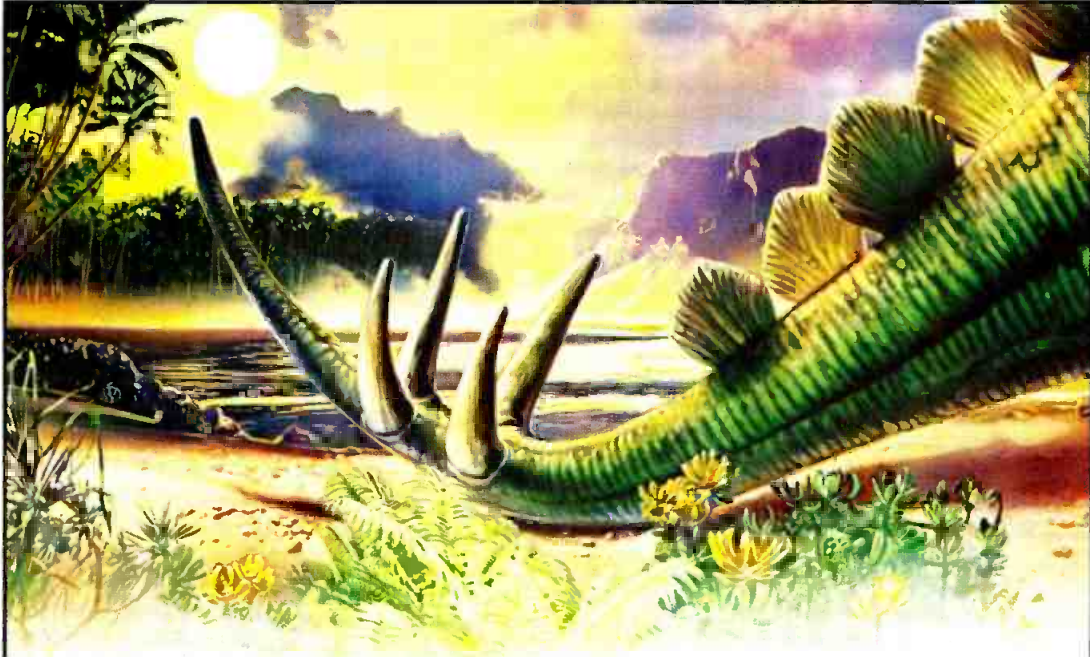


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Broadcasting Jan 26

NATPE packs them in Patrick to be named FCC chairman Kerkorian, 14 MSO's buy piece of TBS

NATPE KEYNOTE □ Coca-Cola's Vincent previews television's bright future and discusses possibilities in syndication-financial interest area. **PAGE 35.**

COMPENSATION CONUNDRUM □ NBC alters co-op plan, effectively increasing compensation to affiliates; ABC and affiliates compromise on proposed cut. **PAGE 36.**

SLOW START □ Program syndicators at NATPE find the early going rough for new product as stations seem to be sticking with proved ratings performers. **PAGE 38.**

CAT BIRD SEAT □ White House apparently will name FCC Commissioner Dennis Patrick to chair commission, filling slot of departing Chairman Mark Fowler. **PAGE 41.**

AIDS DEFENSE □ Two television stations, KRON-TV San Francisco and WRTV(TV) Indianapolis, to accept condom advertising. **PAGE 41.**

BUYING IN □ Kirk Kerkorian, 14 MSO's take 35% stake in Turner Broadcasting amounting to \$550 million. **PAGE 42.**

YEAREND NUMBERS □ Although network radio sales were off in December, full-year 1986 figures were up 16% over 1985, to \$380,024,808. **PAGE 48.**

GOING SHOPPING □ Home Shopping Network buys C.O.M.B., operator of Cable Value Network, in deal

estimated at \$650 million. HSN also contracts to buy Baltimore Federal, a savings and loan institution, for \$40 million. **PAGE 49.**

BEHIND THE NUMBERS □ Details on MCAs writedown of syndicated programming costs are further defined. **PAGE 50.**

GOING ABROAD □ CBS and NBC News are putting the finishing touches on plans to provide news programming to European outlets. **PAGE 52.**

RATE STRUCTURE □ Associated Press announces new simplified formula for rates to be based on market rank and FCC class. **PAGE 53.**

INTV VERSION □ Association of Independent Television Stations asks FCC to expedite its reconsideration of must-carry rules. **PAGE 54.**

AMERIKA SQUAWK □ United Nations retains former presidential adviser Ted Sorenson to urge ABC to modify portions of its *Amerika* mini-series. **PAGE 55.**

REP RUNDOWN □ Katz, Blair, HRP and Petry present to clients their views of new batch of syndicated programming. **PAGE 56.**

BACK ON TOP □ NBC wins week 17 of the prime time season. **PAGE 58.**

BEHIND THE SCENES □ CNN President Burt Reinhardt speaks softly, but has helped carry that 24-hour news network into the big time in news delivery. **PAGE 79.**

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MCA TV

Open offer?

Reliable source last week said that Reagan administration is prepared to offer FCC Commissioner Mimi Dawson post elsewhere within federal government up to level of under secretary, if she wants it. Source said administration has "high regard" for Dawson's capabilities.

Game plan

Despite Fox Television's interest in package of National Football League telecasts, it appears NFL is doing all it can to keep games on three broadcast networks. Word last week was that Fox Chairman Barry Diller's public statement that his company would gladly pick up ABC package at current rate (which ABC has said must come down if it is to renew package) sparked talks between NFL and ABC to see if latter could be accommodated by reducing number of games in package. Upshot is proposal in which network's handful of Thursday games would be spun off into package financed by HBO and Anheuser-Busch for carriage on HBO.

First ballot

Among names to surface as potential candidates for top spots on NAB's TV board: Thomas L. Goodgame, president, television station group, Westinghouse Broadcasting, who is said to be likely candidate for chairmanship; Les Arries Jr., president of WIVB-TV Buffalo, N.Y., who has said he is considering bid for chairmanship, and Margo Cobb, VP, general manager, WLBY-TV Bangor, Me., who says she has been encouraged to run but has yet to decide.

Shopping spree

The past year has seen dramatic changes, both in Fifth Estate and on Wall Street, but few would have predicted that Home Shopping Network would be valued in marketplace at more than CBS, MCA or Warner Communications. But that was case on Wednesday of last week, when HSN shares hit post-two-for-one-split price of \$47, giving Clearwater, Fla., company market capitalization (price times shares outstanding) of \$3.97 billion. To be sure, price of HSN shares was almost certainly forced skyward by battle—termed "short squeeze"—between stock's naysayers and yeasayers, but even several days after some said "squeeze" was largely over,

HSN's market capitalization was still \$3.55 billion, just below Warner's, ahead of MCA's and CBS's and within striking distance of other media stocks such as Capital Cities/ABC, Gulf + Western, Time Inc. and Times Mirror.

Next step

Lawyers representing Radio-Television News Directors Association and other broadcast groups in effort to have fairness doctrine declared unconstitutional last week were trying to sort out options left them in wake of U.S. Court of Appeals decision (BROADCASTING, Jan. 19). Options include accepting court's invitation to appeal commission's failure to initiate rulemaking to eliminate doctrine. Court has already set briefing schedule: first papers are to be filed March 12, with oral argument scheduled for May 19. RTNDA counsel Larry Scharff says lawyers are considering putting off briefing until commission acts in related *Meredith* case (see "In Brief"). "We'd want to know how quickly commission will move on *Meredith*," he said. Another question being pondered is whether to ask court for rehearing on ruling that it lacks jurisdiction to pass on constitutional issue raised in case.

Schedule change

With shift from Sunday to Saturday start for National Association of Broadcasters' upcoming annual meeting in Dallas (March 28-31), separate day-long radio sessions, which for past two years were held on Saturday before start of convention, will be dropped. However, several radio events are being scheduled to run concurrently at noon on Saturday (March 28), prior to opening general assembly at 2:30 p.m. List includes 11 "one-on-one" roundtable discussions, two Spanish radio workshops and syndicators' lunch/exhibit. NAB said some 40 separate radio workshops are planned throughout four-day meeting, as well as introduction of two new 60-second radio promotion spots featuring voice-over artists Anne Winn and Garrett Brown.

Early start

Last time NBC renewed contract with its 3,000-member technical union, negotiations dragged on for 18 months before pact was signed in late 1984. New talks are now getting under way on next contract, and while parties may be starting no closer together on issues, this time

conclusion may come more quickly. NBC is apparently pushing for earliest possible resolution to prevent negotiations from spilling over into 1988, year of NBC Olympics and World Series coverage and of presidential elections. To further that goal, network held first informal exchange of proposals with National Association of Broadcast Employees and Technicians union in New York Jan 13-23, six weeks prior to start of official negotiations next March in San Diego and reportedly first time discussions have begun so early. NABET-NBC contract expires March 31.

Only in Amerika

Citizen groups' concerns over upcoming *Amerika* mini-series on ABC (see page 55) are generating complaints to sponsors of program that have been identified. Spokesman for Chrysler Corp., which, as sole automotive sponsor, has purchased 25% of 14 1/2-hour program, has received number of letters from individuals who say program will harm U.S.-USSR relations and undermine U.S. support for United Nations. Chrysler spokesman declined to specify number of complaints, saying only that "a few" were received but, when pressed, agreed number was "more than 10." Spokesman characterized letters with which he is familiar as requests to Chrysler to withdraw its advertising.

General Foods is another known sponsor said to have been targeted by critics of program. But spokesman said thus far only "two or three" letters had been received complaining about program. However, spokesman said, "there was no request that we do anything." General Foods is 15% sponsor.

Technical talk

FCC Mass Media Bureau Chief James McKinney convened meeting with representatives of three major broadcast networks last week to ventilate concern that industry involvement on international technical issues is declining. McKinney believes that's "very serious" problem. "We have to have the support of the industry if we're going to be successful in future international conferences," McKinney said. Reportedly in attendance were Michael Sherlock, president, operations and technical services, NBC; Julius Barnathan, president, broadcast operations and engineering, broadcasting division, Capital Cities/ABC, Inc., and James McKenna, senior vice president, operations and engineering, CBS.

Open mind

FCC Commissioner Dennis Patrick, who is expected to succeed Mark Fowler as chairman of the agency, said last week he met with Community Antenna Television Association President Steve Effros on Tuesday (Jan. 20) and told him that he had not prejudged the FCC inquiries into cable's compulsory license and syndicated exclusivity as Effros had alleged two weeks ago.

In an editorial written for CATA's newsletter, Effros charged that Patrick had already "made up his mind" that the compulsory license should be eliminated and that the syndicated exclusivity rules, which the FCC eliminated in 1980, should be resurrected. He cited Patrick's speech at an American Bar Association seminar last month. "We wonder why Commissioner Patrick agreed to join in the call for the inquiry," the editorial said. "He apparently has all the facts already....He has already made up his mind."

Patrick said he invited Effros to meet with him in his office to assure him that he still had an "open mind" to Effros's arguments for the compulsory license and against syndicated exclusivity rules. "It was not a big deal," he said.

Aces high

Home Box Office received more than half the Awards for Cable Excellence (ACE) in programming presented by the National Academy of Cable Programming in two separate ceremonies in Los Angeles last week.

HBO programming and the people who made them possible picked up 34 ACE's (out of 60) including best music special for *Phil Collins: No Jacket Required—Sold Out*; best movie or mini-series for *Murrow* and best documentary for *Down and Out in America*.

Showtime finished a distant second with 10 ACE's; Arts & Entertainment, nine; superstation WTBS(TV) Atlanta and CNN, three each; Cinemax and ESPN, two each, and

Disney and Nashville Network, one apiece.

Twenty-five awards were presented on Monday (Jan. 19) at a luncheon at the Beverly Hills hotel. The remainder were handed out at a black-tie affair the following evening at the Wiltern Theatre, hosted by Garry Shandling, star of Showtime's *It's Garry Shandling's Show*, and actress Bernadette Peters. It was televised nationally over WTBS.

Ted Turner, owner of WTBS (as well as CNN and CNN Headline News), was awarded a Golden ACE, the NACP's highest honor, for his continuing efforts in providing "programming that distinguishes cable communications by its unique contribution to the viewing public."

No single program dominated the awards. Four shows each captured three major awards: *Not Necessarily the News*, HBO's comedy series; *Murrow*, an HBO docudrama; *Sunday in the Park with George*, a Showtime theatrical presentation, and *Oxbridge Blues*, a series of seven plays on Arts & Entertainment.

A list of the ACE winners follows:

Robin Williams, *Comic Relief*, Home Box Office □ Performance in a comedy special.

Patti LaBelle, *Sisters in the Name of Love*, Home Box Office □ Performance in a music special.

Stuart Pankin, *Not Necessarily the News*, Home Box Office □ Actor in a comedy series.

Lucy Webb, *Not Necessarily the News*, Home Box Office □ Actress in a comedy series.

Mandy Patinkin, *Sunday in the Park with George*, Showtime □ Actor in a theatrical or dramatic special.

Bernadette Peters, *Sunday in the Park with George*, Showtime □ Actress in a theatrical or dramatic special.

Anthony Hopkins, *Mussolini*, Home Box Office □ Actor in a movie or mini-series.

Beah Richards, *As Summers Die*, Home Box Office □ Actress in a movie or mini-series.

Gary Busey, *The Hitchhiker—'WGOD'*, Home Box Office □ Actor in a dramatic mini-series.

Peter O'Toole, *Ray Bradbury Theater—'Banshee'*, Home Box Office □ Actor in a dramatic series.

Susan Sarandon, *Oxbridge Blues—'He'll See You Now'*, Arts & Entertainment Network □ Actress in a dramatic series.

Matt Frewer, *The Max Headroom Show*, Cinemax □ Music host.

Roy Firestone, *SportsLook*, ESPN □ Sports host.

Hal Holbrook, *Portrait of America*, WTBS □ Information host.

Larry King, *Larry King Live*, CNN □ Program interviewer.

Rapists—Can They Be Stopped? Home Box Office. Robert Cooper Productions in association with K.A. Productions Inc., Robert Cooper executive producer. John Zaritsky, producer/director/writer □ Information special.

National Geographic EXPLORER, WTBS. National Geographic Society. Tim T. Kelly and Tim Cowling, executive producers. Tom Simon, series producer □ Informational series.

Down and Out in America, Home Box Office. Joseph Feury and Milton Justice, producers. Lee Grant, director □ Documentary special or series.

CNN PrimeNews—The Shuttle Explodes, CNN. Charles Caudill, executive producer; Patricia Neal, senior producer; Earl Maple, director □ News special or series.

World Championship Boxing: Leon Spinks vs. Larry Holmes, Home Box Office, HBO Sports. Ross Greenburg, executive producer/producer. Marc Payton, director □ Sports events coverage special.

American Sports Cavalcade, The Nashville Network. Diamond P Sports Inc., Harvey Palash, executive producer. John B. Mullin, senior producer/director □ Sports events coverage series.

CNN Sports Tonight, CNN. Richard Davis, executive producer; Jim Walton, senior producer; Michael Bogad, Michael Iachino, Howard Sappington and Mark Popkin, producers □ Sports information special or series.

