.0
Dayton, Ohio(48)	23,952	38,072	61,260	9.7	10.0	Rochester, N.Y.(71)	19,469	31,431	49,480	10.1	9.0
Denver(19)	72,633	142,017	275,849	14.4	14.2	Rockford, Ill.(112)	9,023	13,168	20,002	7.9	8.0
Des Moines, Iowa(66)	14,415	21,931	33,744	8.8	9.0	Sacramento, Calif.(20)	47,989	100,769	198,314	16.0	14.0
Detroit(7)	104,277	156,621	241,091	8.5	9.0	St. Louis(18)	63,119	103,811	171,023	10.5	10.0
Duluth, Minn.-Supr., Wis.(120)	6,116	8,448	12,703	6.7	8.5	Salinas-Monterey(110)	15,349	22,582	36,369	8.0	10.0
El Paso(104)	9,703	17,639	32,889	12.7	13.3	Salt Lake City(39)	32,870	58,353	112,354	12.2	14.0
Erie, Pa.(138)	5,314	8,793	14,486	10.6	10.5	San Antonio, Tex.(45)	27,027	63,860	130,129	18.8	15.0
Eugene, Ore.(133)	n/a	13,936	22,444	n/a	10.0	San Diego(26)	44,722	97,102	201,324	16.8	15.0
Evansville, Ind.(88)	9,781	15,752	24,797	10.0	9.5	San Francisco(5)	148,857	292,896	569,409	14.5	14.0
Fargo, N.D.(102)	7,732	13,020	21,450	11.0	10.5	Snta Brbra-Snta Maria-San Luis Obispo, Calif.(113)	5,561	11,658	22,446	16.0	14.0
Flint-Saginaw, Mich.(54)	16,393	27,794	46,661	11.1	10.9	Savannah, Ga.(108)	6,590	12,340	21,747	13.4	12.0
Fort Myers-Naples, Fla.(107)	8,242	17,721	36,741	16.5	15.7	Seattle-Tacoma(13)	68,659	149,285	297,664	16.8	14.0
Fort Smith, Ark.(149)	4,496	8,388	15,318	13.3	12.8	Shreveport, La.-Texarkana(53)	11,699	21,441	37,955	12.9	12.0
Fort Wayne, Ind.(93)	11,300	16,363	24,684	7.7	8.6	Sioux City(129)	6,409	8,522	12,121	5.9	7.0
Fresno (Visalia), Calif.(64)	20,607	36,662	65,190	12.2	12.2	Sioux Falls-Mitchell, S.D.(95)	5,939	12,357	23,275	15.8	13.0
Grand Rapids-Kalamazoo-Battle Creek, Mich.(41)	22,407	38,382	64,676	11.4	11.0	South Bend-Elkhart, Ind.(84)	9,703	16,879	29,482	11.7	11.0
Green Bay, Wis.(68)	14,248	23,036	37,694	10.1	10.4	Spokane(78)	13,702	22,189	35,898	10.1	10.0
Greensboro-High Point-Winston Salem, N.C.(50)	17,780	35,228	66,941	14.7	13.7	Springfield, Mo.(83)	8,850	15,281	25,403	11.5	10.0
Greenville-New Bern-Washington, N.C.(97)	9,186	14,451	23,168	9.5	9.9	Springfield-Decatur, Ill.(69)	14,741	19,406	28,580	5.7	8.0
Greenville-Spartanburg, S.C.-Asheville, N.C.(37)	22,914	40,856	73,984	12.3	12.6	Syracuse, N.Y.(67)	15,804	24,647	39,227	9.3	9.0
Harrisburg-Lancaster-Lebanon-York, Pa.(44)	20,215	29,745	47,687	8.0	9.9	Tallahassee, Fla.-Thomasville, Ga.(130)	n/a	10,680	19,504	n/a	12.0
Hartford, Conn.(24)	35,906	81,982	164,895	18.0	15.0	Tampa-St. Petersburg(17)	59,217	112,176	220,764	13.6	14.0
Houston(10)	105,032	241,621	494,497	18.1	15.4	Terre Haute, Ind.(131)	5,945	9,111	13,890	8.9	8.0
Huntsville-Decatur, Florence, Ala.(89)	7,453	13,602	24,408	12.8	12.4	Toledo, Ohio(65)	n/a	29,040	48,276	n/a	10.0
Idaho Falls-Pocatello(159)	3,231	4,674	6,868	7.7	8.0	Topeka, Kan.(143)	n/a	7,947	12,784	n/a	9.0
Indianapolis(23)	52,855	91,401	159,219	11.6	11.7	Traverse City, Mich.(139)	4,480	7,180	11,252	9.9	9.0
Jackson, Miss.(85)	9,556	17,231	30,639	12.5	12.2	Tucson, Ariz.(82)	14,461	25,937	47,597	12.4	12.0
Jacksonville, Fla.(61)	21,971	43,981	84,682	14.9	14.0	Tulsa(52)	22,679	43,853	81,154	14.1	13.0
Johnstown-Altoona, Pa.(81)	7,223	11,277	17,383	9.3	9.0	Washington(9)	97,034	190,620	362,219	14.5	13.0
Joplin, Mo.-Pitsbrg, Kan.(119)	4,800	7,992	12,755	10.7	9.8	Wausau-Rhnldr, Wis.(128)	4,211	6,150	10,132	7.9	10.0
Kansas City(30)	44,564	77,835	134,861	11.8	11.6	Wichita-Hutchinson, Kan.(59)	15,907	29,911	53,901	13.5	12.0
Knoxville(60)	14,217	26,193	47,939	13.0	12.8	Wichita Falls, Tex.-Lawton, Okla.(126)	6,624	10,289	16,301	9.2	9.0
La Crosse-Eau Clr, Wis.(127)	n/a	11,043	20,346	n/a	13.0	Wilkes Barre-Scrntn, Pa.(58)	11,806	19,962	33,622	11.1	11.0
Lafayette, La.(111)	9,450	16,437	30,824	11.7	13.4	Yakima, Wash.(123)	3,865	9,639	15,601	20.1	10.0
Las Vegas(96)	12,187	32,335	64,474	21.5	14.8	Youngstown, Ohio(92)	8,759	12,029	17,675	6.6	8.0
Lexington, Ky.(77)	11,063	20,137	36,288	12.7	12.5						

*Estimate

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margins averaging 37.6% for those responding stations with annual revenue of \$8 million. The average pre-tax margin narrowed as station revenue decreased and those stations with \$500,000 or less of net revenue showed a loss on average.

Stations with smaller revenue would seem to have a harder time making a profit because of a fundamental law of the business: there are some fixed costs, or relatively inflexible costs, that a station incurs whether its take of advertising is \$200,000 a year or \$20 million a year.

The NAB radio survey shows, for instance, that utility costs and insurance costs comprise between 1% and 2% of net revenue for those stations annually taking in \$5 million or more, but for those stations with revenue of \$300,000 or less, the two expense categories account for between 6% and 8%.

Similarly, there is a required minimal physical plant for a station and as that plant ages, generally accepted accounting procedures require the theoretical decline in the value of equipment and property to be recorded as an expense. The NAB survey shows that for stations billing more than \$5 million, "depreciation and amortization" amounted to roughly 3% of revenue, whereas the cost was about 10% of revenue for those stations billing \$500,000 or less.

But not all the costs reported by stations are necessarily real costs of doing business. Station broker Dick Blackburn noted that often a station owner will purposely pay himself an unrealistically high salary, which is then recorded as a "general and administrative" expense: "An owner may have a lot of investments or other personal deductions which could shelter that income. Another reason for getting money out of the company is to avoid double taxation, having the station's income taxed and then being taxed later when the remaining income is assessed to the owner as dividends." Blackburn said that on a tax-return basis, "most companies of all types don't show a profit."

The supposition that high executive salaries, and other varying costs such as travel and entertainment expenses, would have a greater impact on smaller stations than larger ones might again be reflected in the NAB survey. It shows that "general and administrative" expenses made up no more than one quarter, on average, of total expenses for stations billing \$5 million or more, whereas for stations billing \$500,000 or less, the percentage was more than 40%.

The real profitability of broadcasting is hidden by some other accounting practices, said George Nadel Rivin, partner in charge of broadcast services for the North Hollywood, Calif.-based accounting firm of Miller, Kaplan, Arase & Co. One such practice he cited requires that the portion of a station's purchase price not attributable to physical plant and other "hard" assets be classified, and subsequently expensed, as "intangible assets."

The intangible portion of a station's price, in effect, indicates what value is being assigned to the FCC license, an asset whose value usually increases in future years. But accounting practice requires the station to instead amortize (write down) the value of

the license over a 40-year period, thus creating an illusory expense. Blackburn said the license can amount to from 10% to 40% of a station's purchase price.

Rivin, whose firm has over 65 broadcasting clients, said that a common practice of companies that operate several lines of business is to weigh down the broadcasting subsidiary with a disproportionately heavy percentage of corporate "overhead"—those costs, such as the president's salary, which cannot be directly attributed to any specific operation: "Say you also have a bottling company, a high volume and low-profit business. If they show an operating profit of 7%, they can't afford to absorb that extra expense. But since broadcasting could have a profit margin of 30%, we find it very common for extra expense to be placed there."

If "fully half" of the 8,638 commercial radio stations in the United States—as of Sept. 30, 1985—were not showing an operating profit, their financial disability would soon force many of them to report to U.S. bankruptcy court or force them to the seller's block. Dun & Bradstreet, which reports on chapter 7 and 11 filings, said that in 1983, 39

filings were made and in 1984, 51 filing were recorded.

For the first half of 1985, the pace was below that of the previous year. If those numbers are correct, they indicate a failure rate of less than one half of 1%.

BROADCASTING's annual compilation of radio station sales shows that those sold in 1983 and 1984 set records in both years and represented 8% and 9%, respectively, of all of the then-operating stations. But most observers would agree that station trading was influenced as much by lower interest rates FCC deregulation and a general bullish perception of the industry, as it was by unprofitable operators in search of a "greater fool."

So what is the "bottom line"? How many radio stations are unprofitable? On an operating basis, Blackburn said the percentage is 30% to 40%. Rivin said about 15% have negative cash flow. And 29.6% of those responding to the NAB survey reported a pre-tax loss. No matter how defined, those numbers lend confirmation to what those who have been in radio a long time have always known: radio is neither all feast nor all famine, but a very competitive business. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	First	\$174,228	5	\$6,025	37	\$0.33
Cable TV Industries	Third	\$9,648	3	\$73	-75	\$0.02
General Instrument	Third	\$201,735	-18	(\$64,635)	NM	(\$2.02)
Sony	Fourth	\$1,846,698	14	\$82,212	2	\$0.35
	Year	\$6,701,816	13	\$344,439	2	\$1.49
Telecrafter	Year	\$5,232	18	(\$172)	NM	(\$0.11)
Unitel Video	Fourth	\$3,272	-14	(\$905)	NM	(\$0.42)
	Year	\$13,203	18	(\$551)	NM	(\$0.30)
Western-World	Third	\$3,842	87	\$37	NM	\$0.03

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Anixter Brothers had operating profit of \$10.5 million, up 53%. ■ **Cable TV Industries** President Mark A. Engler attributed income decline to pressure on operating margins "due to intense price competition in our main market—the distribution of cable construction and maintenance equipment. However, in the process, we have successfully maintained our share of the cable supply market." ■ **Third-quarter loss of General Instrument** included one-time restructuring charge of \$66.7 million against continuing businesses and \$21.1-million discontinued businesses charge. Results also included extraordinary gain of \$12.7 million on sale of stock. Net loss from continuing operations was \$8 million. Net earnings from continuing operations in previous third quarter was \$6 million and net earnings were \$4.5 million. Charge against continuing businesses included \$11.8 million in company's broadband segment, mainly from combining RF/satellite division with distribution systems division of Jerrold cable television operation. Charge also includes sale of broadband facilities in Tucson, Ariz., and Delhi, Ontario. Frank G. Hickey, chairman and chief executive officer, said: "The consolidation underway in our continuing operations will result in a large total reduction in fixed costs and the sale of under-utilized assets. Our on-going businesses will be geared to the reduced revenue and operating margin levels that we have experienced recently—particularly in semiconductors and cable TV—but with the ability to expand rapidly as those markets improve. Recently we have noted a modest increase in cable equipment orders, although it is too early to indicate a decisive trend." ■ **Sony's** operating income for fourth quarter was \$126.1 million, down 20%, and for full year was \$630.6 million, up 2%. Company said that operating environment for current fiscal year, "is expected to be difficult in view of the continuing strength of the yen; intensified trade friction, and uncertain conditions in such markets as the People's Republic of China and the United States." ■ **Telecrafter** had net income in previous fiscal year of \$251,000. Company had operating income in just-completed year of \$363,000. ■ **Unitel Video** had net income in previous year and fourth quarter of \$1.3 million and \$500,000, respectively. ■ In previous third quarter, **Western-World Television** posted net loss of \$180,000. Earnings before taxes were \$210,000 in just-completed quarter, compared to net loss of \$159,000 in year-ago period.



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O N R A D I O

Looking at easy listening

Many general managers and program directors of easy listening-formatted stations agree that contemporary vocal selections are being well received by their listeners. That's just one of the findings in a just-released study of the easy listening music format conducted by Torbet Radio.

The survey showed that 4.6 vocals air on a typical easy listening station in an average hour. Of those vocals, 65% are the original artist and/or group.

The Torbet study is based on 185 "usable" questionnaires. Of that figure, 79 respondents were general managers, with the remaining responses coming from station program directors.

Other findings include:

- Stations air an average of 1.3 newscasts per hour, with an average length of 3.18 minutes. Forty-one percent of these newscasts consist of local news, 36% of national news and 23% of international news. Also, the average easy-listening station airs 9.3 minutes of commercials per hour.

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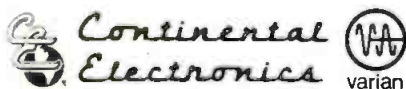
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- Twenty-seven percent of the respondents believe that their stations are being "forced" to have more of an adult contemporary approach in order to appeal to advertisers; 73% replied no.

- Eighty percent of the responding program directors say it is "impossible" to be both a traditional and a contemporary easy listening station, with 65% of the format's general managers agreeing.

- Sixty-four percent of the program director respondents said they are "satisfied" with the easy listening product produced by syndicators; 69% of the responding managers were positive to the issue.

- Bonneville Broadcasting System emerged as having the best syndicated easy listening format for the programmers and managers who answered the survey. That was followed by Churchill, TM Communications and Kalamusic.

- Seventy-three percent of the general managers don't think there is room for more than one easy listening station in a market; 68% of the programmers agree.

- The majority of the respondents said promotions and contests play an important part in the format.

Additionally, the Torbet study revealed some disparity between programmers and station managers on whether the on-air staff is "integral" to the format's success. Sixty-seven percent of the programmers answered very integral, 27% said somewhat, and 6% said not at all. This compares to 47% of the general manager's replying "very," 40% saying "somewhat" and 13% answering "not at all."

The easy-listening study is third in a series of programming polls that Torbet Radio has conducted.

Countdown injunction

The United Stations, New York, has received a court injunction from the U.S. District Court for the Northern District of California preventing IS Inc., a Mill Valley, Calif.-based radio program supplier, and its principals, Jo Interrante and Rob Sisco, from producing a countdown program in competition to United's *Countdown America Starring Dick Clark* ("Riding Gain," Sept. 23, 1985).

Interrante and Sisco announced that following the expiration of its production contract with the United Stations Radio Networks on Dec. 31, 1985, it would produce a competitive countdown program titled *John Leader's Countdown USA*. (IS Inc. had produced *Countdown America with John Leader* for the United Stations Radio Networks [formerly RKO Radio Networks]). According to United, the contract included a covenant with IS Inc. not to broadcast, market or distribute any other countdown program until July 1986. Interrante and Sisco have main-

tained that it was a new entity, which included Dave Cooke, former vice president and director of news for the United States Radio Networks, and Nan Heller, former rector of new business development for Westwood One Radio Networks, that would produce as well as market the series ("Riding Gain," Sept. 30, 1985).

However, in a decision dated December 19, 1985, Chief U.S. District Court Judge Robert F. Peckham wrote: "The court hereby enjoins Interrante/Sisco Inc., Jo Interrante, Joel [Rob] Sisco, and all persons active concert or participation with the... from permitting or authorizing the broadcast of any 'countdown' or program with a similar theme or format to *Countdown America* for a period of six months after the expiration of the contract between United Stations Radio Networks and IS Inc."

Separately, the United Stations Programming Network is planning to unveil a new weekly four-hour contemporary music/contemporary program this weekend (Jan. 11-12) called *John Lander's Hit Music USA*. The show's host, John Lander, is program director and morning air personality for contemporary hit KKBC-AM-FM Houston and is credited with starting the "morning zoo" concept.

"We're not trying to get the listeners much with the music as we are with the craziness," said Lander. Comic characters who will make regular appearances on *John Lander's Hit Music USA* include psychiatrist Dr. Fraud, Rosa the Hairdresser, Mr. Pot Head and Timmy the Paper Boy. The show, which will be written by both Lander and radio personality David Krohn, will also contain trivia information and concert schedules and will allow for audience participation via a toll-free 800 number.

Playback

The Westwood One Radio Networks will simulcast an hour-long Dire Straits concert on Showtime on Jan. 17. Preceding the concert on Westwood One will be a 15-minute interview with the band. The concert event was recorded last summer at Wembley Arena in London.

NBC news

NBC Radio Entertainment will launch a new monthly, 90-minute contemporary rock music/interview series over the weekend of Jan. 24-26 called *Profile '86*. "This [the new series] will be the radio venue to spotlight performers who have sold millions of records, but have not yet achieved legend status," said Frank Cody, director of programming, NBC Radio Entertainment. The first installment of the program, which will be produced by New York-based Torus Communications, will feature the group Love

Stations affiliated with NBC's Source work will have right of first refusal for the adcast.

a separate development, NBC Radio signed WOR(AM) New York for its nighttime Talknet service, effective Feb. 3. The parent New York Talknet affiliate is WJLA(AM). WOR will air four hours of Talknet programming each weeknight—two hours of host Jessy Raphael's program, on a tape delay from the previous night, from 7 to 9 p.m., and two hours of Bruce Williams' show from 9 to 11 p.m., the first hour live and the second hour on tape delay from earlier in the evening. Williams's Talknet program airs each weeknight from 7 to 10 p.m. followed by Raphael's show from 10 p.m. to 1

'War of Worlds' revisited

radio play about a nuclear clash between the United States and Russia caused a panic among listeners when it was aired in Finland on Dec. 29, according to a Reuters dispatch from Helsinki. The Reuters story said that the play, a U.S. product entitled *The War of Worlds*, used regular announcers to heighten the realism. It also contained a message which said that a statement was expected shortly from the President of the United States.

The Reuters story reported that health workers in different parts of Finland treated people for shock. The story also noted that broadcasting officials in Finland said announcements of the story's fictional nature were made "before, during and after the drama."

Making ready for radio

The National Association of Broadcasters is putting the finishing touches on a special series of radio workshops for its upcoming annual convention ("In Brief," Dec. 30, 1985) in Dallas this April. This will be the second consecutive year that a special day has been put aside for radio attendees, and, like 1985, it will occur on the Saturday (April 12) prior to the official kickoff of the convention (April 13-16).

The opening radio session—scheduled for 1 p.m.—will feature another adaptation of Kinsey & Co.'s book, "In Search of Excellence," this time looking at radio promoters. (Last year's convention featured findings of a study that applied the basic principles of the book to demonstrate how top radio stations maintain their quality performance [BROADCASTING, April 22, 1985]).

There will also be a series of "one-on-one" sessions covering several topics in the morning and six programming workshops scheduled for the afternoon, according to David Magoni, NAB's senior vice president/radio. Attendance at last year's radio day was 3,600.