Phil Collins: No Jacket Required—Sold Out, Home Box Office. Split Screen Inc., Bob Hart and Tony Smith, executive producers. Paul Flattery, producer. Jim Yukich, director □ Music special.

The Max Headroom Show, Cinemax. Chrysalis Visual Programming. Peter Wagg, producer. Rocky Morton and Annabel Jankel, directors; Paul Owen and David Hansen, writers □ Music series.

Comic Relief, Home Box Office. Comic Relief in Association with Moffit-Lee Productions. John Moffitt, Pat Tourk Lee and Bob Zmuda, executive producers; Walter C. Miller, director; Buz Kohan, Steve Barker, Anne Beatts, Matt Neuman, Tom Perew, Gilda Radner, Lane Sarason, Stu Silver and Alan Zweibel, writers □ Comedy special.

Brothers, Showtime. Paramount Pictures. Gary Nardino and Greg Antonacci, executive producers; Shelley Jensen, producer □ Comedy series.

Lady Windermere's Fan, Arts & Entertainment Network. BBC. Louis Marks, producer; Tony Smith, director; Oscar Wilde, writer □ Theatrical special.

Murrow, Home Box Office. Titus Productions. Taft Entertainment/Lawson Group. Herbert Brodtkin, executive producer; Robert Berger and Dickie Bamber, producer; Jack Gold, director; Ernest Kinoy, writer □ Movie or mini-series.

Knockback, Arts & Entertainment Network. BBC. Philip Hinchcliffe, producer; Piers Haggard, director; Brian Phelan, writer □ Dramatic special.

Oxbridge Blues, Arts & Entertainment Network. BBC. James Cellan Jones, producer/director; Frederic Raphael, director/writer □ Dramatic series.

Fraggle Rock, Home Box Office. Henson Associates Inc., Canadian Broadcasting Corp., Jim Henson, executive producer; Lawrence S. Mirkin, producer; Eric Till, director; David Young and Jerry Juhl, writer □ Children's programming special or series—8 and younger.

Shelley Duvall's Tail Tales & Legends, Showtime. Platypus Productions Inc. in association with Gaylord Television Co., Shelley Duvall, executive producer; Bridget Terry and Fred Fuchs, producers □ Children's programming special or series—9 and older.

Trumpet of Conscience, WTBS. TBS Productions. Jeffrey Hewitt, executive producer; Kevin McCarey, producer/director/writer □ Programming for or about a special audience special or series.

La Tragedie de Carmen, Arts & Entertainment Network, International Theater Research Center, coproduction of Bentwood Television Corp. Channel Four TV/London; Bavaria Atelier/Munich; Antienne 2 Paris; Alby Films. Pierre Jourdan, executive producer; Micheline Rozan, producer; Peter Brook, director □ Cultural or performing arts special or series, given in honor of Curtis W. Davis.

Tom Trowich, *The Garry Shandling Show: 25th Anniversary Special*, Showtime □ Directing a comedy special.

John Moffit and Hoite Caston, *Not Necessarily the News*,

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Jim Yukich, *Phil Collins: No Jacket Required—Sold Out*, Home Box Office □ Directing a music special.

Terry Hughes, *Sunday in the Park with George*, Showtime □ Directing a theatrical or dramatic special.

Jack Gold, *Mirror*, Home Box Office □ Directing a movie or mini-series.

Douglas Jackson, *Ray Bradbury Theater—'Banshee'*, Home Box Office □ Directing a dramatic series.

Marc Payton, *College World Series—'FSU' vs. Miami*, ESPN □ Directing live sports events coverage special or series.

Billy Crystal, Paul Flaherty and Dick Blasucci, *ON LOCATION: Billy Crystal—Don't Get Me Started*, Home Box Office □ Writing a comedy special.

Mel Smith, Griff Rhys Jones, Jimmy Mulville, Andy Hamilton, John Hadleigh, Guy Jenkins, Marty Bergman, Rory McGrath, Colin Bostok Smith, Lesley Byrn, Susan Clark, W. Pointer and Jim Pullen, *Alas Smith and Jones*, Arts & Entertainment Network □ Writing a comedy series.

Fred Ebb, *Standing Room Only: Liza in London*, Home Box Office □ Writing a music special.

Brian Phelan, *Knockback*, Arts & Entertainment Network □ Writing a theatrical or dramatic special.

Ernest Kinoy, *Mirror*, Home Box Office □ Writing a movie or mini-series.

Frederic Raphael, *Oxford Blues—'Sleeps Sir'*, Arts & Entertainment Network □ Writing a dramatic series.

Bill Klages and David Agress, lighting directors, *Standing Room Only: Liza in London*, Home Box Office; John Rook, lighting director, *Sisters in the Name of Love*, Home Box Office □ Direction of photography and/or lighting direction: comedy or music specials.

Thomas Burstyn, director of photography, *The Hitchhiker—'True Believer'*, Home Box Office □ Direction of photography and/or lighting direction: comedy or music series.

David Connell, director of photography, *Fortress*, Home Box Office □ Direction of photography and/or lighting direction: Theatrical special/dramatic special/movie or mini-series.

Armando Nanuzzi, director of photography, *Mussolini*, Home Box Office □ Direction of photography and/or lighting direction: Theatrical special/dramatic special/movie or mini-series.

Hiro Narita, director of photography, *The Blue Yonder*, The Disney Channel □ Direction of photography and/or lighting di-

rection: Theatrical special/dramatic special/movie or mini-series.

Bruce Ryan, *ON LOCATION: George Carlin—Playin' With Your Head*, Home Box Office □ Art direction: Comedy or music specials.

Richard Wilcox, *The Hitchhiker—'Out of the Night'*, Home Box Office □ Art direction: Comedy or dramatic series.

Derek Dodd, *Tender is the Night*, Showtime □ Art direction: Theatrical special/dramatic special/movie or mini-series.

Juul Haalmeyer, Dave Thomas: *The Incredible Time Travels of Henry Osgood*, Showtime □ Costume design: Comedy or music specials.

Lynnette Cummin, *Robin Hood*, Showtime □ Costume design: Comedy or music series.

Susan Benson, *The Mikado*, Arts & Entertainment Network □ Costume design: Theatrical special/dramatic special/movie or mini-series.

Barbara Kidd, *Tender is the Night*, Showtime □ Costume design: Theatrical special/dramatic special/movie or mini-series.

Danny White, *Not Necessarily the News*, Home Box Office □ Editing: Comedy special, comedy series or music special.

Stan Cole, *The Hitchhiker—'Killer'*, Home Box Office □ Editing: Theatrical special/dramatic special/movie or mini-series.

Gordon McClellan, *Rapists—Can They Be Stopped?*, Home Box Office □ Editing: Documentary special or series.

Maurice Jarre, *Apology*, Home Box Office □ Original music.

Peter Montagna, *ON LOCATION: Billy Crystal—Don't Get Me Started*, Home Box Office □ Makeup.

Mass appeal

HBO is set to launch "HBO '87," its "largest seasonal marketing effort to date." The promotions feature actor Burt Lancaster, comedian Robert Klein and boxer Sugar Ray Leonard. The celebrities appear in television spots created by HBO's on-air promotion department, supplemented by more than 40 million direct mail pieces.

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January 1987

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Founder and Editor
Sol Taishoff (1904-1982)

1735 DeSales Street, N.W., Washington 20036
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Lawrence B. Taishoff, publisher.

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Leonard Zeidenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
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Doug Halonen, Matt Stump, Kim McAvoy,
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Senior Editorial Consultant
Edwin H. James (Washington)
Editorial Consultant
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Joseph A. Esser, associate editor
Lucia E. Cobo, assistant manager
Thomas D. Monroe

Book Division David Dietz, manager.

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Robert (Skip) Tash, Southern sales manager.
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David Berlyn, senior sales manager.
Charles Mohr, David Frankel, sales managers.

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Tim Thometz, sales manager

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Rick Higgs, production assistant

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David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Albert Anderson
Irving C. Miller, financial consultant.

Corporate Relations Patricia A. Vance, director

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Stephen McClellan, associate editor.
Vincent M. Ditingo, senior editor: radio.
Geoff Foisie, Susan Dillon, assistant editors.
Scott Barrett, staff writer.
June Butler, Karen Maynard,
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Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Jim Benson, West Coast editor
Tim Thometz, Western sales manager.
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International Advertising Representatives
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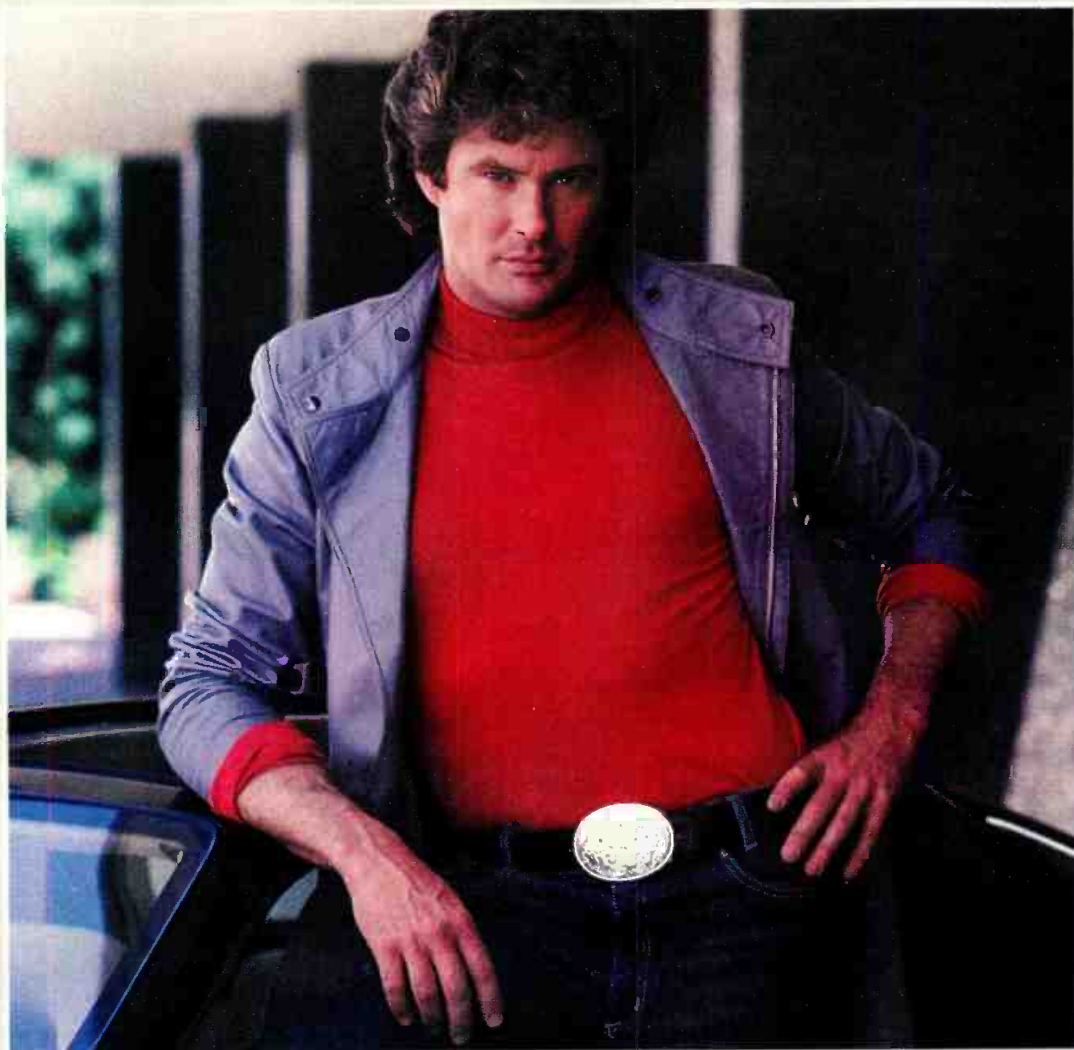
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The November sweeps show Knight Rider working overtime—delivering the key demographics stations demand...battling sitcoms, soaps, game shows and news to a standstill...increasing time period ratings and shares with little or no help from its lead-ins...and doing it *all* on both indies and affiliates.



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REMEMBER.

MIAMI

WDZL IND. M-F 6PM

- #1 indie with M 18-49
- Increases sitcom lead-in by 25% in rating, 69% in W 18-49 and 100% in W 18-34
- Boosts rating of year-ago program by 67%, W 18-49 by 108%, M 18-49 by 130% and teens by 100%.

Source: NSI

SAN DIEGO

XETV IND. M-F 5PM

- #1 indie in rating, share and all demos
- #1 in time period with teens and kids
- Increases lead-in 200% in rating, 450% in W 18-49.

Source: NSI

PHOENIX

KUTP IND. M-F 5PM

- Increases lead-in rating by 200%, share by 50%
- Tremendous increases in every demographic category: W 18-49 up 600%, M 18-49 up 333%, under 50's up 150%, teens up 50% and kids up 33%.

Source: NSI

RALEIGH-DURHAM

WKFT-TV IND. M-F 5PM

- Turns time period around from last year: up 200% in rating and 250% in share, and up in every demographic category.
- #1 indie and ties a network affiliate
- Triples lead-in rating, almost doubles share.

Source: NSI

CHARLESTON-HUNTINGTON

WSAZ-TV AFFIL. M-F 5PM

- #1 in time period in rating, share and *all* demographic categories
- More than doubles the under 50 audience of its nearest competitor
- More M 18-49 and kids than the competition combined.

Source: Arbitron

ORLANDO

WMOD-TV IND. M-F 6PM

- Rating up 200%, share up 150% over sitcom lead-in
- Increases under 50's by 75%, W 18-34 by 133% and W 18-49 by 140% over lead-in
- Boosts rating of last year's time period sitcoms by 50%.

Source: Arbitron

BIRMINGHAM

WTTO-TV IND. M-F 7PM

- #1 indie in rating, share and every demographic category
- Beats network affiliate airing first-run primetime series in M 18-49, teens, kids and under 50's
- Doubles W 18-49 and W 18-34; and quadruples M 18-49 over last year.
- Teens up 800% over last year

Source: NSI

FRESNO

KSEE AFFIL. M-F 4PM

- Boosts lead-in rating by 33%, share by 20%
- Increases W 18-34 by 200%, W 18-49 by 167%, under 50's by 73% and teens by 150%

Source: Arbitron

SAVANNAH

WTGS-TV IND. M-F 6PM

- Increases rating by 50% over sitcom lead-in
- Doubles its lead-in audience of W 18-34, M 18-49, teens and under 50's
- Triples its lead-in's delivery of W 18-49.

Source: Arbitron

GREENVILLE, NC

WCTI-TV AFFIL. M-F 4:30 PM

- #1 in time period among M 18-49, teens and kids
- Overwhelms sitcom, soap, game show and court series in delivery of under 50 viewers.