Quake coverage

National Public Radio will air a half-hour bilingual special in February examining life in Mexico as the country recovers from an earthquake that killed at least 7,000 people. Mexico: *The Earthquake*, part of the noncommercial radio network's "Latino" series, features interviews with government officials, Mexican journalists and citizens, doctors and rescue workers. It was produced by



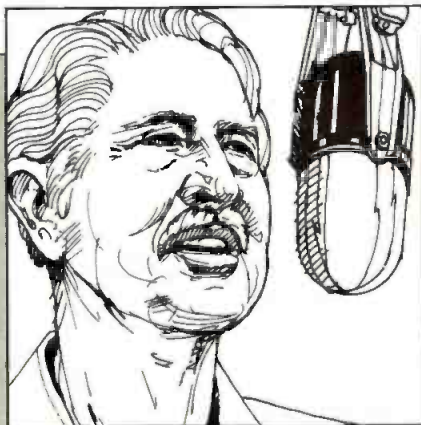
RKO Christmas. A special "RKO Day" took place at the "Sesame Street Live" afternoon performance at New York's Madison Square Garden, Dec. 21. Proceeds from ticket sales of that performance, which totaled \$25,000, were donated to the RKO General Children's Christmas Fund. Pictured at the check presentation prior to the show are (l-r): Lee Simonson, vice president and general manager of RKO's WOR(AM) New York; Laura Simonson, his daughter; Allie Reynolds, executive director of the RKO Children's Christmas Fund; Reg Wells, weekend anchor for WOR-TV's *News 9 Primetime*; the Cookie Monster, a character from *Sesame Street*; Jack Fitzpatrick, senior vice president of administration for Madison Square Garden, and Chuck Leonard, morning personality for RKO's WRKS-FM New York.

Jose Daniel McMurray and Vidal Guzman, with funds provided by NPR member stations and the Corporation for Public Broadcasting.

'Interest'-ing

In Your Interest, a Monday-Friday, satellite-delivered, 90-second general interest program produced by the Washington-based

North American Network, will be available to member stations of AP Network News in mid-January. The series focuses on consumer, business, health and legal information and aims to provide information not offered by the major news sources, according to the show's producer, Tom Sweeney. *In Your Interest* will also be offered to public radio stations through National Public Radio.



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TELECASTINGS



Coming again

NBC Sports said last week that its schedule of golf tournament programing for 1986 will mirror that of 1985, with 49 hours of play scheduled for broadcast over 15 tournaments, including: *Bob Hope Classic* (Jan. 18-19), *Hawaiian Open* (Feb. 15-16), *Women's Kemper Open* (March 8-9), *Nabisco Dinah Shore Invitational* (April 5-6), *Anheuser-Busch Golf Classic* (July 12-13), *World Championships of Women's Golf* (Aug. 16-17) and *The Skins Game* (Nov. 29-30).

African education

More than 24 hours of videotape were shot for *Tanzania: A Need Beyond Hunger*, a one-hour special produced by WRAL-TV Raleigh, N.C. The program portrayed "the problems of drought, the lack of medical supplies and the desire for education in Tanzania," and was followed by a discussion of possible solutions to Tanzania's problems, led by WRAL-TV anchor Charlie Gaddy. The discussion also featured three participants in the program—physician Jan Kovach, teacher Eddie Davis and farmer John Vollmer—and the station's public affairs director, Walte Rasulala, all of whom traveled to Tanzania with the production crew. Rasulala narrated the program, which was a joint effort of International Catholic Relief Services, the Diocese of Raleigh and Capitol Broadcasting Co., which owns WRAL-TV. Project Tanzania is "designed to: inform North Carolinians about the people of Tanzania and the conditions in which they live, provide resources which can help prevent famine, help the people of Tanzania to become self-sufficient and establish a permanent link between the people of North Carolina and Tanzania," said the station. "The television special signals the beginning of a long-range involvement by this company with the people of Tanzania," according to James Goodmon, president and chief executive officer of Capitol Broadcasting Co.

Highwater mark

The supporters of noncommercial WETA-TV Washington were in a generous spirit last year. During the 14-day December pledge drive, the station exceeded its estimated goal of \$500,000, reaching \$509,087 from 9,539 pledges. Matching funds from various corporations, foundations and individuals totaled an additional \$90,000.

TV support

Noncommercial KCET(TV) Los Angeles has been awarded a \$750,000 challenge grant from the National Endowment for the Humanities to establish "a cash reserve for the development and acquisition" of humanities programing, and to buy equipment, the

Health helper. Providing "reliable health information" to the public through the media and training health experts to communicate more persuasively are two of the goals of a new center established by the Harvard School of Public Health. Called the Center for Health Communications, the program will "clarify and interpret health information" and "motivate the public in their own behalf," the center said last week. Headed by Dr. Jay Winsten, assistant dean for public and community affairs at the Harvard School for Public Health, the new center will work closely with health experts and the media, providing information on various health related topics such as toxic wastes, AIDS, smoking, stress and teen-age suicide. It will attempt, among other things, to provide a "broad overview" of the issues, as well as "actively seeking" to place health experts on television and radio programs, Winsten said. To get them ready for the talk shows, the center has hired Boston-based Arnold Zenker Associates Inc. to train "leading health experts" in effective communications skills—speaking persuasively in "clear language, free of technical jargon" and to work with the media, Winsten said. Additionally, the center would also like to collaborate with broadcasters through their trade associations, providing information on various health topics for broadcasters' future coverage Winsten said.

Among those on the center's advisory board: former CBS President Frank Stanton, NBC News commentator John Chancellor and former FTC Chairman Michael Pertschuk, now the director of the Advocacy Institute of the Smithsonian Institution.

station said. To receive the money, KCET must raise \$2.25 million in new funds over the next three years to receive the \$750,000 from NEH. The matching money must come from new sources or represent increased contributions from existing donors, the station said.

Silent in San Diego

SilentRadio, a Los Angeles-based provider of information services transmitted via the vertical blanking interval of broadcast television stations, has announced an affiliation with noncommercial KPBS-TV San Diego. The SilentRadio presentation of news, sports and advertising uses electronic newsboards placed in retail businesses, government of-

fices and restaurants. The service is currently displayed over more than 3,000 outlets in Los Angeles, San Francisco, Chicago, Philadelphia, San Jose, Calif., and Las Vegas.

Intelsat Explo

Six Intelsat satellites over the Atlantic, Indian and Pacific oceans carried live broadcasts of the Explosion of Love (Explo) '85, international religious event sponsored by the Campus Crusade for Christ from Dec. 27-31, 1985. The program of "inspirational and motivational" speeches, prayers and music was expected to reach 93 sites in 19 countries. Among the speakers was Rev. Billy Graham.



Million-dollar help. West Virginia broadcasters joined forces to help victims of the November floods that devastated many parts of the state through their production of a five-hour telethon. Each of the state's television stations provided film footage of the flood "to emphasize the reality of the tragedy" said Marilyn Fletcher, executive director of the West Virginia Broadcasters Association. More than \$1 million was raised by the telethon, which was carried by all 14 TV stations in the state and more than 25 radio stations, featuring performers including actor Chris Sarandon as well as singer/songwriters (l-r) Bill Danoff, Taffy Nivert and John Denver.

Boston stations to closed-caption

vision believed to be first
local market newscasts

Local Boston television stations will be closed-captioning their regular evening newscasts for the deaf and hearing impaired by this year. It is the first time that closed-captioning has been done on a regular, "real-time" basis at the local station level.

The two stations—ABC affiliate WCVB-TV and noncommercial WGBH-TV—are joint partners in a project underwritten by Boston-based Honeywell Inc. and the Corporation for Public Broadcasting.

WCVB-TV Boston will closed-caption its 6 p.m. local newscast, *NewsCenter at Six*, in addition to its local access magazine show, *Chronicle*, which airs from 7:30 to 8 p.m. WGBH-TV will closed-caption its 10-11 p.m. local newscast, giving the Boston market two hours of closed-captioned programming on a Monday-through-Friday basis.

The closed-captioning will be done by WGBH's caption center, one of the agencies under the umbrella WGBH Educational Foundation, which also includes noncommercial WGBH-TV and WGBH Productions.

In "real-time" closed-captioning short-cuts, transcribers type words spoken during broadcast into a computer which are then converted into captions that appear seconds later on the home television screen. Viewers must purchase the converters at local retail outlets.

At present, ABC News is the only network news organization to closed-caption its regularly scheduled newscasts on a real-time basis. The National Captioning Institute, Falls Church, Va., is closed-captioning 22 hours weekly of ABC News programming,

including *World News This Morning*, *Good Morning America*, *20/20*, *World News Tonight*, and since Jan. 5, *This Week with David Brinkley*. NCI also closed-captions *Washington Week in Review* for PBS.

Meredith Broadcasting's CBS affiliate KCTV-TV Kansas City, Mo., has been closed-captioning on its own three half-hour newscasts each weekday for the past two years. However, only the scripted portions of the news are closed-captioned and any live portions, such as the weather and extemporaneous comments, are left unrecorded.

According to WCVB-TV and WGBH-TV, the advantage of real-time closed-captioning is that it can capture and represent live remote broadcasts, conversation between anchors, weather reports and any sounds associated with the news—sirens, fireworks, music and laughter, for example.

Approximately 342,000 deaf and hearing-impaired residents live in Massachusetts, according to the Massachusetts Office of Deafness, or 5.9% of the state's population. Of that number, 40,000 are deaf and 302,000 are hard of hearing. State officials said they expect that number to grow larger for a number of reasons, including the general aging of the population.

Jim Coppersmith, vice president and general manager of WCVB-TV, said the idea to closed-caption the local newscasts came from Philip S. Balboni, vice president of news at WCVB-TV. He had read that more than 200,000 in the Boston area suffered from hearing impairment and Balboni wondered what could be done to address their needs. "He was both the coach and quarterback on this," Coppersmith said.

Coppersmith said WCVB-TV's sales depart-



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ment then approached Honeywell's advertising agency about financial backing. Honeywell agreed to underwrite \$130,000 of WCVB-TV's closed-captioning costs for the first year. Coppersmith said the funding covers an "awful big hunk" of the closed-captioning budget, but WCVB-TV is responsible for other out-of-pocket expenses associated with the project, which he declined to detail. Coppersmith said Honeywell would get some kind of on-air credit at the end of the newscasts.

WCVB-TV approached WGBH's Caption Center to determine if the two stations could cooperate on a real-time closed-captioning venture. According to WGBH-TV officials, since ABC News began closed-captioning of *World News Tonight*, the idea to supply more closed-captioned programming to the hearing impaired became a more attractive possibility. Until now, the only service WCVB-TV has been providing to the deaf is a three-to-four minute full screen "signing" newscast during its 90-minute early morning *News Center 5 EyeOpener* news and information program. The signing is performed by a local anchor while the script is read by a voice-over.

A spokesman for WGBH's Caption Center said the WGBH Educational Foundation would fund the closed-captioning of WGBH-TV's half-hour newscast until a sponsor could be found. He estimated the first-year cost to be \$50,000. The spokesman said the Corporation for Public Broadcasting provided the foundation \$25,000 for seed money.

Coppersmith said he expected other local stations to begin closed-captioning of their local programming. "There isn't the slightest doubt in my mind that this is going to be infectious," he predicted. "It's just too substantial a service."

Washington Watch

Undecided. Corporation for Public Broadcasting Chairman Sonia Landau said she has not yet decided whether she wants to be reappointed to board when her term expires in March. She said job requires "great" commitment of time and that she is "not in a position to say I'm going forward." She quickly added, however, that she didn't want to "raise people's hopes that I'm not."

Conditioned renewals. FCC has granted renewals of KNIX-AM-FM Tempe, Ariz., subject to equal employment opportunity reporting conditions.

Nix to vets. FCC has affirmed staff action rejecting proposal by Thomas Rockler that veterans be awarded preferences in comparative broadcast licensing proceedings. Among other things, FCC said comparative licensing process was intended to address First Amendment concern with diversity of programming by encouraging diversity of ownership. Commission alleged that no evidence had been presented to show that awarding comparative preference to veterans would further that objective.

High court aspirations. Former president of Mobil Corp., William P. Tavoulaareas, who has sued Washington Post Co. for libel, says his goal is to persuade Supreme Court to reverse series of its decisions in libel cases that give media measure of protection against such suits. His principal target is *Times v. Sullivan*, in which court said public figures must prove actual malice in connection with material they say is libelous—that is, that material was published with knowledge it was false or with reckless disregard of whether it was false or not. Tavoulaareas, who reveals his ambition in draft of book he has written on his drawn-out legal fight with Post, contends he was libeled in series of articles, published in *Washington Post* in 1979, that said he had used Mobil resources to help set up his son, Peter, in shipping business. Tavoulaareas won first round, when federal jury awarded him \$2 million. But presiding judge set verdict aside. That action, in turn, was reversed by three-judge panel of U.S. Court of Appeals in Washington that reinstated jury award. Post's appeal of that decision is now pending before full appeals court.

Pirate hunt. FCC announced it has shut down pirate radio station, "KSMR" Minneapolis, which was operating on 105.1 mhz, unassigned FM frequency. FCC also said it had information indicating other pirate stations operating in Newark, Del.; Hollywood, Fla.; Pierce, Ala.; Lake City, S.C.; Green Bay, Wis.; Cincinnati; Waterbury, Conn.; Long Beach, Calif.; Ponca City, Okla.; San Francisco; Waynesboro, Va.; Gorham, Me., and Minneapolis. Anyone with information that would help FCC locate pirates should contact engineer in charge, FCC, Box 1588, Grand Island, Neb. 68802-1588; (308) 382-4296.

The Media

NBC O&O's launch public service push

Five stations will each develop shows that have potential to air on the others and be syndicated

The NBC-owned television stations division has embarked on a program to develop and produce regular television series for each of the owned stations that will in addition, NBC executives hope, have the potential for national syndication. The series, some in development and others on the air, are also breaking the mold of what is commonly called "public service" programming by incorporating quasi-entertainment elements and production values and graphics usually associated with popular entertainment programming.

The program also uses NBC news reporters and anchors in "expanded roles" as moderators of public affairs programming, according to NBC Television Stations President Al

Jerome, as a way of tying together local news, information and public affairs programming. Jerome said the goal of the project is for any of the programs the individual stations develops to be "useable on all five

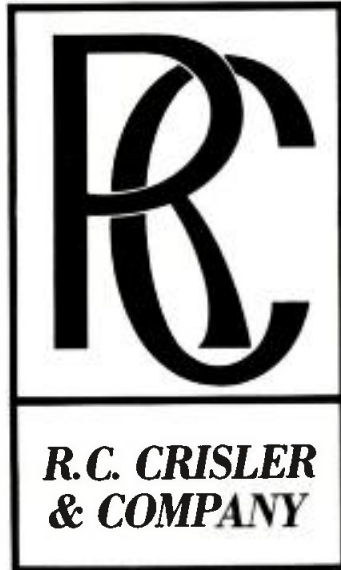
[NBC] stations."

The projects in various stages of development and production include:

■ *The McLaughlin Group*. Although the series has been produced at NBC-owned



WRC-TV and WTTW(TV)'s McLaughlin Group



Gillett Communications Company
has acquired

WKZO-TV
Kalamazoo, Michigan

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WRC-TV Washington for several seasons in association with noncommercial WTTW-TV Chicago and seen on public television, the series has now moved to the NBC-owned stations in all of the markets except Chicago. In most cases it is running during the day on weekends.

■ *Strictly Business*. Up to now this program has been a 15-minute weekly business and financial wrap-up appearing on WNBC-TV New York on Sunday nights after the local news. Beginning Feb. 1, 1986, the format will be expanded to 30 minutes and will go into Saturday access time slots on WNBC-TV and KNBC-TV Los Angeles and at different time periods on the other O&O's. LBS Communications has been signed to syndicate *Strictly Business*.

■ *Fight Back with David Horowitz*. Produced at KNBC-TV by consumer reporter David Horowitz, the half-hour consumer affairs show is running in weekend access on all of the NBC-owned stations except WKYC-TV Cleveland. *Fight Back* has been distributed for cash the last six years by Contempo TV Ltd.—a joint venture between Horowitz's Consumer Media Inc. and R.T. Donnelly Enterprises—and appears on 41 stations, primarily in weekend access.

■ *Headlines on Trial*. Produced by KNBC-TV, it is expected to be aired by all five O&O's by the end of this month. *Headlines* features pro-and-con arguments by KNBC-TV's legal reporter, Harvey Levin, and a local prosecutor, Dino Fulgoni, over current events. It began airing on KNBC-TV last year, and is being distributed nationally by ABR



Michael

Entertainment.

■ *George Michael's Sports Machine*. The 15-minute weekly sports wrap-up is produced at WRC-TV and fed to affiliates over the NBC Television Network.

■ *Hickory Hideout*. Presently a one-hour preschool program airing mid-Sunday mornings on WKYC-TV Cleveland, the series is being pruned to 30 minutes and, starting this month, will be placed on the other O&O's. NBC has increased the budget in order to make it more national in scope.

■ *Second Opinion*. The only entry from WMAQ-TV Chicago, *Second Opinion* is a health and medicine magazine featuring WMAQ-TV's medical and science reporter, Barry Kaufman.



Horowitz

Jerome said that because an increasing number of distribution systems are coming for the same pool of programming, it becomes more imperative that stations differentiate themselves by producing more local programming. He noted that the public affairs format also enhances the credibility of local anchors or reporters.

Additionally, Jerome emphasized these productions are extremely "commercial"—meaning that the producers have skimped on production values. "It is commercial in the sense that it implies a compromise on the content."

But Jerome admitted that NBC is taking a slightly different tack to the traditional conception and execution of public affairs programming. The series in production and development at the O&O's tend to defy the notion that public affairs programming must consist of a couple of talking heads in swivel chairs on a studio set with a water pitcher and coffee table. Instead, some of the productions combine game show elements with questions, trying to build suspense to keep viewers tuned to the program.

Headlines on Trial, for example, features KNBC-TV's legal reporter debating issues with a local Los Angeles area prosecutor.



Cassie Wolfe and Wayne Turney on WKYC-TV's Hickory Hideout

Wooster Republican Printing Company

has purchased
television station

KAAL, Austin, MN

for

\$13,250,000

from

News-Press and Gazette Company

We are pleased to have served
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1/6/86

are a studio audience and a panel made of area residents. The two take sides on a controversial question, such as "Should children with AIDS be banned from school?" or could birth control devices be distributed in high school authorities?" After they finish debating they are cross-examined by the panel and the question is then submitted to a jury for resolution.

Proctor said that economic considerations are not the driving force behind having each of the NBC-owned stations produce programming that can be aired by the others. Most of the series are produced for

weekend fringe periods, he said, he would have no problem plugging the holes with barter shows that would cost nothing. Jerome also said he doesn't insist the O&O's pick up the shows. The real purpose, he said, is to "round out the stations' programming and find synergies between news and public affairs."

But when the show combines elements borrowed from other forms in the medium, does it cease to become "public affairs" programming? Jerome said it does not. "If the viewer can think, then the show has been successful," he said. □

gundy Broadcasting Corp. to Concord Area Broadcasting Corp. for \$714,100, comprising \$130,000 cash and remainder note. **Seller** is owned by Richard Helzberg, who has no other broadcast interests. **Buyer** is equally owned by Joseph Burry and Chester Coleman. Burry is former general manager of KHS-TV Ontario, Calif. Coleman is San Francisco-based media brokers, who also has interest in KZTR(FM) Camarillo, Calif. *Broker for seller: William A. Exline Inc.; for buyer: American Radio Brokers Inc./SFO.*

WSPR(AM) Springfield, Mass. □ Sold by Northeast Communications Corp. to H&H Broadcasting Co. for \$650,000 cash. **Seller** is owned by Jeffrey Fisher and family and Richard Walsh. It also owns WFTN(AM) Franklin, N.H., WABK-AM-FM Gardiner, Me., and has CP for LPTV in North Conway, N.H. **Buyer** is owned by Michael Harrison and Alvin Herskovitz. Harrison owns Goodphone Co., Los Angeles-based radio production firm. Herskovitz operates radio-TV production firm in Portland, Me. WSPR is on 1270 khz with 5 kw day and 1 kw night. *Broker: Kozacko-Horton Co.*

WRJY(AM) Richmond, Va. □ Sold by WEET Radio Broadcasting to Ellek Seymour for \$400,000, comprising \$50,000 cash and remainder note at 10% with interest-only payments for first two years. **Seller** has no other broadcast interests. **Buyer** is also selling WSVS-FM Crewe, Va. (see above). WRJY is daytimer on 1320 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 191.

Changing Hands

PROPOSED

TI-TV New Bern, N.C. □ Sold by Heritage Broadcasting Co. of North Carolina to Disfranchised Communications for \$22.5 million. **Seller** is owned by Mario Iacobelli and Bert Smith, who also own LPTV's in Bladensburg and Saint Paul's, both North Carolina. Smith is principal owner of recent purchaser of three Times-Mirror Television Stations ("For the Record," Dec. 16, 1985). **Buyer** is principally owned by Horace Hilth and family. It is Portland, Me.-based up of one AM, one FM and three TV's. It is 20% owned by Heritage Communications, Des Moines, Iowa-based publicly traded cable MSO (not associated with seller). Diversified Communications also owns cable systems in New England and publishes *National Fishermen and Seafood Business Report*. WCTI is on channel 12 with 316 kw visual, 31 kw aural and antenna 23 feet above average terrain. *Broker: J. Crisler & Associates.*

WEFM(AM) Providence, R.I. □ Sold by Providence FM Inc. to Beck-Ross Communications Inc. for \$7.5 million. **Seller** is East Anglemeadow, Mass.-based group of two AM's and five FM's, principally owned by Michael Schwartz and Donald Wilkes. **Buyer** is Rockville Centre, N.Y.-based group of two AM's and four FM's principally owned by Martin F. Beck and George H. Ross. WEFM is on 93.3 mhz with 50 kw and antenna 23 feet above average terrain. *Broker: J. Crisler & Associates.*

WVS-FM Crewe, Va. □ Sold by Southern Virginia Broadcasting Co. to Voyager Communications IV for \$5 million. **Seller** owns WTTA(AM) Ocean City, Md.; WWTR-FM Bethel Beach, Del.; WSVS(AM) Crewe, Va.; WBS-AM-FM Bergaw and WRCS(AM)-WDK(FM) Ahoskie, both North Carolina; WICA(AM) Charleston, WLN(AM) Goose Creek and WYAK-AM-FM Surfside Beach, all South Carolina. It has also recently purchased, subject to FCC approval, WREE(AM) Milledge Park, Ga.; WMBL(AM)-WMBJ(FM) Morehead City, WHCC(AM)-WQNC(FM) Lenoirville, WGAJ(AM) Elizabeth City and WOK(FM) Columbia, all North Carolina; WSC-AM-FM Dillon, S.C., and WVAB(AM) Virginia Beach, Va. He is also purchasing WJY(AM) Richmond, Va. (see below). **Buyer** is owned by Jack P. McCarthy and Carl V. Myers. It also owns WMFR(AM)-WMAG-FM High Point, N.C., and WVOT(AM)-WRDU(FM)

Wilson, N.C. WSVS-FM is on 104.7 mhz with 100 kw and antenna 404 feet above average terrain.

WFON(FM) Fond du Lac, Wis. □ Sold by Costas Enterprises Inc. to WFON Inc. for \$2,475,000, comprising \$110,000 cash, \$110,000 in interest note payable six months after closing and remainder notes. **Seller** is owned by Miller and Gresham Roskamp and Donald Rabbitt. It has no other broadcast interests. **Buyer** is principally owned by Donald Jones, who owns Wisconsin Cablevision, Fond du Lac-based cable MSO. It also owns WLIP(AM)-WJZQ(FM) Kenosha, Wis., and KFZ(AM) Fond du Lac, Wis. WFON is on 107.1 mhz with 3 kw and antenna 312 feet above average terrain.

KWVN(AM) Concord, Calif. □ Sold by Bur-

December 3, 1985

Sandusky Newspapers Inc. through its affiliated company Reflector-Herald, Inc.

has completed the purchase of the assets of

WZNE-FM

Clearwater/Tampa/St. Petersburg, Florida
from

DKM-Clearwater Broadcasting Corporation

The undersigned initiated this transaction on behalf of the buyer
and assisted both parties in the negotiations

THE
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al convention and exposition. Sheraton Washington, Washington.

Feb. 4-5—Arizona Cable Television Association annual meeting. Phoenix Hilton. Information: (602) 257-9338.

Feb. 6—International Radio and Television Society newsmaker luncheon. Speaker: Brandon Tarkoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

Feb. 6-7—International Radio and Television Society seminar, "Merger Mania... The Media Explosion—Can It Be Business As Usual?" Waldorf-Astoria, New York.

Feb. 7-8—Society of Motion Picture and Television Engineers 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 8—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

Feb. 9-12—American Association of Advertising Agencies winter annual meeting, sponsored by *Southwestern*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 11—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 12—Women in Cable, San Francisco Bay Area chapter, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

Feb. 12-14—18th annual Georgia Cable Television Association convention. Omni International hotel, Atlanta.

Feb. 13-14—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

Feb. 13-16—Howard University, School of Communications, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 14—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 15—Deadline for entries in The Vanguard, award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Feb. 16-18—Louisiana Association of Broadcasters

annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for National Association of Broadcasters' broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program and Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

Feb. 18—Ohio Association of Broadcasters sales workshop. Harley hotel, Columbus, Ohio.

Feb. 18-19—Institute of Electrical and Electronics Engineers annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 18-19—Wisconsin Broadcasters Association annual winter convention. Concourse hotel, Madison, Wis.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

Feb. 21-23—Oklahoma Association of Broadcasters annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—National Press Foundation's annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—Association of National Advertisers television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—Association of National Advertisers media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 26—Television Bureau of Advertising regional sales conference. Hilton Airport, Tampa, Fla.

Feb. 28—Deadline for entries in 1986 Broadcast Promotion & Marketing Executives Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

March

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Haladay, Seattle, 98109; (206) 282-1234.

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

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

March 5-6—Ohio Association of Broadcasters Ohio

congressional salute. Hyatt on Capitol Hill, Washington.

March 6—National Association of Black On Broadcasters second annual communications awards dinner. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

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

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

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

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

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

March 11—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York.

March 12—American Women in Radio and Television Commendation Awards luncheon. Waldorf Astoria, New York.

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

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

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

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

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

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

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

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

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

March 23—Academy of Television Arts and Sciences installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

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

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

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

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

April

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

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

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

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compiled by BROADCASTING, Dec. 24 through Jan. 1, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. —Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. —critical hours. CP—construction permit. D—day. —directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. —kilohertz. kw—kilowatts. m—meters. MEOC—minimum expected operation value. mhz—megahertz. —modification. N—night. PSA—presunrise service priority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter output. U—unlimited hours. vis.—visual. w—watts. noncommercial.

Ownership Changes

Applications

KJBA-FM Bethel, Alaska (100.1 mhz; 3 kw; HAAT: 76 ft.)—Seeks assignment of license from Tundra Broadcasting to Life Broadcasting for \$35,892. Seller is nonprofit corporation headed by Bill Adams. It has no other broadcast interests. Buyer is owned by Gary A. Korthuis and his wife. en. It has no other broadcast interests. Filed Dec. 17.

WTHN(AM) Haines City, Fla. (93 khz; 500 w-D)—Seeks assignment of license from Law Communications Co. George R. Corbett for \$62,500 plus assumption of liabilities. Seller is owned by Michael D. Law, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 20.

WBBE(AM)-WRMA(FM) Georgetown, Ky. (1580 khz; kw-D; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Central Kentucky Broadcasters Corp. to Maycourt Co. for \$1.3 million, comprising \$1,000 cash and remainder note at 10% over 10 years. Seller is owned by Robert Johnson, who has no other broadcast interests. Buyer is owned by Pegram Harrison and his wife. Ann, who also owns WNOK-AM-FM Columbia, S.C. Filed Dec. 17.

WANO(AM) Pineville, Ky. (1230 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from KEN-TE-VA Broadcasting Co. to Jimmie R. Branham for \$210,000, comprising \$10,000 cash and remainder note at 10% over 10 years. Seller is owned by South C. Bevins, who has no other broadcast interests. Buyer is station's general manager and has no other broadcast interests. Filed Dec. 19.

WPRT(AM)-WBVS(FM) Prestonburg, Ky. (AM: 960 khz; 5 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 390 ft.)—Seeks assignment of license from James R. McLung, trustee to Ed Hiers Music Enterprises Inc. for \$250,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 20.

WBYU(FM) New Orleans (95.7 mhz; 100 kw; HAAT: 100 ft.)—Seeks assignment of license from Swanson Broadcasting Inc. to Stoner Broadcasting System for \$7 million including \$2 million noncompete agreement. Seller is Tulsa, Okla.-based station group of two AM's and two FM's, principally owned by Gerock Swanson. Buyer is Des Moines, Ia.-based station group of six AM's and eight FM's, principally owned by Tom Stoner. Filed Dec. 20.

WRDC(AM) Boyle and WQAZ(FM) Cleveland, both ss. (AM: 1410 khz; 5 kw-D; 1 kw-N; FM: 92.7 mhz; 3 kw; HAAT: 262 ft.)—Seeks assignment of license from Driest to Emily Lardinois. Seller is owned by Gayl Dvorak. Lardinois, O'Donnell and Talski own WAZF(AM) Yazoo City, ss. Buyer has no other broadcast interests. Filed Dec. 17.

WGFM(AM) South Glen Falls. WENU-FM Hudson, ss. both New York (AM: 1410 khz; FM: 101.7 mhz; 3 kw; HAAT: 31 ft.)—Seeks assignment of license from Premier Broadcasting Corp. to Bradmark Broadcasting Co. for \$475,000, comprising \$950,000 cash and remainder note at 10% over 10 years. Seller is owned by Augustine Cawley, who has no other broadcast interests. Buyer is owned by

Donald W. Heckman, and his wife, Betty Jean. He is general manager WQSN(AM)-WQLR(FM) Kalamazoo, Mich. Filed Dec. 18.

■ **WKTE(AM)** King, N.C. (1090 khz; 1 kw-D)—Seeks assignment of license from Stokes County Broadcasting Co. to Booth-Newsome Broadcasting Inc. for \$105,000. Seller is owned by Dellmae Pendleton, who has no other broadcast interests. Buyer is equally owned by Palmar Booth and his wife, Peggy, and Thomas D. Newsome and his wife, Elizabeth. It has no other broadcast interests. Filed Dec. 19.

■ **WCTI(TV)** New Bern, N.C. (ch. 12; ERP vis. 316 kw; aur. 31 kw; HAAT: 1,923 ft.; ant. height above ground: 1,999 ft.)—Seeks assignment of license from Heritage Broadcasting Co. of North Carolina to Diversified Communications for \$22.5 million cash. Seller is owned by Mario Iacobelli and Robert Smith, who also own LPTV's in Bladensburg and Saint Paul's, both North Carolina. Smith is principal owner of recent purchaser of three Times-Mirror Television stations ("For the Record," Dec. 16). Buyer is principally owned by Horace Hildreth and family. It is Portland, Me.-based station group of one AM, one FM and three TV's and is 20% owned by Heritage Communications. Des Moines, Iowa-based publicly traded cable MSO. Diversified Communications also owns six cable systems in New England and publishes *National Fishermen and Seafood Business Report*. Filed Dec. 19.

■ **WOTB(FM)** Middletown, R.I. (107.1 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from Leisure Market Radio of Rhode Island Inc. to Perry Communications of Rhode Island Inc. for \$100,000 cash and assumption of liabilities. Seller is owned by Steve Banks. It also owns WVIV-FM St. Croix, Virgin Islands. Buyer is owned by Bernard Perry, who has interest in WADK(AM) Newport, R.I. Filed Dec. 19.

■ **WDPN-FM** Columbia, S.C. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Midcom Corp. to Alpha Communications of South Carolina Inc. for \$1.3 million, comprising \$700,000 cash and remainder note at 10% over six years. Seller has no other broadcast interests. Buyer is owned by Kent Burkhardt and Jim Phillips. It owns KEHY-AM-FM El Paso, Tex., and KNSS(FM) Carson City, Nev. Burkhardt is chairman of Burkhardt/Abrams/Michaels/Douglas and Associates, Atlanta-based consulting firm. Filed Dec. 20.

■ **WSVS-FM** Crewe, Va. (104.7 mhz; 100 kw; HAAT: 404 ft.)—Seeks assignment of license from Southern Virginia Broadcasting Co. to Voyager Communications IV for \$5 million. Seller is owned by Ellek Seymour, who is also purchasing WRJY(AM) Richmond, Va. (see below). Buyer is owned by Jack P. McCarthy and Carl V. Venters. It also owns WMFR(AM)-WMAG-FM High Point, N.C., and WVOT(AM)-WRDU(FM) Wilson, N.C. Filed Dec. 18.

■ **WRJY(AM)** Richmond, Va. (1320 khz; 5 kw-D)—Seeks assignment of license from WEET Radio Broadcasting to Ellek Seymour for \$400,000, comprising \$50,000 cash and remainder note at 10% with interest only payments for first two years. Seller has no other broadcast interests. Buyer owns WETT(AM) Ocean City, Md.; WWTR-FM Bethany Beach, Del.; WSVS-AM-FM Crewe, Va. (WSVS-FM has been sold, see above); WVBS-AM-FM Bergaw. WRCS(AM)-WQDK(FM) Ahsokie, both North Carolina; WGCA(AM) Charleston, WLN(FM) Goose Creek, WYAK-AM-FM Surfside Beach, all South Carolina. It has also recently purchased, subject to FCC approval, WREE(AM) College Park, Ga.; WMBL(AM)-WMBJ(FM) Moorehead City, WHCC(AM)-WQNC(FM) Waynesville, WGAI(AM) Elizabeth City, WWOK(FM) Columbia, all North Carolina; WDSC-AM-FM Dillon, S.C., and WVAB

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(AM) Virginia Beach, Va. Filed Dec. 18.

■ **WFON(FM)** Fond du Lac, Wis. (107.1 mhz; 3 kw; HAAT: 312 ft.)—Seeks assignment of license from Costas Enterprises Inc. to WFON Inc. for \$2,475,000, comprising \$110,000 cash, \$110,000 no interest note payable six months after closing and remainder notes. Seller is owned by Miller and Gresham Roskamp and Donald Rabbitt. It has no other broadcast interests. Buyer is principally owned by Donald Jones, who owns Wisconsin Cablevision, Fond du Lac-based cable MSO. It also owns WLIP(AM)-WJZQ(FM) Kenosha, Wis., and KFIZ(AM) Fond du Lac, Wis. Filed Dec. 18

New Stations

AM's

■ **Pooler, Ga.**—Mark Howard Gunn seeks 1180 khz; 5 kw-D; 500 w-N. Address: 11533 Vista Haven Dr., Pineville, N.C. 28134. Principal has no other broadcast interests. Filed

Dec. 23.

■ **Jonesville, Ky.**—Peter J. Rinaldi seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 5 Emerald Dr., Natchez, Miss. 39120. Principal owns KAIN(AM) Vidalia, La. Filed Dec. 12.

■ **Avon, N.Y.**—Radio Livingston, Ltd. seeks 1030 khz; 1.7 kw-D. Address: South Lima Rd., Livonia, N.Y. 14487. Principal is owned by Thomas G. Presutti. It has no other broadcast interests. Filed Dec. 23.

■ **Carolina Beach, N.C.**—Gulfstream Radio seeks 1180 khz; 2.5 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and is app. for two new AM's. Filed Dec. 23.

■ **Linden, N.C.**—Michael B. Gliner seeks 1180 khz; 2.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ **Orangeburg, N.C.**—Michael B. Gliner seeks 1180 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and

WIDD(AM) Elizabethtown, Tenn. He is also app. for new AM's. Filed Dec. 23.

■ **Quincy, N.C.**—Michael B. Gliner seeks 1170 khz-D. Address: 1711 Appletree Lane, Fort Mill, 29715. Principal owns WQCC(AM) Charlotte, N.C., WIDD(AM) Elizabethtown, Tenn. He is also app. for new AM's. Filed Dec. 23.

■ **Atlantic Beach, S.C.**—Michael B. Gliner seeks khz; 690 w-D. Address: 1711 Appletree Lane, Fort S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C. and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ **Timmonsville, S.C.**—Timmonsville seeks 1180 khz-D. Address: 310 Academy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and is app. for two new AM's. Filed Dec.

FM's

■ **White Rock, N.C.**—FM White Rock Limited Partnership seeks 101.1 mhz; 3 kw; HAAT: minus 159 ft. Add 66 Hacienda, Santa Fe, N.M. 87544. Principal is owned Ann Brinkman (20% general partner) and corporation principally owned by George Lindemann (80% limited partner). It is also app. for 10 new FM's. Filed Dec. 16.

■ **White Rock, N.C.**—Torjaq Radio Inc. seeks 101.1 mhz; 3 kw; HAAT: 101 ft. Address: 2892 Calle de Pinao A Santa Fe, N.M. 87505. Principal is owned by Dawn pland, A.G. Newmyer and Lawrence Brandt. Newmyer interest in LPTV's in Farmington, N.M., and Anchor Alaska, and is app. for 90 LPTV's. Filed Dec. 13.

■ **White Rock, N.C.**—White Rock Broadcasting Foundation seeks 101.1 mhz; 3 kw; HAAT: 325.1 ft. Address: 1 Nugget, Los Alamos, N.M. 87544. Principal is owned by Patrick Chavez, Dolores Sanchez, Bernice chez and Rick Blea. It has no other broadcast interests. Filed Dec. 16.

■ **Grove City, Ohio**—Carl T. Brown seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 122 Forest Acre Dr., Grville, N.C. 27834. Principal is also app. for new FM Hardeeville, S.C. Filed Dec. 13.

■ **Grove City, Ohio**—Ohio Broadcast Services seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 388 South James I Columbus, Ohio 43213. Principal is owned by John McKinley, who owns WWMZ(FM) Fredericktown, Ohio, app. for new FM in Millersburg, Ohio, and is consul engineer at various stations in Ohio. Filed Dec. 26.

■ **Grove City, Ohio**—Don H. Barden seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 1249 Washington Blvd., De 48226. Principal owns cable systems serving Detroit three other Michigan communities. He is also app. for tl

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Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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other FM's. Filed Dec. 26.

■ Grove City, Ohio—FM Grove City Limited Partnership seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 2943 Dennis Lane, 43123. Principal is owned by Ann Brinkman (20% general partner) and corporation principally owned by George Lindemann. (80% limited partner). It is also app. for 10 new FM's. Filed Dec. 16.

■ Grove City, Ohio—Saunders Broadcasting Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 3483 Richard Ave., 43123. Principal is owned by William L. Saunders, Ralph V. DeStefano and James W. Feasel. DeStefano and Feasel have interest in app.'s for one new AM, two new TV's and five LPTV's. Filed Dec. 16.

■ Grove City, Ohio—Grove City Broadcasting Foundation seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 3658 Christopher Pl., 43123. Principal is equally owned by Steve Col-

lislower, Mary H. Mynatt, Elloise Trout, Winnifred Horn and Jay Robinson. It has no other broadcast interests. Filed Dec. 16.

■ Grove City, Ohio—MAE Broadcasting Co. seeks 101.1 mhz; 2 kw; HAAT: 360 ft. Address: 10640 State Rte. 762, Orient, Ohio 43146. Principal is equally owned by Deborah Mondell, Thomas S. Mondell, William Askin and Kenneth Eyerma. It has no other broadcast interests. Filed Dec. 16.