Source: Arbitron

KNIGHT RIDER[®]

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Business Briefly

TELEVISION

Sunnyland Foods Fresh ham sausage will be highlighted in flight that began last week for three weeks in 11 markets and will resume in March for another three weeks. Markets covered will be in Georgia, Florida and Alabama. Commercials will be shown in all dayparts. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

Murray Motors Six-week flight is scheduled to begin in late March in from 14 to 16 markets, including Dallas, Orlando, Fla., and Raleigh, N.C. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Eric Ericson & Associates, Nashville.

Mobil Chemical Co. Advertising for Hefty Cinch Sak waste bags will be unveiled this week on prime and daytime network television as well as in large number of spot TV markets. Commercials will be presented in prime,

daytime and fringe segments throughout first quarter. Target: women, 18-49. Agency: Wells, Rich Greene/Worldwide, New York.

Public Storage Storage units will be advertised in four-week flight which began last week in 15 markets including Cincinnati, Dallas and Sacramento, Calif. Commercials will be shown in all dayparts. Target: adults, 25-54. Agency: Abert, Newhoff & Burr, Los Angeles.

National Pork Producers Council Year-long advertising campaign to improve image of pork will be launched in March in television and print with expenditures expected to total about \$6.5 million. Outlay is four times larger than 1986 advertising. Approximately 30% of budget will be allocated to spot television in 13 key markets. Campaign is designed to alter perception about fat and cholesterol content of pork. Commercials will be carried in prime,

fringe and daytime segments. Target: total adults. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Omaha, Neb.; New York and regional buying offices.

RADIO

Coit Draperies One-week flight will be launched in mid-February in about 12 markets. Commercials will be carried in all dayparts. Target: women, 35 and older. Agency: McLean Stewart, San Francisco.

Atlanta Gas & Light Co. About 10 or

Rep Report

WGTV(TV) Traverse City, Mich., and KRLLR(TV) Las Vegas: To Seltel from Adam Young.

KSAS(TV) Topeka, Kan., and KJUB-TV Davenport, Iowa: To Seltel from Independent Television Sales.

WHLT-TV Hattiesburg, Miss.: To Petry Television (no previous rep).

KGIC(AM)-KZZB(FM) Beaumont, Tex.: To Christal Radio from Select Radio.

KBEO(FM) Kansas City, Mo.: To Blair Radio from Republic Radio.

KEYF-AM-FM Spokane, Wash., and KCDA(FM) Coeur D'Alene, Idaho: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

KMGG(FM) Santa Rosa, Calif.: To Republic Radio (no previous rep).

KNGS(AM)-KCLQ(FM) Fresno, Calif.: To Republic Radio from Gillis Broadcasting.

WPBC(FM) Bangor, Me.: To Masla Radio from Herbert E. Groskin and Co.

Open for business. Official opening of Blair Intermountain Pacific offices took place last Monday (Jan. 19) in Denver and Salt Lake City. Blair Radio now has 17 regional offices. This new radio spot sales unit, formed by Blair's Radio representation division in association with Art Moore Inc., opened initial offices last month in Portland, Ore., and Seattle. Greg Smith is general manager, based in Seattle.

Broadcasting

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Signature _____ Are you in cable TV operations Yes No

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Report card. During 1986, 107 challenges to national advertising were resolved by the National Advertising Division of Council of Better Business Bureaus, compared to 103 in 1985. Of the 107 challenges, 27% resulted from the NAD and the Children Advertising Review Unit monitoring the media, 43% from competitor challenges, 15% from local Better Business Bureaus, 12% from consumer complaints directed to NAD and 3% from other sources.

12 markets will be used in three-week flight beginning this week in Georgia, including Augusta and Macon. Commercials will be positioned in morning and evening drive periods. Target: women, 25-54. Agency: Liller Neal, Atlanta.

RADIO & TV

Continental Airlines □ Six-week flight in major television markets broke last week, complementing radio campaign that was launched previous week in more than 30 markets. In television, advertising will be in prime time and on radio in various dayparts. Target: adults, 25-54. Agency: N W Ayer, New York.

Amoco Oil Co. □ Campaign for Amoco Silver gasoline began last week in Chicago, Detroit, Kansas City, Mo., and Topeka, Kan., with commercial featuring Clayton Moore, the Lone Ranger. Spot

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makes use of catch-phrase, "Hi ho Silver!" Ranger spot will be added to other Amoco Silver markets throughout year. TV spots are set for prime time, news and fringe and radio in daytime and drive segments. Target: adults, 25-59. Agency: D'Arcy Masius Benton & Bowles, Chicago.

Ciba Geigy □ Campaign on television broke last week in 24 markets for Dual herbicide and will begin on radio in early March in 15 states. Commercials will run in all periods on programming directed to farm audience. Target: farmers, 18-54. Agency: Martin Williams Advertising, Minneapolis.

McQUEEN

HE'S COOL

...like Newman.

HE'S TOUGH

...like Eastwood.

HE WORKS ALONE

...like Bronson.

**WANTED
DEAD OR ALIVE**

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The McQueen legend started with "Wanted: Dead or Alive"—the story of a bounty hunter. Audiences instantly loved it, propelling the show into a "top 10" position where it resided for three years until McQueen's desire for a motion picture career brought an end to the series.

McQueen—a major movie star whose broad appeal and popularity continue to grow.

"Wanted: Dead or Alive"—a classic action-filled Western. It's a sound investment in counterprogramming and a profit center for both fringe and prime use. For the first time, all 94 half-hours are available in color for strip/weekly.

McQueen—a superstar with timeless appeal!



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- #1 in Women 18+ and Women 18-49
- #1 in Men 18+ and Men 18-49
- In Total Syndication:
- Top Ten in Men 18-49



NOW, 5 HILL-ARIOUS NEW HOUR SPECIALS. PLUS A FULL 100 HALF HOURS.

Fresh delights from the man whose comedy is as pure as the driven snow. It just drifts a little.
Whether he's dressed as the butcher, the baker, the candlestick maker. Or the candlestick maker's wife!
Score big with the saucy satire that's

Source: Nielsen Cassandra 7/86

built a fanatical following in markets everywhere. With demos as desirable as Benny's glamorous playmates.
Now there are over 100 slapstick half hours for stripping.
And once you're hooked, you'll see why you never get over the Hill.

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A public television programming commentary from William J. McCarter, president/general manager, WTTW(TV) Chicago

Public TV future shock: program migration, funding

Public TV programming has begun migrating to commercial television, cable and home video. Why? It's following the money. TV's audience is maturing and wants more quality programming. And advertisers are becoming more selective.

Quality programming is a growth industry. For years, public television has regarded such programming as an important service, but difficult to finance and easily taken for granted by viewers.

In three short years, cable channels have developed a \$600-million-a-year advertising base, while national public TV program underwriting is stagnant at \$50 million.

Today, the Discovery Channel carries *Odyssey*, *New Tech Times*, *Nature of Things* and *One By One*. The Arts and Entertainment channel carries *Oppenheimer*, *The Last of Mrs. Lincoln* and *The Lady's Not For Burning*. Nickelodeon is providing an increasingly better service for children.

Commercial TV is carrying *Cosmos*, *National Geographic* specials, *Jacques Cousteau* and *This Old House*. Clones of *Sneak Previews* and *Wall Street Week* abound. Furthermore, these series are drawing significant audiences.

Mixed carriage has arrived with the *McLaughlin Group*, carried on 200 public TV stations and four NBC owned-and-operated stations. *Captain Kangaroo* has joined *Mr. Rogers*.

Imagine 1992. Federal support for public television has dropped alarmingly, despite intense lobbying efforts to arrest it. Two American and three Japanese corporations are each investing \$1 million to \$5 million in a handful of series for the fall schedule. A few others spend less on several "how-to" programs. There are now more than 20 advertiser-supported cable channels that control \$2 billion in funding. Arts and Entertainment announces three new British mini-series and a string of fresh Broadway productions, operas and concerts. The Discovery Channel premieres a weekly series of science adventures from the former producers of *Nova*. Nickelodeon begins airing daily programs produced by its new subsidiary, The Children's Television Workshop. CNN sets aside 30 minutes in every daypart for investigative reports on a wide range of domestic political issues, hosted by Jim Lehrer. The *Moyers/Kuralt Newshour* on Independent Network News is a dominant nightly public affairs program. The economics of local news and Ku-band satellite delivery has forced the networks to reduce their nightly news programs to 15 minutes. MacNeil/Lehrer anchor the nightly news for the Fox/Murdoch stations.



William J. McCarter is president and general manager of noncommercial WTTW(TV) Chicago, a post he has held since 1972. He began his broadcasting career in 1953 at WFIL-TV Philadelphia. He became program director of noncommercial WHY-TV there in 1958, moved to New York as program development officer of National Educational Television in 1962 and was president and general manager of Washington public stations, WETA-FM-TV, from 1964 to 1971. He is a member of the board of directors of the Public Broadcasting Service.

How much fact and how much fantasy?

Programming is an investment that public TV has shortchanged, focusing instead on structure, redundant plants and overlapping service.

Some observations: Of 16 major weekly public television series last year, 55% of the programs were imported. Quality local programming on any scale was a myth. The average public TV station spends only 3% to 6% of its annual budget on the Station Program Cooperative (SPC) basic inventory. Imagine a restaurant that spends 3% to 6% of its budget on food. The production mind-set of just breaking even is a flawed notion that has seriously restricted our thinking and our program inventory for years.

I have a proposal: Rework the SPC to provide for realistic prices, a research and development pool, controlled rights, market exclusivity, producer reward and an advanced-year inventory. This would mean the cost to each station would double or more.

The new program challenge fund is a worthy exercise but is too little, too late. The \$39 million (SPC) alone should be a \$100-million market.

TV, technology, funding and viewers have changed; we have not. The well-publicized fluctuations in "federal funding" have obscured the larger problem of nonfederal funding, which is pressed to its limits. The

root causes go deep. Public broadcasting has been denied an admissions gate—long the financial base of nonprofit universities, hospitals, orchestras and theaters. We have long blurred distinction between perception and fact. Let's briefly examine facts.

Federal funding represents about 15% of public TV's income and is very important to the funding mix. However, the experience of 18 years and five administrations, plus Gramm-Rudman on the horizon, indicate that the limits of federal participation are clearly apparent. State funding is more reliable but is also slipping. Of the *Fortune* 500, only 10 corporations have chosen to spend more than \$1 million on public TV. Last year, national program underwriting income for public TV in the U.S. was \$56 million. This would not match the annual income of one commercial station in Denver. Income from enhanced underwriting is proving anemic and most stations reject 95% of the messages proposed. Foundation funding represents barely 3% of public broadcasting's income. American philanthropy is hard-pressed, and there are more compelling demands on our foundations than TV.

Subscriptions/memberships account for approximately 20% of the total income and have become a vital part of the funding mix for many stations. Unfortunately, less than 10% of the viewers subscribe. Last March, a major-market Southwest station ran 2,000 solicitation minutes over 16 days to earn \$170,000, and a major-market Northeast community station ran 4,500 solicitation minutes over 23 days for \$392,000. That one station totalled 75 hours of nonstop begging. A high price to pay for such meager results. (The production cost of one *Nova*.)

Despite extraordinary efforts to stretch these limited dollars by many stations—particularly the producing stations—the effects of this undernourished mix are apparent.

Public television should release its frantic, pleading grip on the same 10 corporations and use some of that energy for a serious, open-minded discussion with the next 50 corporations to develop a new level of corporate interest and investment. The heyday of network advertising is over, and corporations more and more are looking for selective, quality programming. Make this a combined, major-market station initiative.

Remember, corporations are investing \$600 million in cable's much smaller audiences now. Of \$10 billion spent annually on broadcast television, we should pull 3% or \$300 million, and keep (indeed, improve) the quality of our program service. Keep this investment with us and not only as "support for PTV," but as the first fair exchange.

Today's concerns are not new. In 1979 the Carnegie II report stated: "There are high and low points in the telling of public broadcast-



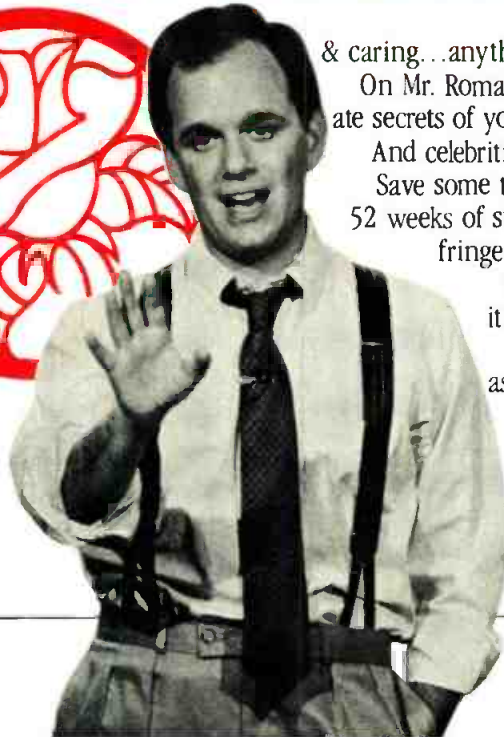
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Langdon Hill is Mr. Romance, a host your audience will find irresistible.

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Langdon Hill talks with a very eager studio audience about relationships, romance



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On Mr. Romance there are no experts, just the passionate secrets of your audience... America's greatest lovers!

And celebrities share their real life love stories too.

Save some time on your schedule for Mr. Romance. 52 weeks of stripping designed for daytime or early fringe. Available for Fall of 1987.

Mr. Romance and your female audience... it'll be love at first sight.

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With the Honorable Chuck Barris presiding, there's no order in this court!

The wackiest court you've ever seen will soon be in session. Comedy Court, a zany new spoof on courtroom shows.

During each show, you'll see the wackiest cases ever tried, each one loosely based on an actual case.

The plaintiff and defendant are played by some of the most surprising people you've ever seen.

Top comics play the attorneys.

And jurors are chosen from the audience.

The result is a show so funny it's criminal.

Solid evidence points to a hit!

Comedy Court is available as a 52 week strip to start September 1987. The perfect vehicle for Late night, Access or Early Fringe telecasting.



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Formerly Bel-Air Program Sales, Inc.

ing's first full decade. Nonetheless, we find public broadcasting's financial, organizational and creative structure fundamentally flawed."

Today, many diverting issues, imaginary white knights and self-interested fears keep us from addressing the new reality. What are some of those diverting and hollow issues? A billion-dollar endowment. The debate over enhanced underwriting. UHF/VHF swaps. Commercial television telethons. Mauling CPB for any number of reasons, even though more than 80% of federal funding passes through to stations. And finally, a

tax on revenues.

A few final thoughts. Robert Hutchins, a former president of the University of Chicago, once characterized the modern university as "a series of separate schools and departments held together by a central heating system." There is no one public television system in the U.S. There are three and may be more. The university, state and community systems are very different in ownership, financing, programming and mission. These differences are indeed natural strengths and should not be diminished by an overriding

financial or program structure. Let them flourish, not conform, their common thread or heating system being their nonprofit franchise. Like *Smithsonian* and *National Geographic* magazines, this franchise is a strength. It is not an excuse for a perpetual condition of underdevelopment.

Finally, viewers do not watch commercial television, public television, cable television or home video. They watch programs. Ironically, the television/video era that is unfolding augers well for us, if we are strong enough to grasp it.