■ Grove City, Ohio—Joanne Roach seeks 101.1 mhz; 3 kw; HAAT: 321.6 ft. Address: 2426 Holton Rd., 43123. Principal has no other broadcast interests. Filed Dec. 16.

■ Grove City, Ohio—Video Services Broadcasting Corp. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 240 Pegasus Ave., Northvale, N.J. 07647. Principal is equally owned by Arnold Ferolito, Martin Irwin and Louis Siracusano. It is app. for new FM in Ellwood, Calif. Filed Dec. 16.

LPTV status report

Results of Dec. 19, 1985, lottery for construction permits for low power television stations in mutually exclusive cases. Applicant listed is tentative selectee for CP grant.

City	State	Licensee	Channel
Tuscaloosa	Ala.	Mike Mendoza	ch. 59
Anchorage	Alaska	The Little TV Station	ch. 33
Andalusia	Alaska	Blacks Desiring Media	ch. 30
Fairbanks	Alaska	Carlos Mascarenas	ch. 6
Juneau	Alaska	Zenon Reynarowych	ch. 5
Ketchikan	Alaska	Harriet Head	ch. 5
Sitka	Alaska	Carlos Mascarenas	ch. 5
El Dorado	Ark.	Residential Entertainment	ch. 56
Harrison	Ark.	Mountain TV Network	ch. 42
Stuttgart	Ark.	Millard Oakley	ch. 51
Stuttgart	Ark.	Mountain TV Network	ch. 33
Stuttgart	Ark.	Mountain TV Network	ch. 27
Stuttgart	Ark.	Mountain TV Network	ch. 35
Cortez	Colo.	Anthony Easton	ch. 26
Rocky Ford	Colo.	Valley Wide Communications	ch. 17
Springfield	Colo.	Mountain TV Network	ch. 29
Indianapolis	Ind.	Butler University	ch. 69
Denison	Iowa	Localvision	ch. 59
Great Bend	Kan.	Teledemia	ch. 25
Bad Axe	Mich.	Hearst	ch. 33
Cheboygan	Mich.	Koenig Broadcast	ch. 15
Cheboygan	Mich.	Mighty-Mac Broadcasting	ch. 17
Grand Rapids	Mich.	Jo Ann's Balloon Boutique	ch. 43
International Falls	Minn.	Deanna Hinojosa	ch. 26
International Falls	Minn.	Evangeline Garcia Garza	ch. 14
Biloxi	Miss.	Hermelinda Rodriguez	ch. 14
Clarksdale	Miss.	Community Broadcasting	ch. 31
Jackson	Miss.	Sandoval Burke	ch. 10
Trenton	Mo.	American Lo-Power Television	ch. 52
Manteo	N.C.	Mike Mendoza	ch. 42
Manteo	N.C.	Lidia Rodriguez	ch. 26
Manteo	N.C.	Lidia Rodriguez	ch. 52
Manteo	N.C.	Minerva Rodriguez Frias	ch. 50
Manteo	N.C.	Linda Rodriguez	ch. 20
Carrington	N.D.	CBC TV	ch. 67
Carrington	N.D.	Jeffco Broadcasting	ch. 47
Carrington	N.D.	The Little TV Station	ch. 63
Carrington	N.D.	Kentel	ch. 41
Goodrich	N.D.	Mountain TV Network	ch. 65
Goodrich	N.D.	Mountain TV Network	ch. 59
Goodrich	N.D.	Mountain TV Network	ch. 69
Reeder	N.D.	Owen Broadcasting	ch. 50
Clovis	N.M.	Charlie's TV's	ch. 26
Clovis	N.M.	Juan Villareal	ch. 47
Tucumcari	N.M.	Lidia Rodriguez	ch. 32
Olean	N.Y.	Olean Television	ch. 20
Hawthorne	Nev.	Mountain TV Network	ch. 23
Bucyrus	Ohio	Blacks Desiring Media	ch. 54
Columbus	Ohio	Second Local Power Television	ch. 48
Custer City	Okla.	Sounds Etc.	ch. 15
Coos Bay	Ore.	Jacqueline Lalanne	ch. 65
Erie	Pa.	Heidi Terrill	ch. 44
Alpine	Tex.	Mountain TV Network	ch. 15
Dallas	Tex.	Minora TV	ch. 2
Virginia Beach	Va.	Apache Communications	ch. 59
Crivitz	Wis.	Satellite TV	ch. 35
Riverton	Wyo	Felix De Jesus	ch. 8

■ Sutherlin, Ore.—Douglas County Broadcasting 101.1 mhz; 3 kw; HAAT: 797 ft. Address: 118 E. C. 97479. Principal is owned by Daniel M. Stone and S Annette Hardage. It has no other broadcast interests. Dec. 26.

■ Sutherlin, Ore.—Sutherlin Radiol Ltd. Partnership 101.1 mhz; 1.22 kw; HAAT: 514 ft. Address: 117 W. 97479. Principal is owned by Thomas G. Oliver gen. partner) and William Baue (80% limited partner has no other broadcast interests. Filed Dec. 26.

TV's

■ *Brainerd, Minn.—Northern Minnesota Public 1 sion Inc. seeks ch. 22; ERP vis. 221.3 kw; HAAT: 7 ant. height above ground: 650 ft. Address: 14th St. & mont Dr., Bemidji, Minn. 56601. Principal is nor corp. headed by Frances Spadafore, president. It also KAWE-TV Bemidji, Minn., and proposes to operati posed station as satellite. Filed Dec. 23.

■ *Charlotte, Va.—Central Virginia Educational I sion Corp. seeks ch. 41; ERP vis. 250 kw; HAAT: 1,1 ant. height above ground: 237 ft. Address: 23 Sesam Richmond, Va. 23235. Principal is nonprofit educa institution headed by John A. Prather. It owns tran channel 76, Charlottesville. Filed Dec. 24.

■ Blacksburg, Va.—Cascade Television Ltd. seeks c ERP vis. 3,981 kw; aur. 398 kw; HAAT: 2,146 ft. height above ground: 160.5 ft. Address: 955 Sylvan Pl. Atlanta 30310. Principal is owned by Calvin Ross, wh no other broadcast interests. Filed Dec. 20.

Facilities Changes

Applications

FM's

Tendered

■ *WFOS (90.3 mhz) Chesapeake, Va.—Seeks C change ERP to 23 kw; change HAAT to 630 ft., and cl TL. App. Dec. 27.

Accepted

■ WQMV (98.7 mhz) Vicksburg, Miss.—Seeks C change TL. App. Dec. 27.

■ WQXR (96.3 mhz) New York—Seeks CP to install sys. App. Dec. 27.

■ KRRZ (101.9 mhz) Fargo, N.D.—Seeks CP to ch HAAT to 846 ft. and make changes in ant. sys. App. 27.

TV's

Accepted

■ KSPR (ch. 33) Springfield, Mo.—Seeks CP to ch ERP to vis. 5,010 kw, aur. 1,000 kw. App. Dec. 27.

■ KOB (ch. 5) Medford, Ore.—Seeks MP to change transmitter and ant. as main transmitter and ant. App. 27.

■ WKPV (ch. 20) Ponce, P.R.—Seeks CP to change EI vis. 100 kw, aur. 10 kw; change ant., and change TL. Dec. 27.

Actions

AM's

■ WEYY (1580 khz) Talladega, Ala.—Granted app change city of lic. to Oxford, Ala., and change TL. A Dec. 29.

■ WLMV (1030 khz) Vernon Hills, Ill.—Granted app change TL and make changes in ant. sys. Action Dec.

■ WLGC (1520 khz) Greenup, Ky.—Granted app. to crease ant. efficiency. Action Dec. 11.

■ WHEZ (1560 khz) Portage, Mich.—Granted app. to crease power to 5 kw and make changes in ant. sys. A Dec. 18.

■ WGRG (1300 khz) Spring Valley, N.Y.—Granted app make changes in DA pattern. Action Dec. 11.

■ WLVS (1430 khz) Germantown, Tenn.—Granted app operate transmitter by remote control from main SL. A Dec. 10.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General manager: Black Gospel radio, large midwest market. If you know how to sell this kind of format and manage this kind of station, call Dick Marsh, VP, Universal Broadcasting Corporation, 818-577-1224, 14 East Foothill Blvd., Pasadena, CA 91107. EOE.

1 for WJMT Merrill, WI. Grp owner. Must be self starter, strong on sales and community involvement. Don Roberts 813-966-2287.

les manager wanted: No bright lights / big city here—just a solid, hard-working radio crew that needs a sales leader. The person who'll become our sales boss and help motivate us, design our sales programs, track collections, and earn our respect. We love here in our Rocky Mountain market of 70,000...and love selling radio. Contact our General Manager, Steve Benedict, at KGRZ Radio, P.O. Box 4106, Missoula, MT 59806 and come be our new boss.

General manager: American Media, Inc. has excellent opportunity to run Baltimore's #1 station—WLIF-FM. We're looking for a strong performer to be part of our winning radio group. Resumes to American Media, Inc., P.O. Box 230, Patchogue, NY 11772—Attn: Linda Aly. An equal opportunity employer.

HELP WANTED SALES

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM radio facility with a unique proposition for you. Street sales only. Minimum of 3 years sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you could expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

Florida Coastal AM stereo powerhouse seeks tire sales force. Get in on the ground floor. Air date is sure. Send complete information now to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

Illegitimate town AM/FM in central NY looking for super employee. You'll be hired as SM, with probable advancement into GM within 6 months or sooner. Reply X X-89.

As experienced, aggressive sales person who wants to make money. Established account list, 75,000 AM with AM combo in southwestern Oklahoma. Lots of potential! Call Carolyn Riffel, 405-247-6682.

les people needed for many opportunities especially coastal New England. All levels of experience radio/TV. Call Tartan Consultants, 603-431-1481.

JRM Radio, Rogers, Arkansas wants to hire quality people to work sales. 5000 watt station. News-talk format. Experience necessary, will consider combination sales programming. 501-636-7979.

HELP WANTED ANNOUNCERS

Florida Coastal AM stereo powerhouse seeks tire air staff for February air date. Seeking top announcers. Paying top wages for top station. Send complete information to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone style. Send resume. EOE Box X-96.

1 for MOYL 5,000 watt daytimer in beautiful Berkshire Hills of Massachusetts. Must be familiar with all aspects of programming and commercial productions. Send salary requirements, cassette, and resume to WUHN, P.O. Box 1265, Pittsfield, MA 01202. XE/MF.

Production director needed to breathe excitement into commercials, contests and promotions. Base pay \$50 to \$300 per week. 5-day week. Send T&R to Roger Utnehrmer, P.O. Box 309, Eagle River, WI 54521. EOE.

Immediate opening for week-ends and some nights for top adult contemporary AM/FM in central Illinois. Must be able to handle all facets of broadcasting. Good salary and benefits, excellent equipment. Send air check and resume to Joe Hogan, WLPO/WAJK, Box 215, LaSalle, IL 61301.

AC information station seeks exceptional individual morning personality, captain the morning team, working with news, sports, weather staff. Play 4-6 records per hour, relate to 30-55 audience. T&R to Joe Corcoran, OM, WCAP, 243 Central St., Lowell, MA 01852. EOE.

HELP WANTED TECHNICAL

WOEN-FM/WAAX. Chief engineer, experienced, AM directional, full-power FM. Resume to Rish Wood, Box 570, Gadsden, AL 35999. EOE.

So. Calif. chief engineer. AM/FM combo needs chief, send resume, salary requirements and why we should hire you to GM; KMEN/KGGI, P.O. Box 1290 San Bernardino, CA 92402. EOE.

Chief engineer needed for AM/FM in the Land of Enchantment. Life is too short to fight ice and snow in the winter, and the hell of humidity in the summer. EOE. Send particulars to Box Z-7.

Wanted: engineer. Knowledgeable in AM directional; automation systems; microwave; studio maintenance and Class C-FM operations. Send resume to: Truman Conley, GM, WWSA/WCHY, P.O. Box 1247, Savannah, GA 31402.

HELP WANTED NEWS

Seeking new challenge? Our clients need news anchors, reporters and sportscasters (including PBP). Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813-786-3603.

News-Sports director needed to join existing staff and share responsibilities. Experience required. Base pay: \$250 to \$300 per week. 5-day week. Send T&R to Roger Utnehrmer, P.O. Box 509, Antigo, WI 54409. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Need all-around "good ol' person" morning DJ who can also do news and production, and get involved in church and other community activities. Nice market surrounding 38,000-acre lake near Dallas, TX 214-489-1238. EOE or Dee.

Anxious to make a move? We have availabilities nationwide for producers, writers, announcers, disc jockeys, talk-show hosts, promotion specialists, and commercial talent. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476 or call 813-786-3603.

Production director needed to breathe excitement into commercials, contests and promotions. Base pay \$250 to \$300 per week. 5-day week. Send T&R to Roger Utnehrmer, P.O. Box 309, Eagle River, WI 54521. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Currently employed sales-oriented general manager available. Now managing full-time country AM and a daytime urban contemporary AM NBC affiliate. Both in multi-station top 100 markets in the South. Both stations were in distressed financial condition prior to my tenure as manager. Need guaranteed salary, commission and progress over-ride on improvements. Call Don. 813-627-3547.

General manager: the "right" peg for the right slot; manage, sell, program, air work, production. I am all of these, have done all these—am doing all of these. One of the "best" small station managers today. Looking for permanency—give me your station—back off—I get the job done. Only the serious reply; Jim Brownell, Rt. 5, Box 17A, Abbeville, SC 29620; 803-459-5243.

Experience, dedication, professionalism. Successful young manager, solid references, presently group VP, Christian, family. Prefer small / medium markets, Indiana to Virginia. Reply Box Z-2.

OM/Right hand man. 15 years background programming, promotions/ marketing, news, general administration. Management ability. Existing, new, or re-build, let's be a real winning team. Box Z-1.

33 years old with 19 years ground-up radio experience, on-air, programming, sales, sales management and general manager. Seeking GM / SM position for stations that need help. I hire, train, organize, motivate and manage. Too much more to list, including the best references in the Midwest. If you need a hitter, call 701-237-5469.

Radio professional with 25 excellent years of major and medium market; on-air, programming, sales and upper level management experience, seeks new challenge as medium market group programmer or general managership in "deep south". 18 of my 25 years includes major market. A perfect situation awaits! Perhaps you have it for me? Am gainfully employed at present. Look forward to responding to all who inquire. Just "testing the waters." Box X-59.

SITUATIONS WANTED ANNOUNCERS

Country or adult contemporary announcer. 12 1/2 years in radio. Dependable. Any shift. Mike 904-255-6950.

College graduate, BA in radio seeks entry level position, medium market. Enthusiastic, willing to learn. 2 years experience on-air plus sports director. Will relocate. Wes Dar, 312-585-0184.

SITUATIONS WANTED TECHNICAL

Chief engineer, experienced in all phases AM/FM maintenance and construction seeks change any time next three months. Box Z-22.

SITUATIONS WANTED NEWS

Play-by-play sports announcer. Ohio U. grad with 3 years professional experience currently TV sports reporter for major market affiliate in medium market. Misses 1st love: play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with true in-depth sports knowledge. Attractive, well-groomed appearance. Pleasant personality. Video and audio tapes available. Write Box Z-23.

Veteran news director, with business sense, still believes broadcasting is fun. Understands programming, as well as journalism. Especially enjoys molding young broadcasters. Interested in all-news, news-talk, information-oriented formats, top 75 markets. Quality of life important, however. If you want to win, we could be good for each other. 901-794-4695, evenings, weekends.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Big help for small market. Bottom line oriented and skilled administrator. Super production, top rated AM drive air talent. Develops young talent very well, winning PD. A/C, CHR, AOR. Michael 206-533-6002.

Producer/director with 12 years of major market experience seeks challenging position. Please call 415-763-0529.

TELEVISION

HELP WANTED MANAGEMENT

Operations manager. Hands on production and station operations experience a must. Medium market affiliate. Resume to Box X-75. EOE.

Sales manager. Local's the key. If you've had outstanding success, send resume/performance history to Box X-76. Medium market affiliate. EOE.

Art director. South East Florida affiliate has opening for an Art Director. This position is responsible for the production design of all station related graphics and creative. This includes on-air, news graphics, special projects and ADDA slides. Applicant must have three years television experience. Send resume and salary requirements to: Box X-91. EOE.

Local sales manager. #1 independent. Top 50 market. N. Carolina. Motivated, charismatic, promotion oriented. Send resume and references to Box Z-10. Call 919-274-4848, ask for GSM.

Two new stations. Western and Northern New York. General manager/sales manager/chief engineer needed for June sign on. Reply to Craig Fox, P.O. Box 95, Syracuse, NY 13250-0095.

Manager. Small market VHF start-up in attractive Arizona community; seeking hands-on manager with good technical and organizational skills. EOE. Please reply to Box Z-8 or 301-656-2146.

General sales manager. Mid 50's market network affiliate needs motivated, organized and aggressive sales manager. Technical and people skills prerequisite. Send complete resume to Ray J. Chumley, WEYI-TV, Box 250, Clio, MI 48420. EOE.

Promotion manager. Mid 50's affiliate. Experienced in all phases of broadcast promotion including on-air, print, radio and community involvement. Must have strong writing skills. Resume to Box Z-3. EOE.

Promotion director. Top four major market station seeking creative, hard-working and aggressive individual with minimum five years' experience at independent TV station. Individual must have experience in writing on-air and print materials, video production and editing plus experience in coordinating and supervising on-air promotion, print, media buying, advertising and publicity, with thorough knowledge of broadcast operations and budgeting. Qualified candidate should forward letter and resume, complete with salary history to Box X-73. EOE, M/F.

Group broadcaster seeks knowledgeable, experienced, and aggressive general manager for WRDW-TV, Augusta, GA. Preference to candidates with financial skills. Send resumes to Ralph E. Becker, 7 West 51st St., New York, NY 10019. EOE.

HELP WANTED SALES

Account executive: Group owned ABC affiliate in Sacramento, CA is looking for a local salesperson with 1-3 years of either rep or local experience. Opportunity to grow with aggressive sales organization in the 7th fastest growing city in the US. Contact Steve Morris, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. 916-927-1313.

Aggressive cable advertising AE wanted to sell in Monterey/Salinas market for "state-of-the-art" cable system. Prior cable ad sales experience is a plus. Rush resume to MPTV Cable, P.O. Box 862, Monterey, CA 93940.

Local sales manager top 100+ market. Growth position with group owned Midwest affiliate. Leadership ability and sales success a must. Previous management not necessary. Box X-3.

Sales. Let us custom build your new UHF television transmitter. No one can do it for less or build a better unit. We've been in UHF broadcasting since 1966. Call us and get the facts. Sainte Transmitter Corp. 209-523-0777.

TV sales. Top 50 market. Group owned Southeast affiliate seeking local/regional account executive. Emphasis on regional. Minimum 3 years' TV sales. Excellent opportunity for knowledgeable team player with strong people skills. Send resumes to: P.O. Box TV-8, Greensboro, NC 27420-0688.

HELP WANTED TECHNICAL

Maintenance engineer for KTVK-TV. Requires two years' maintenance experience on state-of-the-art production equipment. Send resume or call Bill Lawrence, Box 5068, Phoenix, AZ 85010, 602-263-3356.

Maintenance engineer: Experience a must—background to include 2" Quad, TCR 100, 3/4"—Xmtr experience a plus—Digital Video experience a plus—Excellent salary and benefits—EOE—Call Ken Swisher, KODE-TV, 417-623-7260, a Gilmore Group Broadcast Facility.

Assistant engineering manager for group owned major market VHF network affiliate in sunbelt. Former group is one of the largest in the industry and offers a very competitive compensation and benefit package as well as good advancement opportunities. If you are highly motivated, management oriented, have demonstrated technical and people skills, preferably with supervisory experience, we invite your resume. Box X-84. EOE.