Datebook

This week

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

Jan. 26—Forum on media coverage of Iran and Watergate controversies, sponsored by *Gannett Center for Media Studies*, Mark Hopkins hotel, San Francisco. Information: (212) 280-8392.

Jan. 27—"Organ Transplants: Who Is to Pay?" conference for journalists, sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

Jan. 27—*Texas Cable TV Association* legislative meeting and reception, Caswell House, Austin, Tex. Information: (512) 474-2082.

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

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

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

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

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

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

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

Jan. 28—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring John Jay Iselein, president, WNET(TV) New York, Copacabana, New York. Information: (212) 765-2450.

Jan. 28—*New Jersey Public Broadcasting Authority* board of commissioners meeting, New Jersey Network, Trenton studio. Information: (609)530-5252.

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

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

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

Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

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

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

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

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

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

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

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

February

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

Feb. 1—Deadline for entries in *Retirement Research Foundation* National Media Awards, for films, videotapes and television programs on aging. Information: Chris Straayer, Center for New Television, 11 East Hubbard, Chicago, 60611; (312) 565-1787.

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

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

Feb. 2—*Minnesota Broadcasters Association* sales seminar, Thunderbird motel, Bloomington, Minn.

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

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

Feb. 3—*Advertising Club of Greater Boston* meeting

featuring *Time* magazine's Laurence Barrett, national political correspondent, Ritz-Carlton, Boston.

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

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

Feb. 4—*Ohio Association of Broadcasters* sales workshop, Radisson hotel, Columbus, Ohio.

Feb. 4—Presentation of 45th annual Alfred I. duPont Awards for broadcast journalism, Low Memorial Library, Columbia University, New York. Information: (212) 280-5047.

Feb. 4—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Reese Schonfeld on television home shopping, Copacabana, New York. Information: (212) 765-2450.

Feb. 4-5—*Arkansas Broadcasters Association* meeting, Capital hotel, Little Rock, Ark.

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

Feb. 5—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC Entertainment president; Monica Collins, TV critic, *USA Today*, and Paul Schulman, advertising buyer/handicapper, Waldorf-Astoria, New York.

Feb. 5—"The Comparative Process," last of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*, FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

Feb. 5—"The Evolution of Network News," featuring Ernest Leiser, vice president-deputy director of news coverage, CBS News, Symposium sponsored by *Pennsylvania's Annenberg School of Communications*, Annenberg School, Philadelphia. Information: (215) 898-8658.

Feb. 5-6—"The Technologies of the Electronic Mass Media," tutorial sponsored by *Washington Program of Annenberg Schools of Communication*, Washington Program, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.

Feb. 6—Deadline for entries in JCPenney-University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia School of Journalism*. Information: (314) 882-7771.

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

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

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

Feb. 10—*Electronic Media Marketing Association*

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meeting. Yale Club. New York. Information: (203) 625-0101.

Feb. 11—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Mark Monsky, news director, WNBC-TV New York. Copacabana, New York. Information: (212) 765-2450.

Feb. 12—"The Documentary of an Endangered Species," featuring Burton Benjamin, former senior executive producer of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

Feb. 12-13—"The Technologies of Communications Common Carriage," tutorial sponsored by *Washington Program of Annenberg Schools of Communications*. Washington Program office, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.

Feb. 13-15—*Oklahoma Association of Broadcasters* annual winter meeting with Society of Broadcast Engineers. Oklahoma City and Tulsa chapters. Doubletree

hotel, Tulsa, Okla.

Feb. 15—Deadline for entries in 15th annual Clarion Awards sponsored by *Women in Communications Inc.* Information: WICI, Box 9561, Austin, Tex.; (512) 346-9875.

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

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

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

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

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

Wis.

Feb. 18—*Texas Cable TV Association* annual membership meeting. Convention Center, San Antonio, Tex.

Feb. 18—*Cable Television Administration and Marketing Society* first general manager seminar, to be held during Texas Cable Show (see above). Marriott, San Antonio. Information: Linda Dowell, (202) 371-0800.

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

Feb. 18—*Ohio Association of Broadcasters* Toledo managers' meeting. Hotel Sofitel, Toledo.

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

Feb. 18-19—Fifth Cable Television and Satellite Broadcasting Conference, sponsored by *Financial Times*. Intercontinental hotel. London. Information: (01) 621-1355.

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

Feb. 18-20—Forum '87, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.

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

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

Feb. 19—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.

Feb. 19—"60 Minutes on 60 Minutes," featuring Richard Salant, former president of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

Feb. 19—*Vermont Ad Club* meeting, featuring John D.C. Little, MIT, on "The Impact of Marketing Variables." Radisson-Burlington hotel, Burlington, VT.

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

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

Feb. 19-21—*Howard University's School of Communications* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 635-7491.

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

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

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

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

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

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

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

Feb. 24-26—"Sports Issues 1987: Economics. Con-

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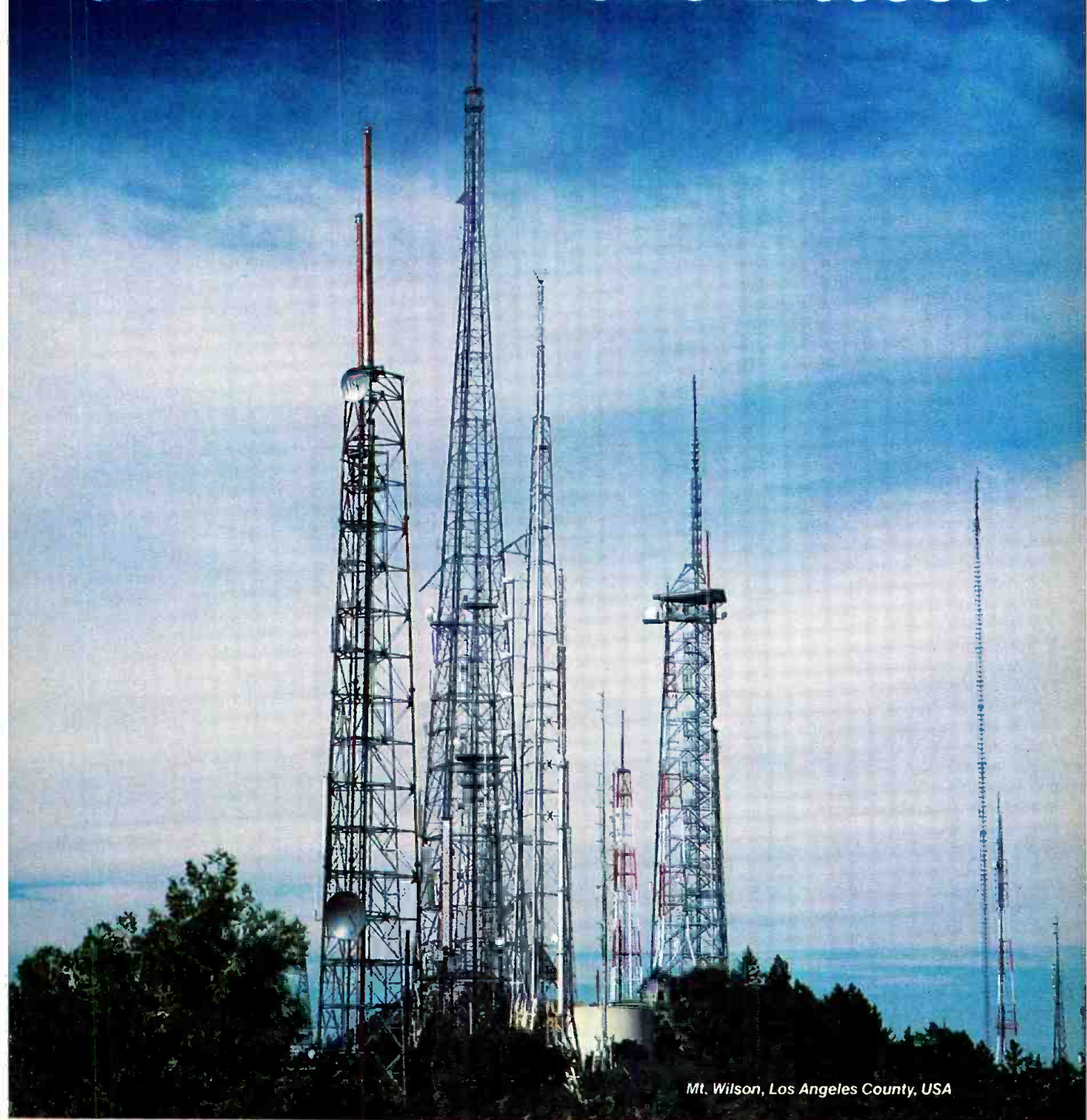
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tracts. Drugs." conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel. Washington. Information: (202) 331-7977.

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

Feb. 25—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Stuart A. Hersch, chief operating officer, King World, on "Phenomenon of Oprah." Copacabana, New York. Information: (212) 765-2450.

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

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

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

Feb. 26—Roundtable discussion about CBS founder William Paley, led by Sally Bedell Smith, *New York Times* reporter. Symposium on network news spon-

sored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

■ **Feb. 26**—*American Film Market*, sponsored by *American Film Market Association*, for international sales of independent English language feature films. Beverly Hilton, Los Angeles. Information: (213) 275-8505.

■ **Feb. 27**—Deadline for entries in Edward R. Murrow Award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: CPB, (202) 955-5211.

■ **Feb. 27**—Deadline for entries in Ralph Lowell Award, recognizing outstanding contributions to public television, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

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

Feb. 28-March 2—*Association of Film Commissioners* second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in

conjunction with American Film Market, Feb. 26-March 6. Beverly Hilton, Los Angeles. Information: (213) 275-3400.

March

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

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

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

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

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

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

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

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

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

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

■ **March 6**—*Ohio Association of Broadcasters* Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

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

■ **March 6-8**—*Women in the Director's Chair* film and video festival. Facets Multimedia, Chicago. Information: (312) 281-4988.

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

■ **March 10**—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square, Akron, Ohio.

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

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

March 11—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

■ **March 11**—*National Academy of Television Arts and Sciences, New York chapter*, lunch featuring John Corporon, president, INN. Copacabana, New York.

March 12-13—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Other speakers include Senator Ernest Hollings (D-S.C.) and John Dingell (D-Mich.). Willard hotel,

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 10-14—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

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

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

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

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

Oct. 6-8—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

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

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

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

■ **Feb. 26-29, 1988**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

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■ **March 13**—Ohio Association of Broadcasters Cleveland managers' meeting. Stouffers, Cleveland.

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

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

March 16-17—West Virginia Broadcasters Association spring meeting. West Virginia Marriott hotel,

Charleston, W.Va.

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

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

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

■ **March 18**—New Jersey Public Broadcasting Authority board of commissioners meeting, New Jersey Network. Trenton studio. Information: (609)530-5252.

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

March 19—International Radio and Television Soci-

ety newsmaker luncheon. Waldorf-Astoria, New York.

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

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

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

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

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

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

Open Mike

More congratulations

EDITOR: I would like to echo the sentiments that Stanley Hubbard expressed in his Dec. 29, 1986, "Open Mike" about the fine tradition of the Taishoff family and BROADCASTING magazine in light of your sale to Times Mirror. You and your staff have always been the greatest. A most prosperous 1987 to all of you.—James E. Blake, vice president, USTV, Minneapolis.

EDITOR: A hearty congratulations on the sale of BROADCASTING to the Times Mirror Co. Your new owner and associates with you are indeed the making of a splendid combination.

Also, I think the Jan. 5 yearly sum-up issue is superb and even surpasses BROADCASTING's usual standard of excellence and service to our industry.—Sherril W. Taylor, president, The Taylor Co., New York.

Early bird

EDITOR: "In Brief" (BROADCASTING, Jan. 5) came up with the surprising item that KCBS-TV Los Angeles had introduced a 7 p.m. local newscast it described as the "first local broadcast of its kind in that time period." I say surprising because WIS-TV's (Columbia) *Seven O'Clock Report* has been a South Carolina institution for over 20 years now. Our program scored a 35 rating and a 58 share in the November ratings. It is consistently in the top five shows in the market, including network prime time offerings, and until Bill Cosby appeared on the scene, was frequently the market's leading program. Outside observers describe the program as a state-wide happening each night, to the chagrin of restaurants and movie theaters which complain that nothing happens until the program is over.

So, welcome as the second entrant in the 7 p.m. derby, KCBS-TV—may you enjoy the

Philly flip

EDITOR: I wish to bring to your attention an

inaccurate report in the Jan. 12 issue of BROADCASTING. In the "In Brief" section on page 168 under the heading "Ratings roundup," your top five ranking for the Philadelphia fall '86 Arbitron 12-plus metro share stations is incorrect.

The top four are accurately ascribed. The number-five station, however, is not WYSP(FM) with a 4.5. The number-five station is WWDB(FM) with a 5.3 share. . . WYSP is number six. WWDB(FM) is an all-talk station.—Charles D. Schwartz, executive vice president/general manager, WWDB(FM) Philadelphia.

Welcome to the club

EDITOR: WCVB-TV Boston is, without question, a pioneering television station and a news powerhouse. However, it's at least a couple of months shy of presenting "the nation's first regularly scheduled, hour-long local television news program on weekends" [as it claimed] in the Jan. 12 issue.

News 12 Long Island, the 24-hour local news service available to half a million cable subscribers, has been producing live, hour-long, local weekend newscasts since the service premiered last December.

These Saturday and Sunday programs, anchored by Marilyn Schairer and Roger Stern, provide a mix of local and world news, weather, sports, features and interviews similar to the broadcast WCVB-TV describes, using most of the same ingredients: a dedicated and professional staff, SNG technology and the will to meet the information needs of the community we serve seven days a week, 24-hours a day.—John D. Hillis, general manager, News 12 Long Island, Woodbury, N.Y.

Radio reading

EDITOR: To one who was lured into broadcasting in radio's "golden era," it's gratifying to note the recent upsurge in syndicated and

network radio features having continuity of more than 90 seconds. Actual programs! What now seems to be called "long form" radio promises a welcome alternative to the ubiquitous "juke box with antenna" format that has almost totally dominated radio since TV came on the scene.