Uplink engineer with experience in satellite-/microwave is needed to maintain and operate transportable Ku-band uplink. ENG and maintenance background helpful. Send resume and salary requirements to Box X-92.

Maintenance engineer for VHF NBC affiliate. No beginners. Must be experienced and now working as a television broadcast maintenance engineer. Contact Ken Renfrow, Chief Engineer, KOAA-TV, 2200 7th Ave., Pueblo, CO 81003, 303-544-5781.

Maintenance engineer. Thorough knowledge of Sony tape, Ikegami cameras, digital equipment. Studio maintenance and live remotes also required. Send resume and salary requirements to Terry Ostlund, KSWO-TV, Box 708, Lawton, OK 73502. No phone calls, please.

TV broadcast engineer: responsible for long-term design, engineering, maintenance and operation of support broadcast facilities, studio, and remote equipment; provide professional skills exchange with KXCV-KDLX, cable vision, and instructional TV on campus, and related duties. Requires professional television engineering experience, degree or certificate preferred. Salary: \$16,500 - \$17,000. Position available: February 1986. Application deadline: January 22, or until filled. Apply to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/equal opportunity employer.

TV maintenance engineer. WPDE-TV, a well-equipped ABC affiliate, is seeking a studio maintenance engineer. A minimum of two years' experience and a two-year degree in electronics or equivalent preferred. UHF transmitter experience is helpful, but not required. Send resume to Jimmy Gamble, WPDE-TV, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

Broadcast engineer II. 3 years of maintenance experience with a variety of ENG and studio equipment, knowledge of broadcast rules and guidelines. Associates degree in radio and TV or related field or equivalent experience. Position is in a medical environment. Starting salary \$23,130 - \$24,056. Equal opportunity/affirmative action employer. Resume must be received no later than January 26, 1986. Send to: Staff Employment, University of Arizona, 1717 E. Speedway, Tucson, AZ 85719.

Chief engineer. Immediate opening at public UHF/FM station. Applicant must have hands-on experience with UHF and FM transmitters. Duties include supervision, training staff and assistance in budgeting and planning. Applicant will be responsible for compliance with FCC regulations. Requirements: Associate degree in electronics and/or work experience. FCC general license. Salary commensurate with experience. Send resume and salary requirements to Tom McLaren, Operations Manager, WQLN-TV/FM, 8425 Peach Street, Erie, PA 16509. WQLN-TV/FM is an equal opportunity employer.

Master control operator entry level, at \$4.00 per hour. If your career goal is to be the best, mail resume to: Ed Huddleston, K TEN, Ada, OK 74820.

Engineer needed to maintain ENG equipment. Applicants should have experience in maintenance of Sony U-Matic equipment, and ENG cameras. Send resume and salary requirements to Clay Cantrell, WTVG-TV, Box 1150, Chattanooga, TN 37401.

Videotape editor. Premier video production and post-production facility in Texas seeking editor with extensive experience in CMX, ADO, Grass Valley. Salary negotiable. Send resume in confidence to Box V-59.

HELP WANTED NEWS

News Director. Totally experienced, now directing successful department, for medium market affiliate. Resume to Box X-77. EOE.

News director. Dominant #1 TV station in sunny South Texas has immediate opening for top notch news director. Minimum previous experience of three years as news director is required. Escape the cold—come to the sparkling city by the sea. Send resume to Billy Brotherton, KIII-TV, P.O. box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

Assignment editor. Dominant medium market group owned affiliate needs aggressive, imaginative assignment editor. Must work well with staff, yet maintain control desk. Need someone who can think ahead, develop unique story ideas, and have ideas on even the driest news days. Great pay and benefits, in a fun place to work. Box X-87.

Evening anchor sought for an aggressive small market news department to compliment established anchor. No phone calls. No beginners. Tape, res and salary requirements to ND, WVIR-TV, Box Charlottesville, VA 22902. EOE.

Reporter, photographer, video coordinator. WR TV in Chattanooga has three openings in its news department for talented professionals. Candidates for reporter and photographer positions need to have at least one year of experience at a competitive commercial television station. Candidates for video coordination should have an interest in moving up to newscast production. No phone calls. Send tapes and resume to Lee Meredith, News Director, WRCB-TV, 900 White Rd., Chattanooga, TN 37405. An equal opportunity employer.

CBS affiliate hiring three reporters, including reporter/associate producer. Experience preferred. A New York Times Company. EOE. Tapes and resumes: News Director, KFSM-TV, P.O. Box 369, Fort Smith, 72902.

WSAV Television in Savannah, Georgia is looking for a news director. We want to make a good news department even better by hiring someone with a track record of working well with others. We want someone with strong journalistic and administrative skills who lives in community involvement. Send resume and cover letter to Dave DeArmond, General Manager, 2429, Savannah, GA 31402. EOE.

Weekend sports anchor. Sunbelt station top 50 market seeking experienced sports anchor to join market's largest sports department. Resumes to Box Z-11.

Combination weekend news reporter/weekend sports anchor. Must be experienced news reporter with strong sports interests. EOE. Resumes only to Jim Baumgartner, WTVO-TV, P.O. Box 470, Rockford 61105.

Reporter: Top 50 Northeast NBC affiliate looking for strong reporter. Candidate must have five years' news experience and solid on-set credentials. Strong anchor history preferred. Salary commensurate with experience. Send tape, resume and salary requirements to Steve Baboulis, News Director, WNYT, 14035, Albany, NY 12204. No phone calls, please. EOE.

Managing editor for daily news operations in a well-staffed and equipped medium NE station. Strong background as reporter and producer, with emphasis on content. Reply Box Z-6. EOE.

Kiplinger Minority Fellowships for producers and reporters in public broadcasting. Full tuition fellowships with \$11,000 stipends available in Ohio State's Kiplinger Graduate Program in Public Affairs Reporting which offers an MA. Three years' experience, bachelor's degree and GRE required. One-year term beginning Sept. 24, 1986. Other fellowships for broadcast journalists also available. Phone or write John Wicklein, director, Kiplinger Program, O.S.U. School of Journalism, 242 West 18th Ave., Columbus, OH 43210; (614) 46291 or 614-422-2607.

On behalf of our clients nationwide, we are searching for news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813-786-3603.

PRIMO PEOPLE: Are you a consumer specialist? Do you have troubleshooter skills? Send tape and resume to: Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870. 203-637-3653.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Production supervisor for commercial Cable TV station in Pacific Northwest, to supervise all video personnel and activity. \$1800-2100.00 per month. Send resume to Box X-95.

Post production supervisor. The national PBS science documentary series, NOVA has an immediate opening. Extensive experience in all phases of editing in post-production and personnel is required. Qualified candidates should send resume with letter of interest and tape to: WGBH Educational Foundation, Person (A-257), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer. No phone calls please.

c department:WGBH—TV, Boston has an immediate opening for an individual with experience to maintain daily operations of our Traffic Department. Ideal candidates will be conscientious, organized, detail oriented. Broadcast experience and computer aptitude helpful. Please send resume with letter of interest to: WGBH Personnel (A-258), 125 Western Avenue, Boston, MA 02134 An equal opportunity employer.

writer/reporter. Produce, write and report for documentary and magazine programs. On-air experience and strong writing skills. Two years experience required and a degree in related field preferred. Resume to: WNPB, P.O. Box TV-24, Morgantown, WV 26507. Deadline: Jan. 20, 1986. EOE.

producer. Good company needs that special producer who can work with our reporter. Reporter gets sense of humor and loves to try the unusual. Producer must also be skilled with logistics of live events. Ideal candidate has at least a year's field experience, some shooting and editing. Please send letter, resume and tape to: Ellen Herten, Dept. FP, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer, M/F.

producer/director. Minimum of two years market experience that includes writing, producing, directing. Prefer strong background in promotion. Responsibilities include writing, producing and directing on-air promos, and will include some special projects. Must be detail oriented, have a good knowledge of graphic design, and have the ability to plan a project. Send tape and resume: Bob Lovelady, KRLL-D-033 Metromedia Place, Dallas, TX 75247. EOE.

our creativity deserving of financial gain? We have openings nationwide for producers, directors, writers, promotion specialists, graphic designers, talk-show hosts, and commercial talent. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34783-1476, or 813-786-3603.

ographer/editor experienced in shooting features and specials. Individual's demo tape and resume reduction Department, P.O. Box 5068, Phoenix, AZ 85010.

IC-TV, Austin, TX has immediate opening for experienced, creative promotions photographer/editor/director. Great job. Great people. Great city. Great station. Send resume and tape to Jan Craigie, KTBC, P.O. Box 2223, Austin, TX 78768.

SITUATIONS WANTED MANAGEMENT

Indy turnaround specialist, if your station can be sold, I can do it, if not I'll tell you, just completed very successful turn around, looking for new challenge. Not expensive, but very effective. Leave message for Tom at Century City Plaza desk during INTV for meeting or Box X-94.

we have an offer you shouldn't refuse... I will either sell your TV station or run it for you on a percentage. We have complete staff and programming of my own, plus successful track record. Either way you win. Call Herb Stein, 609-983-0967.

SITUATIONS WANTED TECHNICAL

First A.S. Electronics. Desire entry level operator/maintenance engineer position. Trained at SM-TV, San Mateo. Will relocate. Call: Al Chaney, 415-922-3456. Write: 1415 Oak Nob Way, Sacramento, CA 95833.

years broadcast engineering. 10 years as television chief engineer & director of engineering. Start-up program construction, studios & transmitters, union wages, people management and departmental budget from scratch. Please reply to Box Z-13.

station: New challenge sought in home town. 20 years production experience with PBS Los Angeles. Video, videotape, camera, maintenance and ENG background. First Phone, type 60 WPM. Motivated. Impressive credits/references. Emmy nominations. Richard D., 1 Great Woods Road, Saugus, MA 01906 617-51316.

SITUATIONS WANTED NEWS

ambitious talent relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 5—357-0984 after 4 PM.

Top network EJ & EFP crews available. BETA CAM, 1", & 3/4" equipment packages. Best equipment. Excellent rates. 312—442-5719.

Start 1986 off right. Hire a seasoned professional to manage your news department. Award winning news director seeks new challenge. Small, medium and large market experience. Strong management skills. Outstanding news judgement. 901—377-8676.

Meteorologist: BS degree. CT native. Vast experience in radio/TV/consulting. Excellent forecasting skills, small/medium market. News demo available. Matt. 203—869-3877, evenings.

News director: small/medium oversees market seeking long-term position in small/medium state-side market. Excellent references, easy relocation. Box X-93.

Sports photographer, anchor and reporter. 6 years experience in a medium market. If you want to improve your sports product, I'm the versatile professional for you. 319-388-9817.

Meteorologist: Seen nationally for three years wants local. Degree, AMS, artist. Wizard with graphix. Available immediately. Call 612-473-0161.

I write well, and I want to write more. I'm looking for a station in the East with a good typewriter and lots of paper. Box Z-16.

SITUATIONS WANTED PROGRAMMING

Need an art director? The Broadcast Designers' Association employment service can send you, at no charge, members' resumes—some of the most experienced, talented designers in the business. If you need an Art Director, Graphic Designer and/or Video Designer, call the BDA office at 415—788-2324.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Department chairman—communication: The University of Toledo invites applications for the position of Chairman of the Department of Communication at the rank of Associate or Full Professor. This is a tenure track position, salary negotiable, depending upon qualifications. The Department of Communication is an undergraduate program offering majors in General Communication, Communicative Disorders, Public Relations, Print Media and Broadcasting. There are presently 13 full-time faculty members in the department. The successful applicant is expected to have an earned doctorate, a distinguished record of scholarship and teaching, familiarity with the various disciplines represented in the department and strong administrative skills. This 12-month appointment will be available July 1, 1986. Letters of application, a curriculum vitae, and three letters of recommendation should be sent to Dr. R.J. Niedzielski, Chairman, Communication Search Committee, College of Arts and Sciences, The University of Toledo, Toledo, OH 43606. Deadline is January 15, 1986. An equal opportunity/affirmative action employer.

Graduate assistants needed for MA program which prepares students for Telecommunication leadership positions. Twelve-month appointments begin July 1, 1986. These half-time stipends consist of \$7,500 (\$625 / mo x 12), plus tuition waivers for four terms. Bachelors Degree in Radio-TV (or related field) required. Teaching Assistants are assigned to two sections of writing, performance, or production courses. Research Assistants are assigned to faculty projects. Send inquiries to: Dr. Frank Oglesbee, Director, Telecommunications MA, Dept. of Radio-TV, Southern Illinois University, Carbondale, IL 62901. 618—536-7555. Application deadline February 1, 1986. AAE/EOE.

Northwestern University Dept. of Radio-TV/Film seeks up to three faculty members for 1986-7. Media history, theory and criticism. Media economics, media industry analysis. Telecommunications policy, new technology, management. Video film production and writing for media. Assistant or associate based on qualifications/experience. Scholarship of the highest order of excellence required. Inquiry of apply (by 1/31/86): Lawrence Lichty, School of Speech, Northwestern University, Evanston, IL 60201. AAE/EOE.

Agricultural Communication Department/ University of Nebraska-Lincoln. Applications are invited for position of Head of Department of Agricultural Communication. University of Nebraska-Lincoln. Department consists of 18 faculty members, four professional / managerial positions and 31 support staff positions. Duties include management of personnel, budgets, facilities and equipment. Requires Master's minimum. Doctorate or Ph.D. preferred. Area of specialization should be in Communication; experience in administration desirable. Submit letter of application with accompanying vitae and names and addresses of three references by February 1 to: Dr. Roger Gold, 109 Agricultural Hall, University of Nebraska-Lincoln, Lincoln, NE 68583-0704. Affirmative action/equal opportunity employer.

Broadcast Journalism theory position begins September. Teach broadcast theory, mass media, journalism. Qualification: Ph.D. or MA with broadcast and/or teaching experience preferred. Rank, experience determines salary. Send letter of application/credentials by March 1. Michael Bartanen, Chair, Communication Arts Department, Pacific Lutheran University, Tacoma, WA 98447.

Department chair. Associate or full professor, Southern Illinois University is seeking individual to provide leadership, encourage excellence in teaching, initiate research, creative activity and service, superintend Departmental policies, and supervise budget. Associate rank requires: Ph.D. (or equivalent) in Mass Communications or closely related area; background in Radio-TV-Film preferred; evidence of successful teaching, research/creative activity, service and administration. Full professor rank requires additionally: national reputation for research/creative activity and professional contributions. The department of Radio-TV currently enrolls 650 undergraduate and 30 graduate majors in its well-established program. A proposal, affecting 12 faculty members in Radio-TV and 5 faculty members in Cinema, has been submitted to the President for approval of a new Department of Radio-TV-Film. Send letter of application, vitae, and at least three current letters of recommendation by February 1, 1986, to: Chairman, Chair Search Committee, Department of Radio-TV, Southern Illinois University, Carbondale, IL 62901. AA/EOE employer.

HELP WANTED TECHNICAL

Open position for a maintenance engineer at a top post production facility. M/F equal opportunity employer. Send personal data. Box Z-12.

PROGRAMING

Bartered or low cost TV programming sought for new UHF station in San Francisco with 4-15-86 on air date. Call Mr. Lau; 415—956-8866.

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 stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

MISCELLANEOUS

West Coast TV Newsletter, California, Washington, Oregon job listings, articles. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

anchors, reporters, meteorologists. Send for directory of News Directors in every US market. Includes names, addresses, phone numbers. Indispensable for job hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

Do you sound right? Write right? Want to do both better? Learn how from voice and copy experts. \$15 for three-minute aircheck, with copy. Ira Dreyfuss, 2328 Horseferry Ct., Reston, VA 22091; 703—860-4584.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash— highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel. 615-748-8150.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

20kw-10kw-2.5kw FM's: 1982 CSI T20-F w/exciter and stereo, on-air; RCA BTF 10E-1 w/BTE 15A, exc. cond.; Collins 831-D1 w/310-Z1, stereo, on air, exc. cond. Call Transcom Corp. 215-379-6585.

5kw & 1kw AM's: Gates BC5-P2, mint cond., on air; Collins 820-D1 & 20V2, RCA BTA-1L. All in excellent condition. Call Transcom Corp. 215-379-6585.

30KW FM BE FM-30 exciter, on-air, avail. early 1986, mint cond. Also CSI T-20-F (1982) on air avail. 60 days, exc. cond. Call Transcom Corp., 215-379-6585.

RCA TCR-100, approximately \$5,000 in spare parts, 1,500 RCA 2" carts. Price \$20,000. FOB Lafayette, LA. Contact Thomas G. Pears or Dave Herbert, KLFY-TV, P.O. Box 90665, Lafayette, LA 70509. Telephone 318-981-4823.

Refurbished 8 3/16", 75 ohm transmission line, 19 1/2 foot sections, call 1-800-874-5449 outside Florida, or 1-800-282-6214 inside Florida.

Automation system: ESP-1 includes programmer, time announcer, logging package, reel to reels, carts, carousels. Available separately. WMMQ, 517-372-3333.

Telecine; all refurbished. Eastman CT 500 \$5,500.00. Eastman 285 \$4,495.00 Phillips FP16TV \$4,995.00. Eastman Pneumatic multiplexer, good used \$2,995.00. RCA TP-7B slide projector, \$4,995.00. RCA TK-27 camera, as is \$2,500.00. GE 240 camera, as is \$1,500.00. RCA FR-35B like new \$15,000.00. RCA FP-35 studio telecine \$11,000. B&H 561 opt/mag 16mm portable telecine, new \$2,500.00 JAN telecine 16mm opt/mag, new \$5,330.00. We take trades. International Cinema Equipment Co. 6750 NE 4th Couyt, Miami, FL 33138, 305-756-0699.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25yrs experience (Turnkey Operations). TMCi; 402-467-3629.

3/4" evaluate videotape! Guaranteed to look and work as new. Prices: Mini-20s or shorter \$6.90, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888 or toll free 800-238-4300.

Free 1986 broadcasting equipment and supply catalog. Lauderdale Electronic Labs, 16 SW 13th St., Dept. B-2, Fort Lauderdale, FL 33315.

Ampex VPR-5, 1" portable, stereo, time code, one hour cover, complete accessories, transport cases, one year old, 60% of new cost. Contact Lloyd at 405-478-4499.

Complete station: FM stereo, call for list, Jim Phillips; 419-782-8591.

Portable Sony BVH-500 1" VTR with batteries, charger and dc power supply. 817-468-0084.

RADIO Help Wanted Management

GENERAL SALES MANAGER PHOENIX

KLZI, Ariona's classy top rated and billing A/C needs an industry leader who would like to earn \$100,00 in Paradise.

You must be proven top-rank, top 30 market, established General Sales Manager with many years of successful station experience and impeccable references. I want someone who can bring innovation and motivation to this position, and also respect the tradition of our premier sales team.

Sorry, this is not a transitional position for small market Sales Managers or large market sales people. When you've done your homework on us, and know why you must have this job...rush me a resume and references. All inquiries will be kept in strictest confidence.

We are a growing group with stations in Nashville, Salt Lake city, and soon, Kansas City. We are an affirmative EOE. Eric Hauenstein, President and General Manager, 5220 North 7th Street, Suite 121, Phoenix, Arizona 85014.

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from Charlie Strickland or Bob Bruton.

Situations Wanted Sales

Executive Sales Rep Available

**No Draw Commission Only
Former Broadcast Owner. Will sell time, services, properties etc. Will travel-based in New Orleans.**

P.O. Box 24651
New Orleans, LA 70184

TELEVISION Help Wanted Management

GENERAL MANAGER

SouthWest MultiMedia Corporation is looking for a General manager for ABC network affiliate in 150plus market.

Position will become available in February, 1986.

Applicant must have successful track record as a General Manager with credentials in sales, administration and programming.