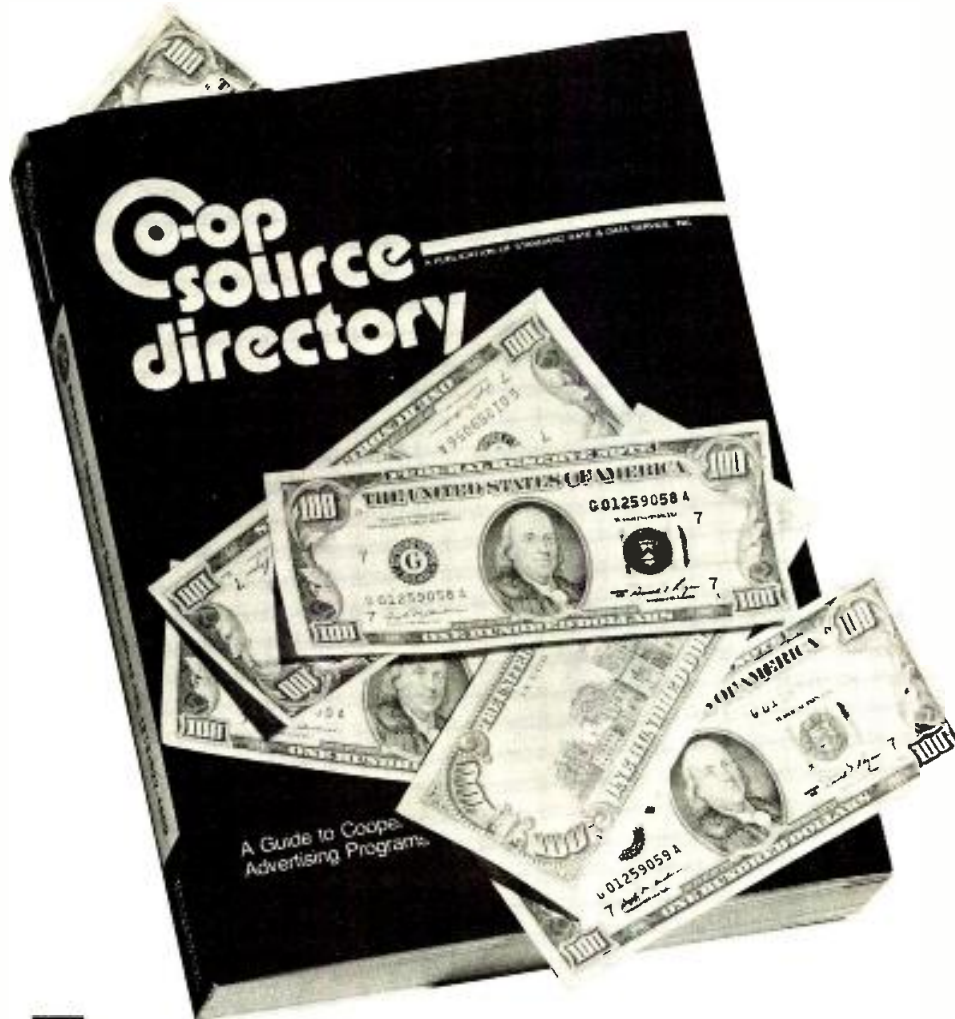
If this catches on, the time may come when those of us beyond the major metropolitan areas can hear real programs on some of our local stations, instead of having to search out certain metropolitan AM powerhouses after dark as we do now. (And it will be none too soon, either, what with the surviving AM clear channels suffering continuing attacks on their exclusivity.)

This new/old program form won't catch on with potential listeners, though, if they're not aware that it's available, and when. They won't stumble across specific programs in today's newspaper program listings, which give radio short shrift. Of course this is understandable, since detailed TV listings are in greater demand and most radio has been unprogramed for the past 25 years anyway. Just as "hot" and "cold" are sufficient for labeling faucets, "country music/news" or "soft rock/news" or "religious/gospel," etc. have been adequate labels for most radio outlets.

Exceptions to the faucet analogy are NPR stations, with their varied and discrete programs. They have suffered all along from this one-brush treatment in newspaper program listings; so have their would-be listeners.

I believe feature-programed radio needs to be publicized through regular, detailed (and current) program listings and other printed media. But it's unlikely that newspapers will volunteer to do this without strong prodding by both broadcasters and readers.

In the meantime, it might behoove long-form radio broadcasters to take a little of their own medicine; i.e., to advertise. Not on their own air to listeners they already have, but in other media to reach potential new listeners.—R.H. Coddington, Richmond, Va.



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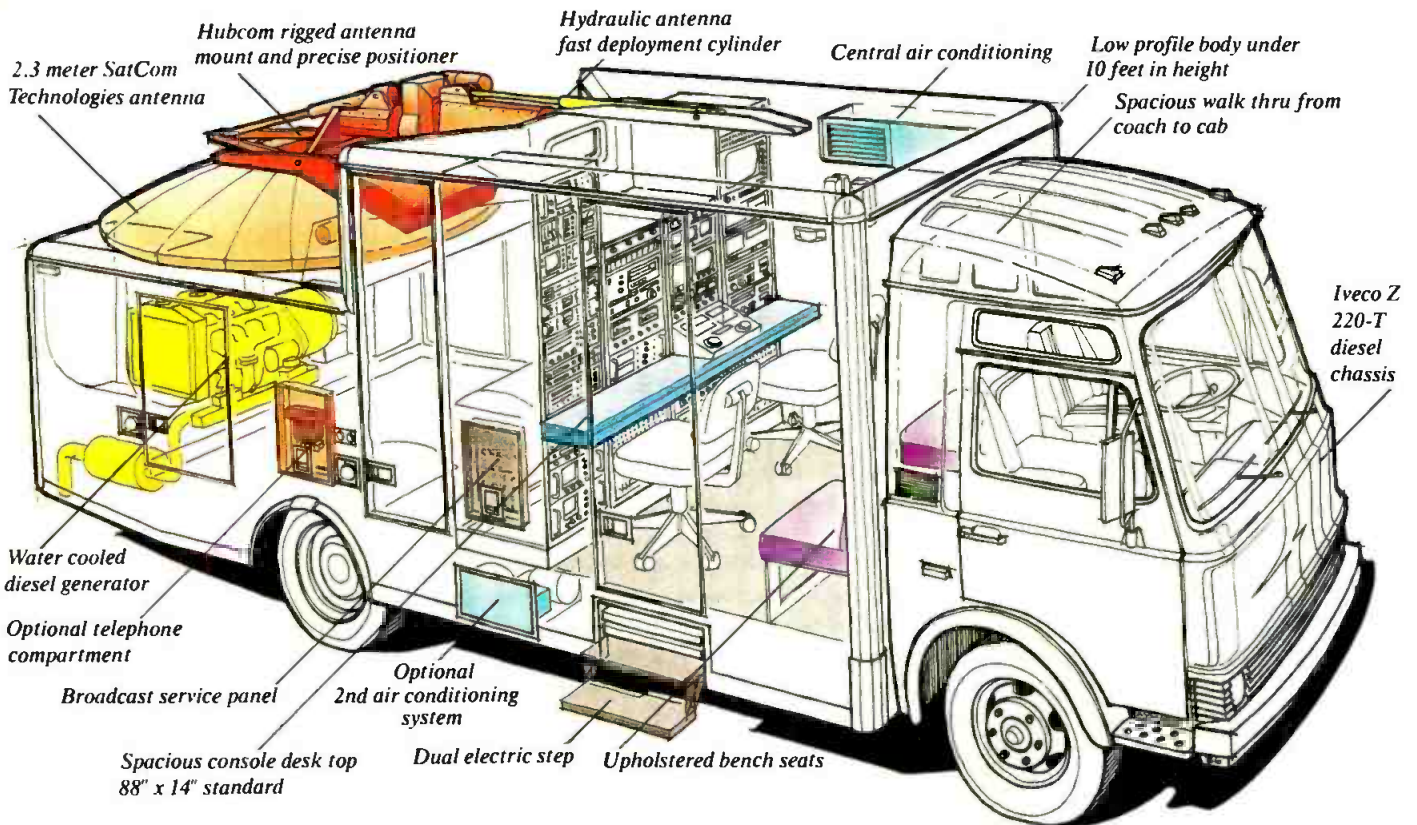
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TOP OF THE WEEK

NATPE's biggest yet in New Orleans

No longer sleek and sassy, but still very much the convention to beat in the field of television programming, NATPE International had its 24th go in New Orleans last week, with a record 8,000 delegates expected to attend. Even the weather broke in its favor, with early week rain giving way to clear and sunny skies while much of the country shivered under snow. To an industry beset by trouble and change, from the mightiest network to the last rank independent, NATPE afforded a welcome continuity last week, and an assurance that beyond junk bonds and takeovers, the play's still the thing. Herewith, part one of BROADCASTING's coverage of NATPE 87; part two wraps it up next week.



Coke's Vincent stresses need to resolve fin-syn issue

Coca-Cola chief says networks and Hollywood need to work out problems without government intervention; raises specter of networks gaining financial interest in programming if they share production deficits

Although there have been and will continue to be changes in the television industry, it's an industry with "a very bright future," according to Francis Vincent, president and chief executive officer, entertainment sector, Coca-Cola Co. In his keynote speech, Vincent singled out financial syndication as the most important issue facing the conference attendees. "We—of Hollywood—and they—the networks—have a problem. And if the networks have a problem, so too does all of our industry," he said. "I say we must get it behind us for the good of the business. In spite of increasing competition, the networks are still a dominant force," said Vincent. "The networks remain a huge factor in our business. You and we must come to grips with that reality."

Vincent played devil's advocate on the

fin-syn issue. "I think the networks should accept a reasonable limit on the hours of in-hour production, and I think they ultimately will," he said. "But I also think—and here I verge on heresy—the networks could have some financial interest in product which first appears on the networks if they will share in some of our production deficits." Vincent



Coca-Cola's Vincent

expressed the hope that the networks and syndicators could resolve their differences without calling on Congress or a government agency. "I don't think major companies on both sides of the issue need the government as an umpire," he said.

Vincent voiced great faith in the television industry overall. Coca-Cola bought Columbia Pictures in 1982 because it believed "entertainment is a growth business," he said, and the company's financial figures bear that out. According to Vincent, Coca-Cola's Entertainment Business Sector showed a 30% yearly earnings increase in 1983, 1984 and 1985, and will register an increase of more than 45% for 1986. He also pointed out that 165 independent television stations began operations in this decade, and independent revenues have grown from \$1.1 billion to \$2.8 billion. Even the networks, which have had management and style changes, "are doing what they have always done, and doing it with more focus than in recent years. They are providing good television entertainment to a huge audience," he said. Coca-Cola is not afraid of change, said Vincent. "We know television is a highly desirable form of

entertainment. We believe it will remain so. And we are confident that those of us providing televised entertainment to viewers have promising futures," he said.

Vincent made a number of predictions for television's future:

- Capital will become more vital.

- The networks will change as they develop new relationships with production companies.

- "There will be fewer players at all levels," but those players will have capital and will produce quality programs.

- The issues of financial syndication and

network in-house production will be settled, "with Congress, regrettably, supplying the whip to get it done."

- Congress and the FCC will address the cable concentration issue.

- The entertainment business will be entered by more conglomerates. □

NBC to increase affiliate compensation

Move comes at a time when ABC and CBS, suffering from financial problems, have begun efforts to reduce payments to TV affiliates

Taking advantage of its dominant position in prime time and the financial woes of its two network competitors, NBC told its affiliates last week it was eliminating the co-op payment plan set up for the late-night daypart, primarily *The Tonight Show*, but including *Friday Night Videos* and *Saturday Night Live* as well. The move has the effect of increasing the network's compensation to affiliates by an average 3%, or \$4 million, said Pier Mapes, president, NBC Television. The announcement comes at a time when both ABC and CBS have initiated efforts to reduce compensation to their respective affiliate bodies.

However, there is a quid pro quo for the

NBC affiliates. The network is recapturing three of five 30-second units that were given to the stations as expanded mid-breaks in one-hour programs in prime time several years ago. NBC said it would use those units as network spots in *Our House*, *Matlock* and the mid-season show, *Stingray*. The network will recapture the first spot in April, the second in June and the third in September.

In addition, the network said it was expanding the prime time commercial inventory by one 15-second spot, which will be placed in the 9:30-9:58 p.m. time period. But the network, in effect, is splitting the expanded time with the affiliates equally because it is also restructuring the *NBC News Digest* break from 9:58 p.m. to 9:59 p.m. That break consists of 45 seconds of news headlines with a 15-second spot each night. Up to now, those spots were shared equally between the network and the affiliates. Start-

ing in February, the affiliates will capture all of that time, and affiliates have the option of carrying the *Digest* or dropping it. Clearance for the segment had been spotty, averaging around 70%, with many affiliates opting for a local news insert. Thus, said Mapes, the network has exchanged one 15-second unit for a better "protected" unit within the 9:30-10 p.m. program block.

The net gain for affiliates is likely to be marginal, although it was hailed as a positive move by affiliate board members last week. Amy McCombs, vice president and general manager of NBC affiliate WDIV(TV) Detroit, said the move would be of particular benefit to smaller market stations that depend on compensation for a larger part of their revenue.

Mapes said the moves were designed to "streamline the partnership." He said that elimination of the co-op plan for late night was "archaic" and stemmed from the early days of the *Tonight* show when the network needed help financing the show. Under the plan, 12 minutes of ad time was split equally between network and affiliates, but stations were required to pay back a percentage of the time they sold locally to the network. (In other dayparts, such as prime time, stations receive adjacencies only.) With the elimination of the co-op payments, stations will keep all of the local time they sell in late night. About 85% of those payments have come from time sold during the *Tonight* show.

Perhaps as important as the elimination of the late night payments is the network's stated intention not to reduce compensation in other dayparts at this time. "It's business as usual," said Mapes, as far as the network's overall compensation plan is concerned. That has got to be a morale booster for NBC affiliates in light of the efforts by the other two networks to reduce compensation.

ABC had indicated its intention to reduce overall compensation by at least 9% over the next two years, but the affiliates balked at that move. The two sides entered into discussions on compensation and reached a compromise last week (see box, left).

CBS executives met with board members in the Virgin Islands two weeks ago and let the board know that because of the network's financial straits, changes would have to come in current compensation payment structure. CBS chief executive officer Laurence Tisch reportedly told board members the network may lose \$20 million this year.

The network did not put a formal proposal on the table, but said it will present a series of proposals to the affiliates' economic study committee in early March. In a statement

ABC, affiliates meet halfway on compensation

Thomas Murphy and company at ABC have a reputation for playing hard ball and not backing down, but last week, after several rounds of talks with its affiliate board, the network blinked in the standoff over compensation. There will still be cuts, but they will be significantly less than the two-year, 9% reduction the network proposed last fall. The estimate by one network official last week was that those planned cuts will be reduced by at least half.

In a letter to ABC affiliate board chairman Mickey Hooten last Wednesday (Jan. 21), ABC-TV President Mark Mandala outlined a seven-point compromise to the original compensation reduction plan. The network said it was restoring traditional compensation to all affiliates for the following programs: the American Music Awards, the Academy Awards, the Triple Crown racing events, the Indianapolis 500 and four PGA golf tournaments.

The compromise on the World Series, the 1988 Olympics and the National Football League (if the network retains its pact) is that stations in markets one through 100 will not be compensated at all, while stations in markets 101 and above will. Compensation for the 1987 World Series, the letter said, will be applied to those markets (101 and above) at the same rate they were paid for the 1986 League Championship Series. NFL compensation in 1987 will be the same as the 1986 rate, and one-half compensation will be paid for the Olympics (which has been the going rate at ABC for Olympics carriage).

The compromise for those premiere sporting events stems from the greater degree smaller-market affiliates are hurt by compensation cuts. Those payments account for a greater percentage of their bottom line than is the case with larger market affiliates.

Mandala said ABC was sticking to its no-compensation decision for carriage of the 1½-hour mini-series, *Amerika*, which will run next month.

The last point in the compromise stressed that "all other compensation plans for 1988 and beyond have been deferred. We will continue to study the situation."

At the ABC affiliate meeting last week, Mandala said the network's firm stand was changed by the "persuasiveness" of the affiliate board and by the number of letters, telexes and phone calls from concerned affiliates.

Affiliate board chairman Hooten, who heads the Hearst broadcast group, said the compromise "was not a victory, but it's a very reasonable compromise. The board supports it."

last week, the network said the proposals would suggest changes in the compensation structure "more reflective of today's business realities." After talks with the economic study committee, the network said it would submit a revised compensation plan to the full affiliate board at a special meeting on March 30. Phil Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., said last week proposals to change the current payment structure are being initiated by the network against the advice of the affiliates advisory board. CBS also said that contrary to early reports, "there will be no reduction in compensation for NBA or NCAA basketball in 1987."

Affiliates of CBS and ABC have not taken well the notion of reduced compensation payments. Reactions have ranged from charges that the networks are tampering with

Early warning. On Monday, Feb. 2, BROADCASTING will occupy new Washington headquarters. The magazine's editorial, business, advertising, circulation and production staffs, as well as the staffs of the BROADCASTING/CABLECASTING YEARBOOK and the BOOK DIVISION, will be based at 1705 DeSales Street, N.W., 20036; and the new phone number will be (202) 659-2340.

the essence of their partnership with affiliates, to veiled threats to pre-empt more network programming with syndication product. However, other affiliates see the two networks reacting the way many would in a poor business climate. □

NATPE talks must carry

FCC's Quello says rules are necessary for balance, Sikes and Lane agree, as long as cable has compulsory license

A call for must carry was sounded at last week's NATPE convention. The enactment of some form of local television cable carriage rules are greatly needed to maintain a balanced marketplace, said FCC Commissioner James Quello, National Telecommunications and Information Administration head Alfred Sikes, and Washington communications attorney John Lane of Wilkes, Artis, Hedrick & Lane, all participants on a convention panel. (FCC Commissioner Dennis Patrick, who was slated to appear on the panel, did not because he was detained in Washington.)

Patrick is expected to be named to succeed FCC Chairman Mark Fowler this week (see story, page 41). Quello told the NATPE audience that in looking at Patrick's record they could expect to have a "pretty good friend" in Patrick.

Quello restated his support for must carry and said there is an urgent need for the FCC to act expeditiously. (The commission stayed its must-carry rules and is mulling over numerous petitions for reconsideration, filed two weeks ago.)

The delay in implementing the rules has had a serious affect, Quello said. Already, he noted, 130 public television stations have been dropped from cable systems. Independent stations are suffering too, particularly those who had been counting on the Jan. 15 enactment of must-carry to get loans either started or renewed, he said. Quello said Fowler has promised that the commission will act quickly and he estimated such action might occur within another month. If the Washington policymaker had his druthers, Quello said he'd favor a must-carry rule that required cable systems to carry 75% of their local broadcast stations.

NATPE attendees also learned from Quello that the FCC is proposing to issue a public notice this week on the fairness doctrine (see "In Brief"). He said the agency would be soliciting public comment on the

opinions issued by the appeals court two weeks ago on the doctrine (BROADCASTING, Jan. 19). One of the opinions directed the FCC to consider the question of whether the doctrine is constitutional. Quello feels the doctrine hampers freedom of expression and believes the FCC needs to respond to the court's request.

Quello, Sikes and Lane agreed that as long as cable has its compulsory copyright license, broadcasters need must carry. A limited must-carry rule is necessary, Sikes said, "as long as there are significant barriers to entry."

He added that until Congress acts on the compulsory license, syndicated exclusivity rules are needed to provide balance. "I think the commission has got to look very carefully at the balance and look very carefully at the preservation of local broadcasters' property rights," Sikes said.

As for Quello's position on reinstating some form of syndicated exclusivity, the commissioner indicated he tended to support the idea. However, he said he was reserving final judgment until he saw a specific rule.

Lane also sees an imbalance in the marketplace. "The only reason the compulsory

license was enacted is because the commission was requiring carriage with its must-carry rules. So when you lose the must-carry requirement and the compulsory license remains you've got a terrific imbalance that has to be revisited. You can't leave it the way it is," Lane said.

In the area of syndicated exclusivity, Lane expressed the hope that if the FCC revisits the issue it will "fashion a better rule than they had before. I think it has to be a rule that's easier to work with."

On other topics, Lane thought the FCC's financial interest and syndication rules are an issue that "is not going to go away." He said he believes the networks are stronger than ever and that as the pressure builds over programming costs, the networks will push for some piece of the syndication action. "I think the thing is ripe for a settlement," Lane said.

Quello, who opposed repeal of the rules when the commission considered such a move several years ago, said it's going to be a "very hot potato," if it's brought up again. One possible solution might be to give the networks more financial interest, he said. But if that's done, he added, there must be some assurance that the networks don't get complete control of syndication.

Sikes did not, however, share Lane's assessment of the networks' new-found strength. He thinks they are weaker from an audience and financial standpoint. Sikes predicted a re-examination of the rules might start soon, but that it wouldn't result in any major changes to the rules until 1990. (In that year, the networks' consent decrees with the Justice Department, which limit the amount of in-house production a network can do, will expire.)

Sikes, like Quello, thinks the fairness doctrine "chills free speech." He also scolded broadcasters for not doing a better job in educating Congress about the doctrine's fallacies.

During a question-and-answer session, Quello was asked about the commission's proposal to repeal its main studio rule. He told the NATPE audience that he has some concern about moving a station's studio outside its city of license. "Put me down a little bit mixed on that issue," Quello said. □



Moderator Mickey Gardner, Quello, Sikes, Lane



Programmers find NATPE tough market to crack

Stations seem to be sticking to tried and true in early NATPE going, as reps see no breakthrough shows; reaction to home shopping shows is subdued

The first day of wheeling and dealing in the NATPE program marketplace at the New Orleans Convention Center was, by most accounts, slower and quieter than last year. No potential blockbuster shows on the order of last year's *Oprah Winfrey Show*, or *America* the year before that, emerged at this year's convention.

The one genre that some thought had the potential for taking the convention by storm—home shopping shows—did not appear to live up to those expectations. The MCA/HSN home shopping game show venture did not impress many programming executives at the rep firms who critiqued new shows for their client stations last week (see page 56). And the Lorimar/Fox co-venture, *VTV*, debuted last week with ratings of 1 or below, not the 3's its backers were projecting, observers noted. But they also said it was probably too early to draw final conclusions at this point.

"There is no breakthrough show," said John von Soosten, vice president, director of programming, Katz Television Group. And, said Katz, with the continued success of such shows as *Wheel of Fortune*, *Jeopardy*, *Entertainment Tonight* and *Oprah Winfrey*, stations will tend to "stick with what they have" more so than in prior years.

Other issues confronting the industry had somewhat of a sobering effect on business activity in the early going at last week's show. The soft advertising market, coupled with skyrocketing prices for off-network product and the financial troubles of some stations and program sellers, left many at the convention last week with the sense that there would be less selling at this year's convention. "Stations are being more cautious because of the money situation," said von Soosten. "Programming is more expensive, spot sales are off and the cost of doing busi-

ness is up."

The convention floor was buzzing last Thursday with word that Viacom had failed to attract a bidder in the Tampa-St. Petersburg market for the high priced *Cosby* show. It was the first market where all stations passed on the show and it's likely that will happen in other markets as well. The reserve price in Tampa was believed to have been \$32,000 per episode. According to Joe Zaleski, president, domestic syndication, Viacom Entertainment, the company expects that between 10% and 15% of the markets across the country would pass on *Cosby* the first time around. Zaleski would not elaborate on how Viacom intends to deal with those markets that initially pass on the show.

Some at the show were speculating last week that both Scripps Howard and the Taft affiliate stations may have set group policies to pass on *Cosby* because of the high cost. Both groups own stations in Tampa and Cincinnati, and none of the four stations bid on the show.

At least one other major station group at last week's show—the Fox station group—said it was putting a ceiling on the price it would pay for any off-network comedy. Derk Zimmerman, president of Fox Stations Inc., said that Fox would pay no more than \$375,000 per off-network half-hour episode, assuming a five-year, 100-episode deal involving the entire Fox Station group of seven outlets. Zimmerman said that price was based on estimates that a typical off-network, half-hour will earn \$750,000 in domestic syndication and that Fox, which delivers 25% of the country with its seven stations should not pay any more than half of that take.

Programmers at last week's show, at least on the first day, reported less traffic than a year ago. Some also suggested that NATPE may have peaked in number of exhibitors. (There were more than 270 at last week's show.) "I think you'll see less distributors next year," said Ed Vane, President, Group W Productions. Setting up a booth runs into the hun-

dreds of thousands of dollars, and with only a handful of new shows making each year, said Vane. "it's not worth it" for many distributors. George Back, president, All American Television, said that 87 companies that took booths at the show last year did not return this year, while 81 new companies appeared at this year's show. Back and others said that with mounting cost pressures facing the program business, the smaller players will find it increasingly difficult to stay solvent, let alone justify the cost of a NATPE show.

Nevertheless, business was brisk in some quarters. Michael Lambert, executive vice president, domestic syndication, 20th Century Fox, reported the company did about \$9 million in business the first day of the show. And that did not include *Mr. Belvedere*, which Fox announced it was clearing on its own group of stations (air date is 1989).

Lambert said that his unit has responded to concerns from stations about increasing costs of product. "We have been forced to listen to our customers," he said. "We are not here to make deals that will come back to haunt our stations." Product is moving slower, he said, but the market "is not crashing." Lambert said the company has been approached by a number of customers seeking to restructure existing program pacts and that the company is "saying no to everybody."

Other news and trends emerging in the early part of the show were:

- D.L. Taffner and Reeves Entertainment said they formed a joint venture to produce first-run barter/syndication programs for both local stations and basic cable. Taffner and Reeves said the company would be launched in February and would initially focus on production, depending on the two parent companies to clear the programming and sell spots. The principals said last week the venture would program for "every day-part." The new venture will be based in New York with offices in Los Angeles. Reeves and Taffner are expected to announce a presi-

dent and name for the new company. No projects have been announced yet.

■ Orion has sold its Orion III film package to KCOP-TV Los Angeles for \$400,000 per title (20 titles), said to be double the previous record for a cash package in any market. Orion confirmed it had sold the package for record prices but would not confirm details.

■ MCA announced last week a new late-night program, a spoof of talk shows to be entitled *The Lou Kelly Show*. It is a co-venture of Dick Clark Productions, Chris Craft and MCA, and features a live-action puppet behind the desk on a Carson-like set. Another late-night offering gaining clearances in that daypart is Bel-Air's *Comedy Court*, with 75% of stations clearing it there, while 25% have cleared it in early fringe or morning. Those two late-night entries have emerged despite doubt whether last year's most talked about offering—*Nightlife with David Brenner*—will be renewed.

■ Lorimar sent a message to stations last week indicating that it intends to hang tough despite the less-than-bullish business climate. The company said that 12 of its first-run shows were firm go's for fall 1987, including four new shows—*Value Television*, *Truth or Consequences*, *Suddenly Sheriff* and *The Comic Strip*. Lorimar also said eight existing first-run programs were being renewed—*It's a Living*, *Love Connection*, *Mama's Family*, *NIWS*, *The People's Court*, *SilverHawks*, *Superior Court* and *ThunderCats*. At the Association of Independent Television Stations, Lorimar's Dick Robertson said the company was losing millions each year with its first and second year first-run sitcoms. He said the only way the company will realize a decent return is if those comedies complete a minimum of three years of production—and four years would be preferred. Last week, anyway, Lorimar seemed to signal that the market is at least strong enough to keep its sitcom program strategy on track.

■ The decision on proceeding with the industry's first proposed "instant strip," *Honeymoon Hotel*, should be made no later than March 1, according to Ritch Colbert, president of Access Syndication, the show's distributor. The sitcom, being produced by De-Laurentiis Entertainment, was cleared in 80% of the country for a recent five-episode test, and those stations have until the end of the month to exercise their option to take the show, a planned 100-episode first-run strip. By day one of the convention, Colbert reported that a dozen stations had opted to pick up the show with none at that point turning it down.

■ Hal Roach announced a new half hour action adventure vehicle for Mr. T. *T'n T*, for 1988, to join others new shows in that genre, including *The New Rat Patrol* and *The New Sea Hunt*, both half-hour action shows from MGM/UA, for the 1987 season. *Force III* from Orbis, *Crossbow* from Roach and *Calhoun* from ITC. Syndicast has proposed another action half-hour, *Neat & Tidy*, but that is not a definite go yet. *T'n T* will feature Mr. T as a private investigator studying to be a lawyer and using street smarts to combat

crime. The program will be aimed primarily at children and teen-agers, with Mr. T playing a "super hero without super powers" who solves social problems. The actor will give up his gold chains and don a three-piece suit, but the trademark mohawk will stay. Roach hopes to position the series between 6 and 8 p.m. on weekends or preempt an 8 p.m. network spot. The show is likely to be bartered. Production begins in March for a January 1988 availability.

Compensation, programming top affiliate agendas **ABC-TV**

At the ABC-TV affiliate meeting last week at NATPE, network officials said the first part of *Amerika*, scheduled for Sunday, Feb. 15, would run past 11 p.m. by more than 21 minutes because, "artistically," the film cannot be edited to end at 11 p.m. without losing a good deal of drama. In return, however, the network said it was giving the affiliates 2 minutes of time to sell in the overrun. Also, officials said, it is likely that a February edition of ABC News's *Viewpoint* will deal with the controversy over the mini-series.

ABC-TV President Mark Mandala said the program has 180 units of commercial time and that all but 20 had been sold at premium rates. Those 20 units left, he said, are primarily in the Thursday episode.

In other programming news from the meeting, affiliates were told that three mid-season shows would probably be introduced—*Harry*, probably in early March, *Mariah State Prison*, probably in late March, and *Max Headroom*, sometime after that. Also,

the mini-series *Queenie* will be the only mini-series scheduled for May.

In daytime, reruns of the prime time *Who's the Boss* will air at 11-11:30 a.m. beginning in June. Joanne Emmerich, head of daytime programming for ABC, said the network was working on a first-run project for the time period, but that it probably would not be ready until 1988. Emmerich also that *Ryan's Hope*, one of ABC's two faltering half-hour daytime soaps, was in a "tenuous" position. But she said it was being given a "last chance" to improve. She said the network was still behind the other half-hour soap, *Loving*, despite lackluster ratings, because it feels it's creatively strong.

George Newi, head of affiliate relations, said he was concerned about increasing pre-emptions in daytime, which are responsible in part, he said, for some of the network's stumbling in that daypart. He urged affiliates to think "three and four times" before preempting in that daypart. "Daytime is our money cow now," he reminded those present.

Newi also said that ABC correspondent Charles Gibson, barring a collapse in contract talks with the network, will be David Hartman's replacement as co-host of *Good Morning, America* with Joan Lunden. A formal announcement is expected in the next week or two.