Salary starts at \$50,000 with liberal bonuses based on performance.

Send resume, including detailed references.

Please do not apply unless qualified in areas outlined.

Full information should be sent to SouthWest MultiMedia Corporation, 6100 Corporate Drive, Suite 130, Houston, Texas 77036. Attention: Lester Kamin.

Help Wanted Management Continued

GENERAL SALES MANAGER KSCH-TV SCHUYLER COMMUNICATIONS, INC.

Must have successful track record in major market independent Television Station sales management. If you have this background or can prove that you have the ability to move up to this outstanding opportunity with a new station in the Stockton-Sacramento market, contact:

Bill Schuyler, President
1111 Howe Ave., Suite 450
Sacramento, CA

Equal Opportunity Employer
M/F

KSCH-TV, CHANNEL 58
STOCKTON-SACRAMENTO

One of the nation's largest privately-owned broadcasting (television-radio) corporations seeking highly-qualified, innovative Promotion Manager with excellent skills and hands-on knowledge of all phases of promotion. Send detailed resume, together with samples of work and personal data, to Sr. Vice President, Bahakel Communications, P.O. Box 32488, Charlotte, NC 28232. EOE.

Busy TV post-production company

seeks experienced Operations Manager. Responsibilities include scheduling, coordinating and supervising editing suites and production personnel. Additional duties include day-to-day office management and client liaison. Thorough knowledge of all aspects of video post production required. Send resume and salary requirements to: Colin Moor, General Manager, Video One, 100 Massachusetts Ave., Boston, MA 02115.

General Manager UHF Independent Start-Up

Investor group with CP in Eastern top 60 TV Market seeks experienced individual to manage start-up from ground floor. Individual should have independent TV programming experience and independent start-up experience a plus. Excellent salary and benefits with equity potential. Send resume and salary history in confidence to:

Diversified Assets, Co.
24600 Center Ridge Rd.
Cleveland, Ohio 44145

Help Wanted Sales

REGIONAL ADVERTISING SALES MANAGER

facom Cable, a leader in the fast growing cable TV entertainment field, is seeking a Regional Advertising Sales Manager to drive our new business development efforts as well as enhance our existing sales.

In this newly created position, reporting directly to the Vice President of Advertising Sales, you will take responsibility for the advertising sales operations of assigned systems including strategic planning/direction and profitability. This opportunity calls for a minimum of 5 years experience in media sales management including agency as well as direct sales. Broadcast or cable experience is preferred. Located at our San Francisco Bay Area Headquarters, over half your time will be spent traveling to assigned systems.

We offer excellent benefit/compensation package along with the opportunity to work with a growing, progressive company. Qualified applicants are invited to submit resumes to the Employment Department, #3001, P.O. Box 13, Pleasanton, CA 94566. Salary history and requirements must be included for consideration. NO PHONE CALLS PLEASE. An Equal Opportunity Employer.

VIACOM CABLE

Help Wanted Programing, Production, Others

Public Television Network

Assistant Director Program Services

Georgia Public Television invites applicants to apply for the newly created position, Assistant Director Program Services. Reports directly to the Director of Program Services.

The incumbent will participate in program acquisition, research and will prepare advance program schedules. Also manages program operations, unit and budget.

Candidates must have BA/BS in broadcasting or a related field and/or four years experience in broadcasting with two years experience in a supervisory position. Salary is commensurate with experience and qualifications. Excellent benefits.

Qualified applicants should forward resume, letter of interest and references to:

Debi Doverspike
Personnel Manager
Georgia Public Television
1540 Stewart Ave. S.W.
Atlanta, Ga. 30310

Applications due by January 31

EOE/AA

TV SALES

Experienced local account executive for medium market NBC affiliate in northern California. Must be aggressive, resourceful, and knowledgeable of ARD, NSI, and TvB. Write: GM, Box X-98. EOE/MF

TvB—TERRITORY SALES EXECUTIVE

Sell to local and regional advertisers; work with TvB member station sales management and sales staffs; represent the TV industry on platforms. Must have station and/or rep sales experience and knowledge of competitive media. Detroit office location. Send resume to: Bob Lefko, TvB, 477, Madison Ave., NY, NY 10022, or Dick O'Donnell, 3155 West Big Beaver Rd., Detroit, MI 48084. No phone calls.

Help Wanted Technical

PRODUCTION DIRECTOR RUTGERS OFFICE OF TV AND RADIO

Manage and direct operation and facilities of complicated, diverse television/radio production and instructional facility. Responsible for engineering, planning, staffing and budgets. Wide technical background with experience in teleconferencing, cable (fiber optics and broadband), microwave and ITFS, is essential. Strong management ability also is required.

Will work with faculty in developing and implementing communication systems to solve instructional and academic needs. Also develops credit courses for communication and theater arts majors. 12 month appointment.

Bachelors degree or equivalent with extensive experience in television at the creative or administrative supervisory level required. Must be knowledgeable about television production and familiar with copyright, clearance and libel laws. Some engineering background desirable.

To apply, please send a resume including salary requirements referencing Job Number 121, to:

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Division of Personnel Services
New Brunswick, NJ 08903

An Affirmative Action/
Equal Opportunity Employer

Help Wanted Technical Continued

Maintenance

Engineer

Chicago owned and operated TV station has an immediate opening for a maintenance engineer. Applicants should have state-of-the-art experience in digital electronics and microwave technology. Compensation includes \$77750/week plus a comprehensive benefits package. Interested applicants should send resume to:

X-15

equal opportunity employer m/f/h/v

ALLIED FIELDS

Help Wanted Programing, Production, Others

PRODUCER/WRITER SCRIPT WRITER

Arthur Andersen & Co., an international public accounting and consulting firm has openings for a Producer/Writer and Script Writer at our Center For Professional Education in St. Charles, Illinois (40 miles west of Chicago).

The Producer/Writer should have 4-7 years of video script writing and producing experience; the Script Writer should have 2-3 years of video script writing experience. The ideal candidates will come from corporate, training/education related environments.

An appropriate degree or equivalent experience required.

Send resume with current salary and script samples identifying job preference to:

Michael Monar
Recruitment Manager

**ARTHUR
ANDERSEN
& CO.**

Re: Producer/Writer or
Script Writer

1405 N. 5th Avenue
St. Charles, IL 60174

equal opportunity employer m/f/h/v
(No Phone Calls Please)

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Help Wanted Management

MARKETING RESEARCH MANAGER

Arbitron Ratings is looking for an experienced manager to run our custom research department in Laurel, Maryland. In addition to management experience, candidate should have at least 5 yrs. experience working with clients in designing and executing innovative custom research. We offer excellent benefits and a convenient suburban location between Baltimore and Washington. Our continuing leadership in the broadcast research field provides your key to professional growth. Qualified candidates should send their resume including salary history in confidence to Gordon Clark, Personnel Administrator.

ARBITRON RATINGS COMPANY
312 Marshall Avenue
Laurel, Maryland 20707
a Control Data Company
An affirmative action employer

Help Wanted Sales



DYNAMAX®
BROADCAST PRODUCTS BY FIDELIPAC

WE'RE GROWING FAST

Dynamax® CTR100 cartridge machines are the hit of the year. Over 1000 units have been installed. And we will be shipping the new Dynamax CTR10 Series in first quarter 1986. Dynamax tape is setting new industry standards for higher output and longer life.

We need additional outstanding talent.

• Senior Marketing and Sales Personnel

Knowledge of international markets, government sales and independent distributor channels important. Send your resume in confidence to:

Director of Personnel
FIDELIPAC CORPORATION
P.O. Box 808
Morrestown, NJ 08057

Dynamax is a registered trademark of Fidelipac Corporation.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Employment Services

**WE PLACE
TV and Video Engineers
COAST TO COAST**

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS
Phone/Resume

KEY SYSTEMS

479 Northampton Street
Kingston, PA 18704

**Phone Alan Kornish at
(717) 283-1041**

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Programing



Lum and Abner Are Back

... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 17
Jonesboro, Arkansas 72403 ■ 501/972-5884

Business Opportunities

**"PIECE OF THE ACTION" FOR MATURE
EXPERIENCED ANCHOR/NEWS DIRECTOR**

Medium midwest VHF affiliate in 4 station market. Fair compensation and once in a lifetime equity opportunity for right individual. Box Z-14.

UHF—CP

Top 10 market seeks new investors or sale. Principals only. Box Z-17.



**AMERICA'S
PREFERRED
CABLE GUIDE**

We're looking for self-starters with good management skills. If running your own business sounds appealing, call us for information on our local franchise. Great income Potential! Invest only \$19,500. Contact Sylvia Wells, 404-354-8004. Consider Your Future.

OUTSIDE BROADCAST VEHICLE

One fully equipped Outside Broadcast Vehicle consisting of a 1981 Peterbilt Tractor, a 1982 Gerstenslager Trailer, 6 RCA TK-47 Triax Color Cameras, 2 Ikegami HL-790 Cameras, 1 GVG 300 Switcher, 1 Chyron Character Generator, 4 Sony BVH-2000/02 1" Recorders, 1 RCA TH-50 Portable 1" Recorder, Monitors, Audio and Video Editing Systems plus related equipment, cables and supplies. Original list price over \$3 million.

Vehicle and equipment inventory are available for inspection by **appointment only**. Asking price is \$1,800,000 or best offer. **Cash, no financing.** Subject to prior sale. As is, where is. For appointment or further information, please contact:

Richard Abbenante, RCA, Studio City, CA (213)-468-4187

or

Jim Gimbel, RCA, Gibbsboro, N.J. (609)-435-2912

RCA Broadcast Systems

United States Avenue, P.O. Box 900, Gibbsboro, New Jersey 08026

For Sale Stations

■Class C plus powerful fulltimer. Southern city. \$2.8 million.

■Powerful daytimer covering large east Tennessee city, \$290,000. Terms. ■Several UHF TVs and TV CPs plus 2 LP TVs

Business Broker Associates
615-756-7635, 24 hours

WE COULD

use a few listings—AM-FM-TV. Discrete presentation to qualified buyers. (Selling, you know, sometime is the sensible thing to do). Close your office door and call us now!

(512)544-5409
PRW & Associates
P.O. Box 3127
South Padre Island, TX 78597
or
P.O. Box 1155
Abingdon, VA 24210

POWERHOUSE HOUSTON AM

radio station for sale; \$3 million. Qualified buyers only. Box Z-4.

AM Class 3 B Booming Southwest

New, completely modern—top of the line, state of the art equipment. Expertly designed masonry constructed buildings. Real estate included. One of the fastest growing areas in the US. High country forest recreational setting, extremely healthy climate, excellent medical facilities and schools, retirement and tourist Mecca. Very attractively priced to close out partnership. Terms available. Financially qualified only. Box Z-9.

FULL CLASS "C" FM

and daytime AM in growing mid south sunbelt market of 178,000 (MET) & 395,000 (TSA). New studios & new equipment. 600k down, 1900k total.
FOR SALE BY OWNER/BOX X-26

CLASS C FM

Texas Gulf Coast area.
\$850,000 terms. Box Z-5.

TEXAS AM-FM

\$1,400,000
\$400,000 down
Joe M. Leonard, Jr. & Associates
P.O. Box 222
Gainesville, TX 76240
817-665-4076

LAKE STATES REGIONAL

Absentee retiring owner will sell profitable, reasonable insulated fulltimer in low unemployment area. Long history of proven audience and wide advertiser acceptance. Gross exceeds \$400,000 with cash flow over \$100,000. 5kw power, fulltime. Clean building on owned real estate. 1.8 gross. Real estate option. Box X-99.

**OKLAHOMA CITY
FULL-POWER
UHF TV**

**LOW PRICE
EXCELLENT TERMS**

**TEXAS UHF TV CP
FULL POWER
MEDIUM MARKET
FIRST INDEPENDENT**

**Bill Kitchen
(404)324-1271**



**Quality Media
Corporation**

Fulltime AM OK City Metro
\$360,000 Terms
AM/FM MO \$550,000 Terms
AM/FM MO \$1,000,000 Terms
FM "A" MS \$400,000
AM/FM AR \$350,000 Terms
FM "C" KS \$750,000 Terms
FD "A" IL \$700,000 Terms
AM Fulltime TX \$325,000
AM Fulltime IL \$350,000
AM/FM NE \$1.5 Million
AM/FM MN \$2.0 Million
Terms to Qualified Buyers

**RALPH E. MEADOR
MEDIA BROKERS
P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544
816-455-0001**

Hogan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS

P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Monday, January 20, the deadline for classified advertising for the January 27 issue will be Noon, EST, Friday, January 17.

CLASS "A" FM

in midwest market of only 5 radio stations. Metro population 143,000. 150K Down; 750K total price. **FOR SALE BY OWNER/Box X-79**



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Absentee-owned powerful fulltime southeastern station has exceptional real estate and broadcast equipment. Liberal terms for a qualified buyer. \$450,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

901/767-7980
MILTON Q. FORD & ASSOCIATE
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
 5050 Poplar • Suite 1135 • Memphis, TN. 38157

WEST VIRGINIA FM

Class A FM located in single station market. Asking price of \$400,000 CASH equals slightly less than 1.7 times 1985 gross. Box X-97.

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
 San Francisco, CA 94104
 415 434-1750

East Coast

500 East 77th St. #1909
 New York, N.Y. 10021
 212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
 Atlanta, GA 30339
 404 956-0673 Hal Gore, V.P.

WE COULD

use a few listings—AM-FM-TV Discrete presentation to qualified buyers. (Selling, you know, sometime is the sensible thing to do). Close your office door and call us now!

(512)544-5409

PRW & Associates

P.O. Box 3127

South Padre Island, TX 78597

or

P.O. Box 1155

Abingdon, VA 24210

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

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Location	Size	Type	Price	Terms	Contact	Phone
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TX	Met	FM	\$1625K	\$350K	Bill Whitley	(214) 680-2807
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CA	Sm	FM	\$775K	\$135K	Elliot Evers	(415) 495-3516
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
VT	Sm	AM/FM	\$650K	Terms	Ron Hickman	(401) 423-1271
KA	Sm	FM	\$650K	Terms	Bill Lytle	(816) 941-3733
UT	Sm	AM	\$595K	\$120K	Greg Merrill	(801) 753-8090
GA	Sm	AM	\$550K	Terms	Ernie Pearce	(404) 458-9226
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 458-9226

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Fates & Fortunes

Media

Pugh, station manager, WHIO-TV Dayton, Ohio, named VP, broadcasting division, for parent, Cox Enterprises. He retains his position at station. **John Furman Jr.**, director of broadcast standards and practices, broadcast division, and **Thomas McClendon**, director of research, broadcasting division, Cox Enterprises, Atlanta, named VP's, broadcast division.



Reggie Jordan, director of radio operations, Bahakel Communications, Charlotte, N.C., named VP, radio division.

Christopher Claus, VP and controller, Group W Radio, Westinghouse Broadcasting and Cable, New York, named VP and general manager of

owned KJQY(FM) San Diego. He succeeds **B. Bolinger**, who joins KQYT(FM) Phoenix as VP and general manager.

Nald Drilling, general manager, KJEO-TV Fresno, Calif., named VP and general manager.

Jack Miller, program director, WCIB(FM) Fall River, Mass., named station manager and director of programming for station, and program coordinator for co-owned WCRJ-FM Jacksonville and WQEZ(FM) Fort Myers, both Florida.

Frey Lyon, general manager, WMYF(AM)-RZ(FM) Exeter, N.H., resigns to become publisher of *Cape & Islands Business Journal*, Hyannis, Mass.

Lawrence K. Maloney, president, independent vision, Seltel, New York, joins WFTY-TV Washington as president and general manager. **William Spitzer**, director of broadcast operations and engineering, KYW-TV Philadelphia, joins WFTY-TV Washington, slated to go on air in March 1986, as VP and station manager.

Ann Christine, regional-local sales manager, WHNS-TV Greenville, S.C., joins WHLL-TV Worcester, Mass., as VP and general manager.

Edolph Tober, marketing director, Comstock's Flint, Mich., cable system, named assistant general manager of system.

Donald Klayman, assistant general manager of programming, WMC-TV Memphis, becomes station manager, effective Jan. 1. He will become general manager of Scripps Howard station in March, upon retirement of current manager, **M.E. Greiner Jr.**

Il Abrams, *Wall Street Journal* reporter who has written number of stories on Capital Cities Communications' purchase of ABC,

will join Capcities/ABC as assistant to Daniel Burke, Capcities president, when Burke takes over as head of new company sometime next year.

Robert Hambry Jr., controller and vice president, Multimedia, Greenville, S.C., named VP, finance. **Thomas Magaha**, controller, Multimedia Broadcasting, Cincinnati, succeeds Hambry as controller. **Frederick Lohman**, audit senior manager, Peat, Marwick, Mitchell & Co., Cincinnati, succeeds Magaha.

Bill Ghegan, from Price Waterhouse, Atlanta, joins Turner Broadcasting there as corporate controller.

Marketing

Richard Victor, senior VP, administration and acquisitions, Doyle Dane Bernbach, New York, named general manager, domestic subsidiaries.

Betsy Oshlo, creative supervisor, BBDO Direct, New York, named VP.

David Berger, corporate research director, Foote, Cone & Belding, Chicago, named executive VP.

Connie Bookmyer, media account supervisor, Barkley & Evergreen, Shawnee Mission, Kan., named account supervisor.

Erik Strommer, art director, Jack Levy & Associates, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

Bill Thomas, art director, Govatos, Dunn & Borcz, Alexandria, Va., joins Golden Yonkier Inc., Washington, as art director.

Beth Leister, from Northlich, Stolley Inc., Cincinnati-based industrial advertising agency, joins Barkley & Evergreen, Shawnee Mission, Kan., as media planner-buyer.

Franklin Oros, broadcast director, Savan Co., St. Louis, joins Gardner Advertising Co., St. Louis, as copywriter.

Clarence Johnson, account executive, KXXY-FM Oklahoma City, joins Hillier, Newmark, Wechsler & Howard, St. Louis, as regional manager.

Beverly Faust, media director, Lovgren Advertising, Omaha, joins Misner Advertising there in same capacity. **Maureen Kelly**, account executive, KFAB(AM)-KGOR(FM) Omaha, joins Misner Advertising as account executive.

Stu Krane, from Seltel, New York, joins TeleRep there as account executive.

Marty Chapo, art director, Vinyard & Lee & Partners, St. Louis, joins Gardner Advertising there in same capacity.

Roxanna Brightwell, public relations director, SIN, New York, named national account executive.

Denise Madison, from McCann Erickson,

New York, joins Cunningham & Walsh there as account executive.

Lori Gravino, from J. Walter Thompson, San Francisco, joins Petry Television/Petry National Television there as account executive.

Neal Morrison, local sales manager, WPDE-TV Florence, S.C., joins KTRM(AM)-KZZB(FM) Beaumont, Tex., as general sales manager.

Robert Hance, from WCBS-TV New York, joins WFTY-TV Washington, scheduled to go on air in March 1986, as VP and general sales manager.

Sherri Sawyer, sales manager, WREC(AM)-WZXR(FM) Memphis, named general sales manager.

Robert Ferro, account executive, KFRC(AM) San Francisco, joins KXLR(AM)-KOIT(FM) there as general sales manager.

Denise Akers, account executive, station sales, WBRZ-TV Baton Rouge, La., named marketing director.

Scott O'Malley, regional television and radio sales representative, Hyett-Ramsland, Minneapolis, joins KMSP-TV there as national sales manager.

Don Wiggins, account executive, WFDF(AM)-

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North Atlantic Region.'*

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Director General of European
Telecommunications Satellite
Organization (Eutelsat).*

*Introductory Remarks by
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(D., Michigan)
Chairman, House of Representatives
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*\$135 per attendee
Limited Seating.*

*For agenda and details call
Patricia Vance 202-638-1022*

WDZZ-FM Flint, Mich., named local sales manager.