CBS-TV

The first 58 minutes of CBS-TV's hour with its affiliates at NATPE failed somehow to mention two of the subjects on most minds last week: what's going on with compensation and how about CBS's *The Morning Program*? Questions about both came from the floor in the sliver of time left for discussion and it was left for Tony Malara, senior vice

Simon emphasizes NATPE's business theme

NATPE President David Simon, vice president of programming for Fox Television, sounded a note of caution last Thursday (Jan. 22) in his welcome speech at the 24th annual NATPE International program conference in New Orleans. After predicting that 1987 will be the year of the first-run situation comedy, the game show and the barter animated strip, Simon added: "Unfortunately, this could also be the year of disappearing television stations and [disappearing] small distributors."

Simon urged television executives to "pay closer attention to the reputation and solvency of all companies with whom we do business. We are all in profit-making entities," he said, "and we have the bottom line to protect." Simon echoed the conference theme, telling the audience: "It's time for us to concentrate on the business of doing business."

The television industry is entering "a critical period," said Simon. "There are important issues in Washington. Stations are becoming more susceptible to escalating program costs and flat revenues. And, most importantly, cable TV has yet to provide an acceptable premise by which we can coexist in the marketplace," he said.

Simon referred to cable as "the unregulated gatekeeper," and claimed it "works to destroy our incentives for creative programming." Television's ultimate goal should be repeal of the compulsory license under which cable operates, Simon said. "We're delighted to see this debate reach the forefront of public policy decision making once again, and look forward to important new rules in 1987, which will begin to correct the competitive imbalance between broadcasters and cable operators," he said.

president for distribution, to field them.

"Our intent is to look at the way we distribute about \$170 million a year," he said, adding that: "It's not a way of cutting compensation or enhancing revenue." But he added that: "I know what you're saying—leave it alone."

Malara congratulated NBC-TV on the timing of its announcement at NATPE that it would effectively raise compensation while the other two networks were cutting back. Although he said CBS had not been able to pin down all the specifics of NBC's proposals (see page 36), Malara suggested that it contains several elements CBS has long followed (the elimination of co-op fees, for example), or merely introduces other elements (inventory, for example) into the discussion.

As to *The Morning Show*, which has recently gone into the lists against NBC's *Today* and ABC's *Good Morning, America* (to the accompaniment of a critical drubbing), Malara said it was "beginning to find its level. We think the program as constituted is fine [although] there may be some changes. No one is saying: 'This is awful and we have to tear it apart.' The basic feeling is positive; we think we have a winner."

David Poltrack, vice president for research of the CBS/Broadcast Group, presented the overall ratings status of CBS-TV versus NBC-TV and ABC-TV: With the network in second position in prime time season-to-date (16.0) versus NBC's 17.9 and ABC's 14.1. Poltrack noted that CBS's performance looked better when viewed in terms of regular series (the spread is 17.3, 16.6 and 13.4) or in terms of individual programs (CBS has seven of the top 20). CBS dominates Friday and Sunday nights, has a tight race on Monday and is concentrating on improving its Thursday and Saturday night postures.

The network's best news is in daytime where it's a clean "number one," said Poltrack. On the other hand, "the competitive erosion is greatest" in late night where the spread is NBC 5.6, CBS 4.1 and ABC 3.1.

Poltrack also noted NBC's gains in the

early evening news competition, with the Tom Brokaw newscast now holding an 11.3 versus Dan Rather's 11.5 (ABC has a 10.7). That erosion was also noted by Howard Stringer, president of CBS News, who admitted "the *Evening News* has slipped and no one's very thrilled with that." He added that "we're all prisoners of our environment," a reference to Rather broadcasts suffering poor lead-ins from affiliates.

B. Donald Grant, president of CBS Entertainment, added to his recitation of the network's program plans the assurance that, despite the parent company's efforts at cost cutting, "there has been no reduction in resources of programming." He noted a new long-term commitment with TG Productions (Grant Tinker, the former NBC president) and said: "I much prefer him as a program supplier than as a competitor."

NBC-TV

At the NBC-TV affiliates meeting in New Orleans last week, NBC Entertainment President Brandon Tartikoff told affiliates that the network would move *Hill Street Blues* back one hour to 10 p.m. Tuesday at the end of February, filling the 9-10 p.m. slot with half-hour comedies from the network's development pool. Among the shows being considered are *Nothing in Common*, from Tri-Star (Gary Marshall, executive producer), and a new NBC Productions vehicle, *Roomies*, about two college freshman roommates (Sy Rosen, executive producer). Tartikoff also said that a mid-season comedy, *Rags to Riches* is being considered for Sunday.

In late night, Tartikoff said *Late Night with David Letterman* was being expanded to five nights a week starting June 8. Currently the program is broadcast Monday-Thursday. The Friday expansion will give Letterman exposure on the night with the highest HUT level for that time slot. Letterman will have one repeat a week in the mix, but the Friday show will be original.

Also in late night, Tartikoff said *Friday Night Videos* has been renewed. Tartikoff noted that *Saturday Night Live*'s ratings are down, although December's ratings were up over a year ago. He said the new cast is better than last year's, although a decision on whether to renew the program for another season has not been made.

Grant Tinker's new production venture with Gannett, TG Productions, signed a deal last week with CBS for its first batch of shows (see above). Tartikoff said, however, it was possible NBC could do business with TG in a year.

Tartikoff also confirmed that the network was in discussion with Aaron Spelling about a possible theatrical film project, but would not elaborate.

International

The future for co-productions between U.S. and European companies is bright, according to panelists at a NATPE session on inter-

national programming last where European broadcasting executives and television producers discussed the prospects for more joint ventures.

Why are Americans interested in co-production, asked Larry Gershman, independent American television producer? The principal reason, he answered, "is money." In light of spiraling production costs and the loss of investment due to the new tax law, "it's put an enormous burden on American producers and distributors," said Gershman.

This need for financial backing plus the expanded U.S. programming marketplace makes co-productions even more attractive than ever, Gershman said. To insure success of these co-productions, Gershman felt it was imperative to "plan your program so they work in the new market."

"Television is in fast development around the world," said Francesco De Crescenzo of World Television Associates. That pace will undoubtedly increase the demand for programming, he said.

But De Crescenzo is concerned that the co-productions have tended to be one-sided. He noted that in 1985, \$150 million of foreign programming (much of it American) was imported by Italian television, while only \$6.5 million of Italian productions was aired in the U.S. To remedy that in equity, De Crescenzo recommended the formation of an international committee of producers to promote co-productions.

The BBC's John Reynolds was also enthusiastic about the prospect for future co-production ventures. He noted that in the past, the BBC has been largely dependent on co-financing deals with U.S. public television. But that is changing and the BBC has formed viable partnerships with some of the cable networks such as Arts & Entertainment. The BBC, he added, has yet to "crack the American television networks." Reynolds thinks the major barrier is subject matter that does not appeal to the networks. "I think that's about to change," Reynolds said. "This year I think you'll see the BBC talking seriously to the networks."

Dr. Lochen Wünsche of Telepool, Munich, predicted that the trend toward more inter-European co-production would be strengthened. He pointed out that there already exists strong co-production ties between Germany and the U.S. Wünsche said that many of the mini-series aired in the U.S. were financed by German television, but that German programming is still not finding its way onto American airwaves. That gap, he said, is not because of language or cultural differences but rather a difference of programming philosophy. "Americans make television to make money. Europeans get money to make television."

Having a successful co-production is incumbent, said Charles Denton of Zenith Productions Limited, London, on four basic tenets:

- "Define what both parties are seeking from the arrangement.
- Remember you're in a partnership.
- Please don't let the lawyers do the deal.
- Treat the other party as intelligent human beings." □

Up in the air over block booking

The annual NATPE International convention and programming marketplace got off to a slow start last Thursday, with a panel session on block booking that was limited since the big case in litigation—*King World v. Outlet*—was not discussed by prior agreement and neither of the companies was represented on the panel. The upshot of the panel was that while the United States Supreme Court barred so-called block booking of television programming in 1962, the court did not provide clear standards for demonstrating when a program seller had "coerced" a station into buying programs it doesn't want by tying them to shows the station finds attractive.

White House picks Patrick as chairman

Commissioner is expected to be named as Fowler's successor this week; would take over leadership sometime in spring

FCC Commissioner Dennis Patrick has apparently made the final cut. An authoritative source said the White House expects to name Patrick as Chairman Mark Fowler's successor this week.

All that reportedly stands between Patrick and the announcement is the completion of a rudimentary background check. Those are routine.

Patrick, 35, reportedly won't take over the reins of the agency until Fowler steps down this spring. By naming Patrick at this time, the White House apparently will be able to bring to an end any uncertainty over the successorship, for which Commissioner Mimi Dawson also had been vying (BROADCASTING, Jan. 19). Both Patrick and Dawson were declining comment on the successorship question last week, contending that the decision was the President's to make.

As a sitting commissioner, Patrick may assume the chairmanship without Senate confirmation. Patrick's present term doesn't expire until June 30, 1992.

In a letter to President Reagan, Fowler announced his intention to resign on an unspecified yet "acceptable date" in the spring (BROADCASTING, Jan. 19). In the letter, Fowler said that should provide the White House with enough time to find a successor for his term. (Authoritative sources last week said that James Hughes, general counsel for BDM International [BROADCASTING, Jan. 19], is not under consideration for Fowler's slot.) The chairman also told BROADCASTING last week that he is planning to continue serving as chairman at least through the National Association of Broadcasters convention March 28-31, where he intends to explain why any effort to trade elimination of comparative renewals for public trusteeship language in the law, a bargain that appears to be approaching critical mass in the minds of some broadcasters, would be "terribly unwise and very dangerous." He also intends to urge broadcasters to continue fighting for First Amendment rights. "I'll stress that broadcasters are not public trustees," Fowler said in an interview last week. "They're business people, and that's good, and they should be treated like any other business under the First Amendment and the public interest standard."

Patrick is a close friend of Fowler's and the two share a general philosophical orientation, but the commissioner's personal agenda hasn't been revealed and he was declining interviews last week. One high FCC official said Patrick would "continue with the Reagan ideology." Said another Washington source: "He's extremely bright, extremely able and extremely strong willed. He's not in anybody's camp."

Patrick's rise to power may occasion some internal restructuring at the agency. Diane Killory, one of his former advisers, has al-



Patrick

ready been installed as general counsel; Bradley Holmes, another former adviser, is now chief of the Mass Media Bureau's policy and rules division, and Kathie Levitz, yet another former aide, is an attorney with the Office of Plans and Policy.

As chairman, Patrick also would be likely to be permitted to have his say on who heads the agency's bureaus. While most FCC employes are shielded under civil service regulations, several of the agency's higher posi-

tions are filled by political appointees, who are particularly vulnerable to changes in leadership. Among the agency's political appointees: Jerald Fritz, chief of staff to Fowler; Dale Brown, special assistant to Fowler; Albert Halprin, Common Carrier Bureau chief; Peter Pitsch, Office of Plans and Policy chief; John Kamp, director of the Office of Congressional and Public Affairs, and Edward Minkel, managing director.

It was said that Fowler announced his intention to resign before the fact to let the White House, which reportedly had been pressing him to continue, know that it need not forward his renomination to the Senate and to end the rumors about his plans. It was also being said that Fowler is already receiving possible employment inquiries. "I'm not going to rule anything out," said Fowler. "Until I get closer [to departing], I'm going to refrain from specific negotiations."

Some reports had it last week that Dawson was under consideration for a higher position elsewhere in the government; other reports suggested that she was planning to stay put. "She intends to continue serving the President," said a source close to her. □

KRON-TV, WRTV(TV) to air condom ads

San Francisco station will donate revenue to AIDS research as part of six-month test; Indianapolis outlet will run ads, but only presented as method of controlling disease

Citing growing health risks associated with sexually transmitted diseases, particularly AIDS, two network-affiliated television stations, KRON-TV San Francisco (NBC) and WRTV(TV) Indianapolis (ABC), have decided to accept advertising for condoms, a personal product broadcasters have traditionally chosen not to advertise.

KRON-TV will carry the ads in a six-month trial. The test is part of a public affairs campaign in which all revenue from the ads will be donated to AIDS research, and advertisers will also be required to make a donation equal to the cost of the advertising purchased. KRON-TV vice president and general manager, James Smith, said that the station's primary interest in running the ads was the public health issue involved. "AIDS is a serious health hazard of specific concern to this market," Smith said. "We believe it is the responsibility of the media to focus attention on this important issue."

After the test, according to KRON-TV public affairs coordinator, Javier Valencia, the reaction of viewers, advertisers and the industry will be reviewed and a decision made whether to accept condom ads on a for-profit basis.

WRTV will accept condom ads as a part of its regular ad schedule, according to general sales manager, Sharon Chalfin, but with two preconditions: 1) commercials must present the product solely for the purpose of the pre-

vention of the spread of disease, and 2) the ads will run only after 11:30 at night. The decision has been in the works for some time and was made independently of the KRON-TV announcement, according to Chalfin. As of last Thursday (Jan. 22), the station had not been contacted by any prospective condom advertisers, she said. Chalfin said the decision received "heavy support" from state health officials.

Francis A. Martin III, president and chief executive officer of Chronicle Broadcasting, owner of KRON-TV, said that station will accept the ads, provided they pass continuity standards and are in good taste. He said commercials will not be scheduled in or around programs aimed at children. Valencia said that although air times had yet to be formalized, the guidelines would probably be the same as those for other personal products, which are confined to 9 a.m.-3 p.m., Monday-Friday, and 9 p.m.-signoff, Monday-Sunday. KRON-TV has already been approached by Carter-Wallace, manufacturer of Trojan condoms, which last week sent KRON-TV four spots, three of which the station says appear acceptable for airing, probably beginning in about a month, Valencia said.

While condom ads may be breaking new ground on major-market stations and making news in the process (ABC's *Nightline* devoted its Jan. 21 broadcast to the topic [see box, page 42]) there is some competition in the contraceptive advertising category. In addition to some cable networks that accept contraceptive advertising, an Irvine, Calif.-based company, VLI, has advertised its Today contraceptive sponge on major-mar-

'Nightline' examines 'Condom Controversy'

Prompted by announcements from KRON-TV San Francisco and WRTV(TV) Indianapolis that they will air condom advertisements (see page 41), a personal product category that broadcasters have traditionally refrained from advertising, ABC's *Nightline* addressed the subject on its Jan. 21 broadcast. Entitled "Condom Controversy," the show began with a report from correspondent John McKenzie. The segment included viewpoints from various quarters: the surgeon general was quoted as saying that "the best protection against the [AIDS] infection right now, barring abstinence, is the use of a condom"; the New York City health commissioner said that "we need to get this information out in every way that we can"; the word from Monsignor Tom Woolsey of New York: "To advertise that which we consider to be inherently immoral? Obviously we're opposed to that."