Dave Dennis, account executive, KDKO(AM) Littleton, Colo., named local sales manager.

Dustin Lecate, account executive, WGNX-TV Atlanta, named regional sales manager.

Kathy King, from Radio Information Center, New York, joins WABC(AM)-WPLJ(FM) New York as research analyst.

Jess Sessoms, local sales manager, WGGT-TV Greensboro, N.C., joins WSOC-TV Charlotte, N.C., as account executive.

Deborah McCabe, from Pitney Bowes, Chicago, and **Ken Walker**, from WGN(AM) Chicago, join WBBM(AM) as account executives.

Don Girdner, from KCBQ(AM) San Diego, joins KSON(AM) there as account executive.

Doreen Capelli, from Christal Raido, New York, and **Jeanne Leibfried**, from Katz Radio, New York, join WINS(AM) New York as account executives.

Lee Pavich, from Creative Advertising & Design, Rutland, Vt., joins Gillespie Advertising, Princeton, N.J., as account executive.

Lisa Williford, assistant account executive, Ashley-Wayne Advertising, San Diego, joins KXYX(FM) there as account executive.

Bill Mihm, account executive, Blair Television, Jacksonville, Fla., joins Seltel, Atlanta, as account executive.

Matt Browning, account executive, KGAN-TV Cedar Rapids, Iowa, joins WAVE-TV Louisville, Ky., in same capacity.

Programing



McCormick

Douglas McCormick, VP, Eastern sales manager, Lifetime Cable Network, New York, joins Samuel Goldwyn Co. there as VP, Eastern sales.

Dan Willis, member of international sales division, Worldvision Enterprises, New York, named VP, international sales ad-

ministration.

Lisa Mionie, manager of casting, East Coast, ABC Entertainment, New York, named director, casting, East Coast.

Denise Zietlow, film evaluator, Playboy Video Corp., Los Angeles, named manager, film acquisitions.

Jay Green, VP and corporate controller, Columbia Pictures Industries, New York, named senior VP.

Bob Callaway, manager, H&H Productions, Tulsa, Okla., named VP.

Regina Crayhon, administrative assistant to Rick Levy, president, Camelot Entertainment, New York, named to newly created position of national sales coordinator, traffic manager. **Deborah Musiker**, assistant editor, Oxford University Press, New York, joins Camelot as assistant traffic manager.

John Mantley, independent television producer-writer, joins Paramount Pictures Co. Los Angeles, as executive producer, *My Gyver*.

Jack Brandon, from CBS Broadcast Group, New York, joins Fox/Lorber Associates there as syndication sales manager, Midwest/Atlantic region, based in New York.

Dain Fritz, sports clearance representative, NBC, New York, joins Screen Gems there as sales executive.

Paul Christy, program director, KRBE-FM, Houston, assumes additional duties as program director for KRBE-FM.

Jeffrey Hatcher, marketing director, Chaudhury Syndication, New York, joins USA Network there as regional manager, affiliate relations, Eastern region.

Adrian Malone, president and partner, Malone-Gill Productions, joins *Smithsonian World*, co-production of noncommercial WETA-TV Washington and Smithsonian Institution there, as executive producer.

Lee Hoegge, account executive, NBC Sales, New York, joins KNBC(TV) Los Angeles as manager, sales.

Dave Sholin, air personality, KFRC(AM) San Francisco, named program director.

Randy Suhr, from KOMO-TV Seattle, joins KNBC(TV) there as assistant director and station manager.

Richard Yelen, unit manager, NBC News, New York, joins WNDU-AM-FM-TV South Bend, Ind., as production manager.

Herb Howenstein, radio production manager, noncommercial WOSU(AM) Columbus, Ohio, named sports director.

Steven Robbins, producer-director, Viac Cable of Long Island, N.Y., joins WNYT Albany, N.Y., as director.

Irv White, sports director, WBKO-TV Bowling Green, Ky., joins WJKS-TV Jacksonville, Fla., as assistant sports director.

Dee Thompson, from WPXI-TV Pittsburgh, joins Sheridan Broadcasting Network there as morning sports anchor.

Richard Steele, air personality, WGCI(AM) Chicago, resigns.

Phyllis Geller, director of national productions, noncommercial KCET(TV) Los Angeles, named VP, national productions.

Kerrilyn Garma, news director, 5 and 10 p.m. news, joins KRON-TV San Francisco as news anchor-director.

Jay Miltner, announcer, WKYC-TV Cleveland, retires.

Warren Schroeder, from WMRE(AM) Boston, joins WJIB(FM) there as air personality.

News and Public Affairs

Joseph Galu, reporter, Associated Press, joins WNYT-TV Albany, N.Y., as assignment editor.

Frank Currier, reporter, Chicago, CBS News, and **Peter Van Sant**, reporter, CBS News, Atlanta, named correspondents.

Mary Miller, anchor-reporter, Cable News

Broadcasting

The Newsweekly of the Fifth Estate

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GRANT BROADCASTING SYSTEM STATIONS:

Network, Los Angeles, joins KWGN-TV Denver as general assignment reporter.



Douglass

Linda Douglass, 6 p.m. co-anchor, KCBS-TV Los Angeles, joins KNBC(TV) there as political editor. **Matt Stevens**, from KVOA-TV Tucson, Ariz., joins KNBC as reporter.

Paula Slimak, consumer affairs director, city of Cleveland, joins WKYC-TV there as executive producer.

Appointments, KRON-TV San Francisco: **Robert Mann**, from KIRO-TV Seattle, to weekend producer; **Dave Guingona**, part-time position, sports department, to sports producer; **Bryan Session**, part-time position, sports department, to assistant sports producer; **Mitch Duncan**, reporter-anchor, KHOU-TV Houston, and **Rebecca Corral**, junior reporter, to reporters, and **Euna Kwon**, junior writer, to news writer.

Kevin Guillory, morning drive news writer-producer, KFYI(AM) Oakland, Calif., joins noncommercial KQED-FM San Francisco as reporter.

Shane Hollett, weather anchor, WNEV-TV Boston, joins WKYC-TV Cleveland in same capacity.

Technology

James J. O'Meara, VP, sales, General Data Comm, Middlebury, Conn., joins Advanced Communications Engineering Inc., Palm Bay, Fla.-based telecommunications equipment and services supplier, as president and chief executive officer.



Tipton

Scott Tipton, director of engineering for WYNCO Communications, Cheyenne, Wyo., joins Heritage Cablevision, Dallas, as director of system engineering.

J.D. Price, producer-director, WPGH-TV Pittsburgh, joins Production Masters, video and audio production facility there, as editor-director.

Martha Cansler, freelance artist, joins VCA Teletronics as director of computer graphics.

James Somich, chief engineer, Group One Associates, broadcast engineering consultants, Akron, Ohio, named VP, engineering.

John Foley, from Cable & Wireless Management Services, New York, joins Satellite Gateway Communications there as international sales representative. SGC owns tele-port operations in Carteret, N.J., and Atlanta.

Promotion and PR

John Garofolo, director of creative services, Telepictures Corp., Los Angeles, joins 20th

Century Fox Television there as director of advertising and promotion.

Chris Brown, public relations specialist, Blue Cross & Blue Shield, Des Moines, Iowa, joins Barkley & Evergreen, Shawnee Mission, Kan., as public relations account executive.

Pat Rand, from WEWS(TV) Cleveland, joins WBBG(AM)-WMI(FM) there as director of marketing and promotion.

Hugh Jacobs, from Cook Ruef Associates, Columbia, S.C., advertising agency, joins WIS-TV there as art director.

Diane Srebro, from Bentley, Barnes & Lynn, Chicago, joins WTTW-TV there as publicist.

Allied Fields

Michael D. Berg, senior associate general counsel, National Association of Broadcasting, joins Miller & Young, Washington law firm, as partner, specializing in communications and copyright.

Matt Gates, president, Cable System Services division, First Data Resources, Omaha-based financial transaction processing company, named corporate VP, operations. **Mike Parks**, VP, transaction services, FDR, succeeds Gates.

James Blake, sales executive, Hubbard Broadcasting Inc., Minneapolis, named VP, sales, for Hubbard's Conus Communications.

Edwin J. Schafer, senior attorney, office of general counsel, FCC, Washington, retires Jan. 3 after 25 years with agency.

George von Klan, account executive, Saxe Walsh Inc., New York database marketing company specializing in cable television, named account supervisor.

Keith Eubanks, broadcast account coordinator, McCann-Erickson, Atlanta, joins Cargill, Wilson & Acree there as computer input operator.

Sanford Ungar, reporter, journalist and former host of National Public Radio's *All Things Considered*, joins American University, Washington, as dean of school of communication.

Elected officers, Southern California Broadcasters Association, Hollywood: **Robert Fox**, KVEN(AM)-KHAY(FM) Ventura, chairman; **Stanley Warwick**, KGIL-AM-FM San Fernando, vice chairman; **Robert Moore**, KRLA(AM) Pasadena, Calif.-KBZT(FM) San Diego, secretary, and **William Sommers**, KLOS(AM) Los Angeles, treasurer.

Elected officers, Southern California chapter, Women In Cable, Los Angeles: **Eileen Becker Salmas**, Eileen Salmas Publicity, president; **J.T. Tisthammer**, Z Channel, VP, Los Angeles county; **Julie Harp**, Rogers Cablesystems, VP, Orange county; **Pamela Smith**, Carson Cable TV, secretary, and **Del Heintz**, Premium Channels, treasurer.

Elected officers, Connecticut Broadcasters Association, North Haven, Conn.: **Geoffrey Rose**, WTXN-TV Waterbury, president; **Robert Putnam**, WLAD(AM)-WDAQ(FM) Danbury, VP;

Boyd Arnold, WHCN(FM) Hartford, secret treasurer, and **Barry Barth**, WFSB-TV Hartford assistant secretary-treasurer.

Deaths



Gunn

Hartford N. Gunn 59, founder and president of Pu Broadcasting Serv and more recently president, prog development, Sate Television Corp. 1983-85), died of cer Jan. 2 at Ma chusetts General l pital, Boston. A l time public br

caster, Gunn began his noncomm

television career in 1951, when he joi

WGBH-TV Boston as director of operations

assistant general manager. He was na

vice president and general manager of sta

in 1957, post he held until 1970, when he

named president of PBS, which replaced

tional Educational Television.

Gunn is recognized as trailblazer in pu

television. His conviction in 1950's that p

lic stations need to exchange ideas and in

mation with each other led to establish

of Eastern Educational Network. His rol

negotiations with Corporation for Pu

Broadcasting in 1973 was instrumental in

tablshing new public system in which l

represented stations' national interests in

dition to providing technical facilities for j

gram distribution. Gunn was vice chair

of PBS from 1977 until 1979. In 1980,

joined noncommercial KCFE-TV Los Ang

as senior vice president. He joined STC,

sidiary of Comsat, in 1982. Peter Fann

president of National Association of Pu

Television Stations (itself Gunn legacy,

of restructuring of PBS in 1979 that

based on his plans and recommendation

said of Gunn: "Hartford was a brilliant r

able to envision what public broadcast

could and should contribute to our cou

and he dedicated his life to bringing it about

Rick Nelson, 45, singer and youngest mber of Nelson television family featured *The Adventures of Ozzie and Harriet*, situat comedy, which ran on ABC-TV from 1952-1966, died in plane crash Dec. 31 in DeK, Tex. Also killed in crash were Nelson's fice and five members of his band. Group en route to New Year's Eve performance Dallas. Nelson joined his parents and bro David on *Ozzie and Harriet*, then radio se featuring real-life family of former ba leader Ozzie Nelson, in late 1940's. As te ager, Ricky—he later dropped the "y gained wide popularity and launched recc career in late 1950's and early 19 through songs he routinely introduced on gram. He is survived by four children, mother, Harriet, and brother, David.

John Livingston, 34, supervisory appli tions examiner, low power television bran video services division, Mass Media Bureau FCC, Washington, died of heart attack C 24 at Washington hospital center, Washi ton. He had been with FCC since 1974. I ington is survived by son.

IC-TV's Willard Scott: Making 'Today' a little brighter

comes as no revelation that the portly, felp-sporting white whiskers and red suit and rtaining children and adults—including icy Reagan—at a White House Christ-party is Santa Claus. It also should be no rise that this particular Santa is also To-show weatherman Willard Scott—no nger to costumes or the delight of chil-n. More on that later.

Willard Scott is a happy man. As weather hor on NBC's morning show, he comes an interest in meteorology with a pas-for entertaining and a genuine affection his audience. The result: an off-beat, sy (he plugs county fairs and announces lding anniversaries), sometimes campy ment—he once delivered the weather ssed as Carmen Miranda to raise money the USO—that retains much of the local or of the weather reports he did for NBC-ned WRC-TV Washington.

Scott was born in Alexandria, Va.—a sub-of Washington—in 1934. He recalls his oduction to broadcasting clearly. "In 13 my mother took me to Washington to a movie. She left me at the Earle Theater w the Warner]." Housed in the same lding was WTOP(AM). The movie let out ly and the station receptionist took him a tour. "She let me watch a news broad-t." He still remembers the time—it was 3 lock, Eastern War Time. "I sat in the con-room and watched Eric Sevareid deliver news. I went home and said: 'I want to be radio.'"

He wasted no time in pursuing his goal. ng with some friends, Scott founded a gborhood radio station using a phono-ph oscillator, "a miniature transmitter t you plugged a record player into and a could hear it on a radio within about 150 t," says Scott. "Other kids played football chased girls; we played radio. We sold ts for a quarter to neighborhood busin-es. Nobody could hear the show, but they ight it was cute and we must have made e or six bucks a week."

Scott got his first real radio job in 1950, at : ripe old age of 16, when he became a ge for NBC-owned WRC-TV. He has rked for NBC ever since.

In 1951, Scott entered American Univer-y, studying religion and philosophy. But : concentration continued to be on broad-asting. In addition to his page duties, he rked as an announcer at Washington radio tions WINX(AM) and WOL(AM). At Ameri-n, he met fellow student Ed Walker, who n had a show on the school's WAMU(FM). e main attraction of that show, says Scott, is that it originated from the fine arts lding and the nude modeling classes uld be viewed from the control room. ott and Walker clicked, and teamed up for show on WOL.



WILLARD HERMAN SCOTT—weather reporter, *Today*, NBC News, New York; b. March 7, 1934, Alexandria, Va.; BA, philosophy and religion, American University, Washington, 1955; page, NBC-owned WRC(AM) Washington, air personality, WINX(AM) and WOL(AM), all Washington, 1950-53; staff announcer and air personality, WRC, 1953-56; U.S. Navy, Baltimore and Norfolk, Va., and air personality, WITH(AM) and WCBM(AM), both Baltimore, and WAVY(AM) Portsmouth, Va., 1956-58; air personality, WRC, 1959-72, WDC(AM) Washington, 1972-74; host, *Bozo's Circus*, NBC-owned WRC-TV Washington, 1959-63; weather reporter, WRC-TV, 1968-1980; present position since 1980; married—Mary Dwyer, Aug. 7, 1959; children: Sally, 24, Mary, 20.

In 1953, Scott got a job as staff announcer: when Frank Blair left to join the *Today* show. Of all the jobs in broadcasting, staff announcer, says Scott, "was the classiest act. You could do remotes, sports, weather, dance bands, the whole thing." Staff announcer at a network O&O—it was heady stuff for a 19-year-old. "I wasn't that good and I wasn't ready for WRC, but because I was available and around I got the job."

In addition to announcing, Scott teamed up with Walker for a weekday evening program. There was no music, Scott recalls, "just us. Like Bob and Ray." Their professional association—they came to be known as the Joy Boys—would last more than 20 years.

In 1956, Scott was drafted and served two years in the Navy. But his broadcasting career continued. He worked for the Navy during the day, but his nights were spent on-air at WITH(AM) and WCBM(AM) in Baltimore and at WAVY(AM) Portsmouth, Va.

In 1959, Scott began a four-year stint as Bozo the clown on WRC-TV's children's show, *Bozo's Circus*. It was not his first venture into that genre. Before joining the Navy he had briefly hosted a show on WRC-TV called *Sam and Friend*. Sam was a puppet, and the show represented the first television appearance for his creator, Washington puppeteer Jim Hensen, currently better known

for a host of Muppet characters such as Kermit the frog and Miss Piggy.

The Bozo part led to Scott's creation of an enduring character of his own. As he recalls it: "During Bozo I made personal appearances for McDonald's. I dressed as Bozo and the kids came by and squeaked my nose. When the show went off the air in 1963 we couldn't use the Bozo character anymore. The McDonald's people liked the clown idea, so they asked me to come up with another character." He thought of a name, designed a costume, and Ronald McDonald was born.

Scott, who had been delivering weather on radio since his first days as staff announcer, began his television weathercasts in 1968. There were some who questioned his ability, says Scott. His most recent television exposure had been as Bozo, and there were those who thought TV weather should be serious business. Scott didn't agree. "People knew me as a buffoon. I would come out in a barrel on April 15 or out of a manhole dressed as a groundhog on Groundhog Day. I did the same thing I do now, only it was local."

It became national in 1980, 12 years later. Why not earlier? "NBC had always been good to me, but I think they said to themselves, 'Willard's a great guy but he's local.'" The impetus, says Scott, was Bill Small, then NBC News president, who had joined the network from CBS in September 1979. "Small walked into my office [in December 1979], introduced himself and asked, 'Why haven't you been on the network?' I said that no one had ever asked me. He said: 'How would you like to do the *Today* Show?'"

Scott still had to get through a two-week trial period, but, he says: "I knew after the first two weeks that I was going to make it. I bought an apartment." (He stays in New York during the week and returns for weekends to his Virginia farm.)

What is Scott's assessment of early morning television? "Morning television shows are radio shows with pictures," he says. "People listen to them in the shower. They don't sit down and stare at the set for two hours. In every major market, the number-one radio show is a personality show."

What's in the future for Scott? Although he loves what he does, he says he is frustrated. "I want to do more. You're losing ground when you're standing still. You have to continue to add things." (This from a man who has just published a book, is writing another, pens magazine articles, does television commercials and radio voiceovers, and is booked on the public speaking circuit through 1986.) He would like to host a variety show, perhaps on cable. "I think there is a spot for me in daytime TV."

Scott says of himself: "I am basically the joker in the deck. But people have come to know that I love my job and I love them." The feeling appears to be mutual.

Heritage Communications Inc. has purchased 50% of San Jose, Calif., cable system owned by Gill Cable TV for between \$60 million and \$75 million. Heritage, Des Moines, Iowa-based, publicly owned cable MSO also has option to purchase remaining shares from Gill owner, Allen Gilliland, in 1991. San Jose system, said to be largest independently-owned cable system, passes 212,000 homes with additional 40,000 homes to be passed in future, 110,000 basic subscribers and 52,000 pay cable subscribers and 1,550 miles of plant. Broker: Henry Ansbacher Inc.

All three networks showed gains in NFL ratings this season (BROADCASTING, Dec. 23). Official tallies for regular season, which ended two weeks ago: ABC, 18.5/30 for its 21 prime time telecasts this year, up 15% in rating and 7% in share from 1984; CBS, 15.8/36, up 10.5% in rating and 9.1% in share from year ago; NBC, 12.6/28, up 4.1% in rating and 3.7% in share from last season.

National spot radio business for November 1985 registered 13.4% increase over November 1984, rising to \$83,485,300, according to Larchmont, N.Y.-based Radio Expenditure Reports, which confidentially collects financial data each month from 15 rep companies. For year-to-date (January through November), spot expenditures increased 8.7% to \$819,491,900. However, when RER adjusts 1984 data to compensate for variance in number of standard broadcast weeks between 1984 and 1985, increase comes to 11%.

CBS has changed its Sunday and Wednesday schedule. In place of *Crazy Like a Fox* (9-10 p.m.) and *Trapper John, M.D.* (10-11 p.m.) on Sunday, CBS will now show *The CBS Sunday Night Movie*, beginning Jan. 12 with *Rockabye*, starring Valerie Bertinelli. On Wednesday, Jan. 15, *Crazy Like a Fox* will move to Wednesdays in place of *Charlie and Company* and the canceled *George Burns' Comedy Week*. *Charlie and Company* and *Trapper John, M.D.* will be rescheduled at later date.

Sale of ABC to Capital Cities Communications was to have closed last Friday, Jan. 3. Most of television and radio sales and other spin-off transactions necessitated by \$3.5-billion deal were also to have closed last week. No special signing or ceremony was planned, according to ABC officials, one of whom said ABC Chairman Leonard Goldenson would not be in New York. Spokeswoman for Capital Cities said new logo has not yet been prepared for combined corporate entity.

National Association of Broadcasters President **Eddie Fritts**, in response to letter last month from **ABC affiliates association** about

Charges filed against UPI, FNN and Biotech Capital Corp., one of FNN's major shareholders, filed suit in district court in Washington last week, charging UPI, company president Luis Nogales and managing editor Ronald Cohen; proposed buyers Mario Vazquez Rana and Joe Russo; Wire Service Guild President William Morrissey and UPI's Official Committee for Unsecured Creditors with illegally blocking FNN-led bid to buy UPI. Seven counts included charges of racketeering, restraint of trade, commercial disparagement, breach of contract, tortious interference, unfair competition and breach of fiduciary duty. FNN is seeking a total of \$775 million in compensatory and punitive damages for all seven counts. The suit is one of about a dozen that have been filed in connection with the struggle for ownership of UPI and was filed one month after New UPI Inc. filed a \$50 million suit against FNN for alleged "unlawful and concerted efforts" to block the agreement reached by Vazquez Rana and Russo to buy UPI. The Wire Service Guild filed a similar suit against FNN at about the same time. Those suits, filed separately, charged that FNN had unlawfully solicited UPI creditors after the proposed sale of the company to Vazquez Rana and Russo and had provided false information to those creditors in comparing the New UPI Inc. bid to its own. At deadline, a UPI spokesman said he had not seen the FNN-Biotech filing and could not comment substantively on it.

development of must-carry proposal that would exempt private network signals from mandatory carriage, **acknowledge group's concerns.** However, Fritts also pointed out that there "matters of great concern to stations which need to be pursued vigorously as possible." And he said there are "limitations on" what can be accomplished under the appeals court decision and resultant voiding of the must-carry regulations.

City of New York has appealed FCC order eliminating requirement that cable operators insure quality of broadcast television signals they retransmit on their systems (BROADCASTING, Nov. 4, 1985). Order transforms existing standards into "guidelines," and lets to municipalities responsibility for administering signal-quality standards. But order also bars municipalities from imposing standards more stringent than those in guidelines. City is expected to contend new regulation is inconsistent with Cable Communications Policy Act of 1984, and unfairly bars municipalities requiring cable systems to adhere to higher technical standards.

Corporation for Public Broadcasting has appealed directly to President Reagan to overturn Office of Management and Budget's appropriation proposal, which CPB has called "inconsistent, unreal and damaging." OMB has recommended \$130 million for FY '86 (instead of \$264.1 million requested by CPB), with the ever elimination altogether of federal support for public broadcasting by FY '92 (BROADCASTING, Dec. 23, 1985). Said CPB in letter to Reagan Dec. 31, 1985: "OMB proposals would abandon support of an American cultural and educational resource just as it sees the need of recovering from the effects of earlier depressed funding levels. Further, it would undermine our ability to make long-term commitments...."

Corporation for Public Broadcasting presidential search committee is still in initial round of interviews with candidates for CPB Chairman. CPB Chairman Sonia Landau told BROADCASTING last week. Interviews scheduled by search committee, Jan. 8-9 in Los Angeles are not follow-up interviews, Landau said. Asked if those will be last interviews for job, she said: "I don't know," adding that committee will "look at all candidates together and then decide."

NBC will broadcast two-hour An All-Star Celebration Honoring Martin Luther King Jr. on Jan. 20, 9-11 p.m., date of first government holiday honoring late civil rights leader. Stevie Wonder will headline event featuring Bill Cosby, Harry Belafonte, Neil Diamond and others from New York's Radio City, along with others from Kennedy Center in Washington, and Martin Luther King Jr. Center in Atlanta. Event will be taped two hours prior to broadcast.

WCBS-TV New York has purchased Divorce Court and Strike it Rich both from Blair Entertainment, for fall 1986. Station also said it will carry Telepictures' replacement for *Catch Phrase, Play It Again*, at 9-9:30 a.m. beginning Jan. 13.

Columbia Pictures Television and Robert Wagner have withdrawn planned January continuation of production of Lime Street for a second year due to lack of acceptable rescheduling. Columbia said series needs "protected time slot to reach its audience." Series was on hiatus last year.

All American Bingo will be distributed by **All American Television** upcoming INTV and upcoming NATPE conventions. Show previously distributed by Lee Productions, owned by group owned by Lee Enterprises.

RCA Global Communications is acquiring half interest in International Relay Inc.'s New York earth station that is used to provide International Business Services between U.S. and Europe. IRI last week filed application with FCC seeking permission to assign that half interest to International Relay Inc. and RCA Global Communications Inc., joint operators. Besides paying undisclosed sum for half ownership interest in station, RCA Globcom will pay half costs of operating and maintaining facility. In return, it will have access to half of earth station's capacity. But two companies will operate

ately in seeking business and providing services. Assignment will help reduce financial risks of IRI in earth station, and will resources for other purposes, including expansion into other states. It is already building earth station in Chicago. IRI's participation in venture is financed in part through equipment lease M/A-COM Inc., which holds title to remaining 50% interest in station's equipment but has no control over operation of station.

re recently reported that **stock of Arbitron has been pledged as security for bank loans** on which parent-company, Control Data, been declared in default. Financial headaches for Minneapolis-based computer, finance and information company derive primarily from slowdown in computer business. Control Data has publicly it will keep Arbitron, but is in process of selling Arbitron, which provides computer support for state lottery sales and sells entertainment and sports tickets.

has **designated for hearing renewal applications of KQED Inc.** for commercial stations KQED-FM-TV and KQEC-TV, all San Francisco. Allegations that licensee may have made misrepresentation to commission. In 1980, California Public Broadcasting Foundation and other public interest groups alleged that licensee had down KQEC-TV for six months for budgetary reasons, not to use equipment, as licensee had informed commission. FCC initially rejected those allegations and granted license renewals. Court of Appeals in Washington overturned FCC's decision held that hearing was required. Minority Television Project's exclusive application for new station on KQEC-TV's facilities will be considered in same hearing.

has **ordered Kozm(FM) Imperial, Calif., to show cause why its license shouldn't be revoked for alleged unauthorized operation** by Richard Edgar Green, station's 90% general partner, was born in Toronto but application for station license had been born in Einberg, Pa. Green, according to FCC, has admitted that he misrepresented his citizenship to commission on ownership forms, renewal application and on application for assignment of license. FCC noted that alien ownership of broadcast station is prohibited by Communications Act. Case has been designated for hearing to explore Green's alleged misrepresentations.

Commerce Committee Chairman **John Danforth (R-Mo.)** and FCC Chairman **Mark Fowler** are slated to **address National Association of Broadcasters State Association Presidents and Executive Directors Conference** next month. Conference is Feb. 26-28 at Hyatt Regency in Washington.

Country music star **Willie Nelson** will **perform at National Association of Broadcasters annual convention** April 12-16 at Dallas Convention Center. Nelson will appear during closing brunch.

Massachusetts Appeals Court has ruled that public has no right to videotape public meetings if governmental body involved objects. Voters of that city had sought court order permitting them to videotape proceedings of Lawrence city council. Voters were representatives of unions interested in council's actions because they suspected city was deliberately stalling on negotiations over labor contracts. But council, although it had permitted audio recording, banned videotaping, and superior court in Essex County affirmed council's action. Appeals Court, in upholding that decision, said voters had not shown they had any right to videotape council proceedings under terms of city charter, state law or Constitution. Court, in unanimous opinion, said voters were wrong forum in seeking relief. "Their recourse is not to go to court," opinion said, "but to stir debate on the issue before the council and elsewhere."

has **granted Angeles Broadcasting Network permission to conduct interim operation of KAGL-TV** (on facilities of former KHOF-TV) **San Bernardino, Calif.**, until seven days after Marantha Broadcasting gives notice that it is ready to commence operation. FCC said it had issued the order to avoid disruption of service to public.

FCC, after acting on reconsideration to grant competing application of Marantha, originally had ordered Angeles to go off air by Jan. 7 (BROADCASTING, Dec. 2, 1985).

Action for Children's Television has asked Caucus for Producers, Writers & Directors to oppose "program-length commercials"—children's programming based on toys—and to support bills sponsored by Representative Tim Wirth (D-Colo.) and Senator Frank Lautenberg (D-N.J.) that would require commercial television stations to carry at least seven hours of educational programming per week for children. Caucus said its Children's Council Committee will discuss giving its support to issues at Jan. 15 meeting.



Learning experience. Three years after its establishment was announced at the International Telecommunication Union's stormy plenipotentiary conference in Nairobi, the U.S. Telecommunications Training Institute has graduated 569 men and women who staff the telecommunications and broadcasting systems in 82 developing countries. Above, Ambassador Michael R. Gardner, who headed the U.S. delegation to the Nairobi conference, founded the USTTI and is chairman of its board of directors, presents a certificate to Bianga Waruzi, of Zaire, the institute's 500th graduate.

The USTTI is a joint venture of major U.S. telecommunications companies and the government. In offering hands-on training through participating corporations at no cost to telecommunications specialists from the Third World, the USTTI says its aim is three-fold: enhance stability in the politically charged international telecommunications arena, provide humanitarian assistance through improved domestic telecommunications infrastructures and improve the commercial opportunities for U.S. companies in the Third World.

Gardner believes that in training 569 members of the Third World in three years, the USTTI is making progress in achieving those goals. However, he says the need for financial assistance from the private sector—in addition to the training courses offered by industry—remains great. The Agency for International Development provides \$500,000 to defray travel and subsistence costs of students from countries unable to pay them. The ITU, the World Bank, the Organization of American States and the Asia/Pacific Telecommunity have also been helpful. But Gardner says further assistance is needed. He noted that 96% of all 1985 applicants from the African continent could not have attended USTTI without travel and subsistence support. "With our 29-course curriculum for 1986," he said, "this funding need should be even greater." In its first three years, USTTI offered a total of 48 courses.

Thus far, the broadcasting industry has not played a major role in the institute. Harris Corp., the Voice of America and Ampex Corp. offer courses, while financial contributions have been made by CBS (\$10,000) and RCA (\$15,000).

Editorials

Into their own

There is good news and bad news for independents presently gathered at their annual convention in Los Angeles. The theme of the meeting, "Independents—Coming of Age," is an appropriate one, representing growth and the tangible rewards in audience share and dollars of a powerful presence in the marketplace, and also the difficulties invariably accompanying that maturation.

The good news comes from an association-commissioned study by Frazier, Gross & Kadlec (see story, page 174) that shows the number of independents has doubled in the last five years, as has revenue, with the latter anticipated to double again by the end of the decade. The bad news comes in the elimination of must carry and the high price of program respectability—a cost that has doubled since 1980, and now represents over 50% of a station's expenses.

The still better news is that the future has shown up just in time for independents. They'll do well together.

Point, counter-point

Jan. 1, 1986, has every right to go down in history as a turning point in East-West relations—which is to say, for playing a part in helping the world avoid destruction. The exchange of television addresses by President Reagan and General Secretary Gorbachev was the most evident sign to date that the United States and the U.S.S.R. may yet penetrate the mutual barriers of suspicion that jam so many attempts at communication between them.

Couple that with the *Citizens' Summit* that involved American and Soviet men and women virtually in face-to-face dialogue—separated only by 5,000 miles and their television screens—and one might suspect that a groundswell is upon us. Not likely, given that these were but tiny steps and the road is so long, but they were nonetheless significant and cheering. If not a groundswell, then perhaps a wavelet.

Neither ignorance nor misunderstanding can long resist the radiation from radio and television transmitters, whether earth- or satellite-borne, and the only thing better than a one-way transmission is a two-way one, as the *Citizens' Summit* demonstrated. By the time of the "third millenium" of which Secretary Gorbachev spoke, our world could be crisscrossed by a multitude of television voices, each contributing its part to a common peace. Should that day come, the architects of the Washington-Moscow and Seattle-Leningrad exchanges can bask in a special share of the glory.

The legislative option

Little in the way of landmark Fifth Estate legislation came down from Capitol Hill in 1985. With 1986 an election year for the full house and one-third of the Senate, it is a safe bet that anything controversial will be left for another session. A number of such issues come to mind—must carry, cable copyright, scrambling—issues that Congress has been asked to examine as the result of court decisions or marketplace evolution.

Many on the Hill, however, believe the resolution of those issues is better left to the parties, or the markets, involved. By and large, we share that sentiment. The Motion Picture Association of America and the National Cable Television Association, not always the most willing of bedfellows, appear hard at work on a new formula for calculating compulsory license fees. We wish it

could be reported that a solution to the must-carry issue showed equal progress.

Other issues are more clear-cut. Passage of the Swift-Thomson uniform poll closing bill, for starters. As supportive as broadcasters should be of that bill, they should be equally vigilant in opposing any infringements on First Amendment rights as other political advertising issues are debated. There are rumblings of an expansion of the equal time provisions of the political broadcasting law, a move that would force broadcasters to bankroll the long-windedness of candidates. The messenger is not the problem nor should its disfigurement by government be part of the solution.

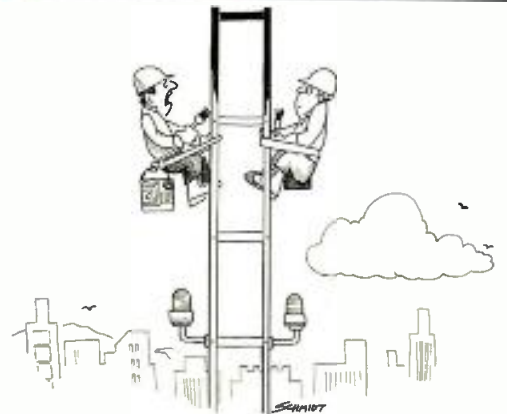
Television in the Senate is perhaps the clearest cut issue, and the easiest to support. Unless senators are to be perceived as a privileged class rather than public servants in a public process passage of a bill that would further our electronic democracy is devoutly to be wished.

As for New Year's resolutions: nothing more than a turn or two on an old cliché. To the Hill: If things aren't broke, don't fix them. To the parties who believe something does need fixing: Talk it out, and then talk some more before somebody else feels obligated to try and fix it for you, lest it become so broke it can't be fixed at all.

There goes the neighborhood

This may come under the heading of shoveling sand against the sea, but we are constrained to protest the practice of inserting commercial messages in the context of dramatic programming in exchange for goods or services and even cash. The subject popped to mind last week during a CBS made-for-TV movie in which the hero, for no valid dramatic purpose, was diverted to pick up his Hertz car at a counter conspicuously so labeled. Whatever suspension of disbelief existed at that moment burst instantly in the realization that someone had just sold out some thing.

We're all long since inured to the blatant commercial bazaar that exists in game shows, with product mentions and payoffs the order of the day. But one hopes it's not too late to head off the practice in other parts of the programming spectrum. This medium's big enough to pay its own way.



Drawn for BROADCASTING by Jack Schmidt
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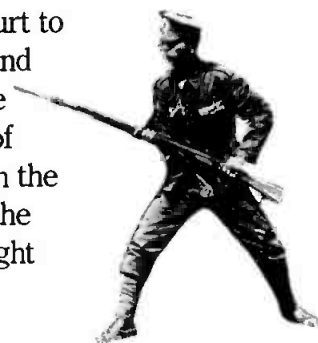
specific aspect of today's warfare and how it evolved. "SOLDIERS" will share the look and "feel" of war with your audience. It will demonstrate how weapons worked and the effect they had. It will

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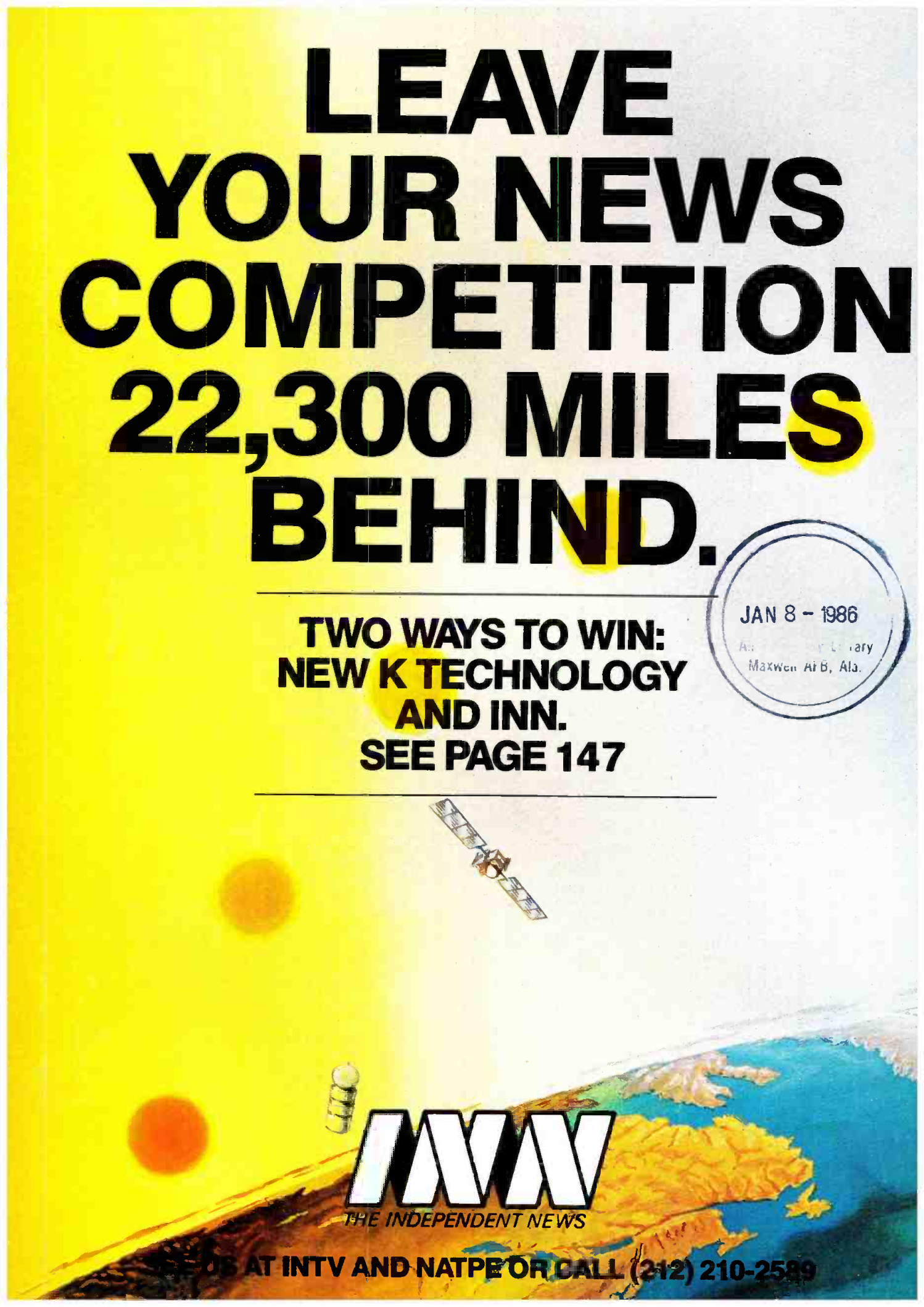
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