The report was followed by a discussion among Koppel and Kathleen Sullivan, from the Committee on the Status of Women, a Chicago organization opposed to contraceptive ads; Harry Britt, a member of the San Francisco board of supervisors, who applauded the move, and Jim Coppersmith, general manager of WCVB-TV Boston, who does not favor running condom ads on his station. "I don't think," said Coppersmith, "that the city of Boston, in this New England market which we serve, is ready for or wants to have contraceptive advertising on the air." Coppersmith said he agreed with the surgeon general's assessment of the importance of condoms, but said that public affairs programming, not ads, was the way to spread that word. In response to Sullivan, whose organization believes media emphasis should be placed on abstinence, Coppersmith said: "I recognize clearly that abstinence is the very best defense against AIDS. But we do live in a real world, and so long as we live in a real world, we are going to grapple with the problem with real world solutions, while at the same time reserving the right to run our stations."

ket stations since 1984. The product has been advertised on television in San Francisco and Los Angeles, according to Martha Pickle, account supervisor for Today at a Los Angeles advertising agency, Keye/Donna/Pearlstein, but only on independents.

Pickle said there was some criticism from viewers when the commercials first began but that complaints have dwindled. She said the ads are in good taste and are not scheduled in time periods targeted to children.

Response from KRON-TV viewers on that station's decision to run the ads has been heavy, Valencia said, and has been running about nine to one in favor of the ads. But the station is preparing to hear from the other side, he said, perhaps in the form of pickets and protests. WRTV has received only a few calls, according to Chalfin, all of them in support of the ads.

ABC, CBS and NBC do not permit commercials for such products, fearing they may offend a large portion of the audience. A spokesman for NBC, with which KRON-TV is affiliated, said that while the network is opposed to condom commercials, affiliates may elect to carry the spots as part of their local service. The spokesman also said the company feels that sensitive subjects, such as condoms, can better be discussed on news and public affairs programs than in 30- and 60-second commercials.

There is some evidence that the viewing public may be ready to accept such advertising, however, and it comes from NBC itself. An NBC News-Wall Street Journal poll asked those surveyed: "Do you approve or disapprove of advertisements on the use of condoms as a way to help prevent the spread of AIDS [no particular media was identified]." Of the 800 respondents, 79% said they approved, 17% disapproved and 4% were not sure. □

Kerkorian, MSO's buy into TBS

They will acquire 35% of company for \$550 million in stock, which will reduce Turner's holdings to 51%

At Ted Turner's request, 14 cable operators and entrepreneur Kirk Kerkorian agreed last week to acquire 35% of Turner Broadcasting System for \$550 million through the purchase of 12 million units of newly issued and nonconvertible common stock.

"This is a real success for both TBS and the cable industry," said Turner in a prepared statement. "This permits us to not only remain an independent supplier of quality programming for the cable industry, but also affords the opportunity to improve and expand our business."

Once finalized, the deal will leave Turner at the helm of TBS, the company he built into one of the leading cable programmers (superstation WTBS[TV] Atlanta, CNN and CNN Headline News) over the last 15 years, but it will also significantly weaken his control. He'll no longer be able to do anything he wants with the company. Wall Street analysts see that as a good thing. "It's going to be a tighter ship," said one.

The deal will reduce Turner's interest in TBS from 81% to 51%. And part of the agreement calls for the reconstitution of the board of directors. In the new order, Turner would remain chairman and be allowed to appoint five other directors, giving him control of six votes. The new investors would designate the other five directors. There was no word last week on who the directors would be.

What's more, according to the announce-

ment of the deal, the corporate bylaws would be changed so that a "super majority"—more than six votes—would be needed "with respect to certain matters out of the ordinary course of business."

Turner agreed to the dilution of his stock and authority to prevent even greater loss of control over TBS. The proceeds from the private placement will be used to redeem 53 million shares of TBS preferred stock that, if not redeemed, would gradually dilute Turner interest by paying common stock dividends starting this spring. After three years of paying such dividends, Turner interest would have dipped below 50%.

Turner issued the preferred shares to shareholders of MGM/UA Entertainment Co. last March as part of his \$1.5-billion purchase of the motion picture studio. Kerkorian, who owned 50.1% of MGM/UA at the time of the sale, still reportedly owns about half of the preferred shares and, thus, is entitled to about half the \$550 million. How many of the new units he or, for that matter, any one of the MSO's are buying was not disclosed last week.

The cable MSO's who have bought into TBS include Cablevision Systems, Continental Cablevision, Heritage Communications, Jones Intercable, Lenfest Group, Sammons Communications, Storer Cable Communications, TCI-Taft Cablevision, Tele-Communications Inc., Times Mirror Cable Television, TKR Cable Co., United Artists Communications Inc., United Cable Television and Viacom Cablevision.

A TBS spokesman said that although the offering is fully subscribed, some of the MSO's are willing to diminish their investment to allow other cable operators to get aboard.

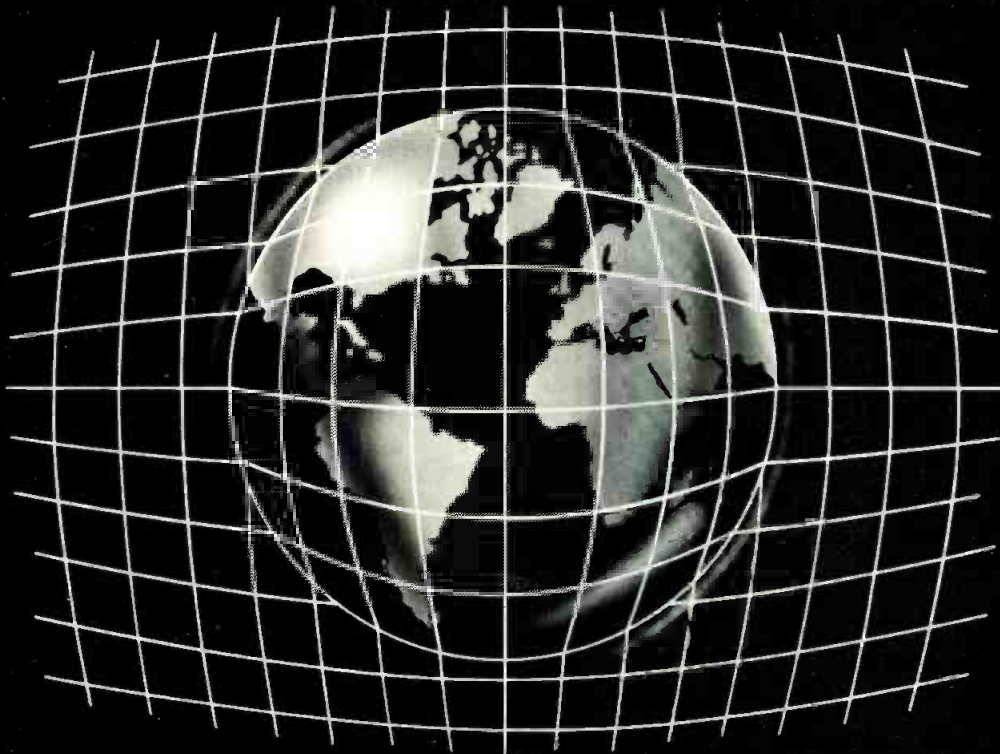
With the possible exception of Kerkorian, TCI, the nation's largest MSO, will probably end up with the largest minority share of TBS. It already has a 3% to 5% stake in TBS and it controls two other companies that are buying the TBS units—TCI-Taft Cablevision and United Artists Communications Inc. TCI President John Malone was not commenting on the deal last week.

Conspicuous by their absence from the list of MSO's is Time Inc.'s American Television and Communications, the nation's second largest MSO. According to one source, Time had hoped that Turner's financial troubles would force him to sell to Time a piece of CNN. With the \$550 million in place, those hopes are apparently dashed.

The cable operators have good reasons for bailing out Turner and buying into TBS. They consider Turner himself to be an asset to the industry because of his "vision" and his ability to promote. Second, they will have some say in controlling the distribution and cost of TBS's cable services. And third, they see a financially stable TBS as a solid investment.

Each of the 12 million units contains one share of common and one share of preferred. The new common stock would increase the number of shares outstanding from 22 million to 34 million. The terms of the preferred shares were not disclosed last week. □

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WEST PALM BEACH

Price Communications



RIDING GAIN

O N R A D I O

Closing totals

Network radio sales for December were off by 2% from December 1985, to \$26,556,766, according to the Radio Network Association (RNA), which relies on financial data collected from network companies by the accounting firm of Ernst & Whinney. For the full year of 1986, however, network radio business finished 16% ahead of 1985, reaching \$380,024,808.

Looking at 1986 sales by region, both New York (East) and Chicago (Midwest excluding Detroit) were up 16% in billings over 1985 to \$232,386,497 and \$92,455,797, respectively; Detroit registered an increase of 15% to \$31,490,895, and Los Angeles (West) was up 11% to \$23,691,619.

Reagan address

President Reagan will speak to attendees of the Radio Advertising Bureau's upcoming Managing Sales Conference (MSC), scheduled for Atlanta, Feb. 7-10, in a 10-minute taped address on Sunday (Feb. 8) morning, the RAB said last week. Also, economist Ellen Berland Gibbs will offer her outlook on the advertising marketplace for radio and other media during Tuesday's (Feb. 10) breakfast.

In other RAB news, Robert Dunn, vice president/radio, Chase Broadcasting, and Jerry Lyman, president of RKO Radio, have been named co-chairman of Radio Advertising Bureau's newly formed sales advisory committee ("Riding Gain," Oct. 27, 1986). The committee will be composed of 35 station sales managers, who are expected to be named during the conference.

Roundball rights

The ABC Radio Networks has secured the exclusive radio rights for the National Basketball Association's 1987 All Star game, slated for Seattle, Feb. 8, at 3 p.m. NYT, as well as the NBA's best-of-seven final championship series in June. ABC has aired the NBA's final series for the past two seasons. Handling play-by-play will be ABC Information Network sportscaster Fred Manfra with Rod Hundley, announcer for the Utah Jazz basketball team, serving as color analyst.

CRS lineup

Singer Barbara Mandrell and motivational speaker Patrick O'Dooley will highlight the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters, which is scheduled for the Opryland hotel in

Positive tone

Broadcast Music Inc. and the All-Industry Radio Music License Committee appear to be making some headway toward reaching a new music licensing pact. Although a general news blackout has been imposed on the talks, a spokesman for the committee characterized a Jan. 13 meeting between both parties at BMI headquarters in New York as "productive." The committee and BMI have agreed to meet again in the near future.

The radio industry is presently operating under an extension of an interim license agreement with BMI that expires March 31 ("Closed Circuit," Dec. 8, 1986.)

Nashville, Feb. 19-21. Mandrell will be the seminar's keynote speaker on Friday (Feb. 20) morning while O'Dooley is scheduled to close the meeting the following afternoon.

According to a spokesman for CRS, there will be more than a dozen workshops including three long-form or "mini" seminars—on management, self-improvement and programming—and two MIPS (Music Industry Professional Seminars) sessions. The MIPS panels, entitled "The Country Radio Audience" and "Radio and Retail—the Profitable Synergy," are coordinated by the Country Music Association and will take place on Thursday (Feb. 19) afternoon. Two elements new to this year's meeting are a "newcomers welcome" session on Thursday and a series of "informal" roundtable discussions on Saturday that will cover 15 different topics.

Wenner's winner

Westwood One Radio Networks unveiled plans last week to produce and distribute four long-form radio specials commemorating the 20th anniversary of *Rolling Stone* magazine. According to Westwood, the four programs will be broadcast to coincide with four special magazine issues that will chronicle the varied events in *Rolling Stone's* 20-year history.

The first special, scheduled to air in April, will be a retrospective of rock music's influence on popular culture. The second, according to Westwood One, will feature the "best live performances of the past 20 years culled from the network's library of concert recordings." It is slated to air in June. The

third special, set to air in August, will offer the "best recordings of the past two decades." The first three installments of Westwood's special *Rolling Stone* magazine programming will each run two hours.

The fourth broadcast will be a four-hour, live program featuring interviews with in-studio celebrity guests as well as with writers and editors of *Rolling Stone*. It is scheduled to originate from Westwood's studio in Los Angeles and from the studio facilities of album-rock WNEW-FM New York in November.

VOA on Vladimir

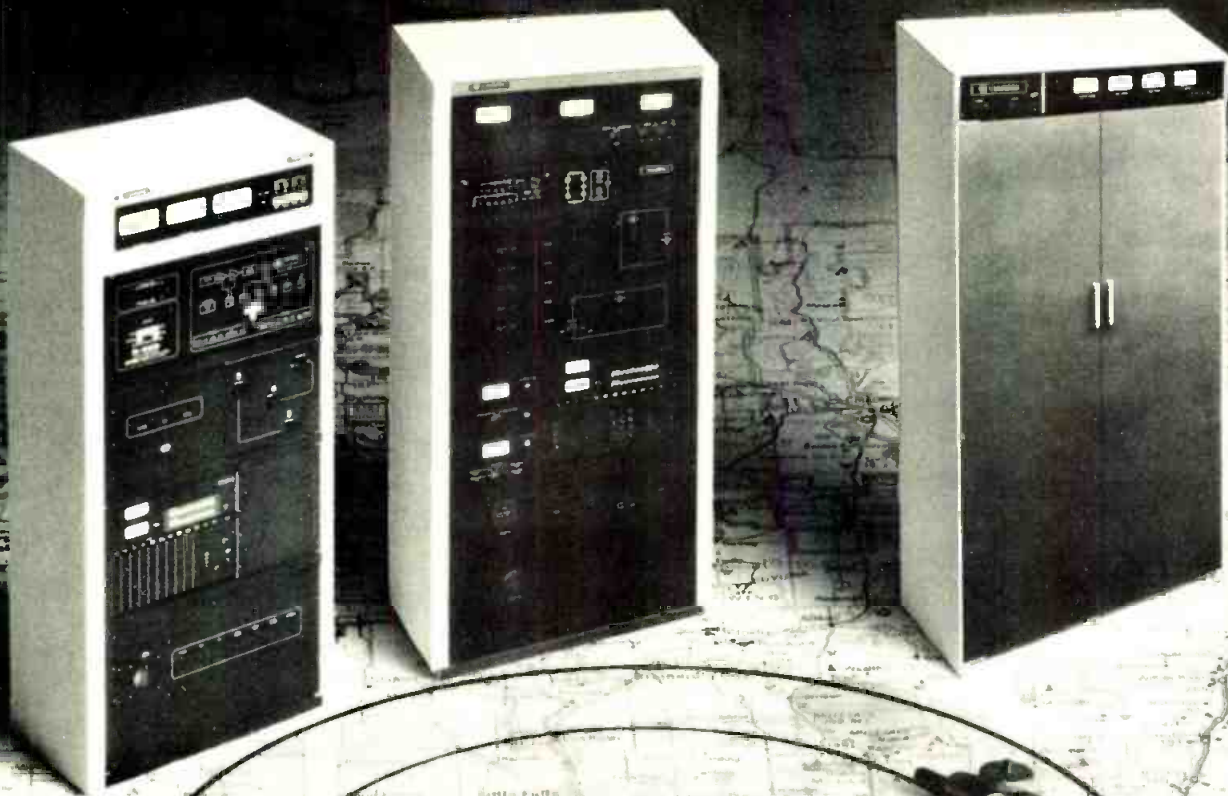
The Voice of America's Russian-language service next week will broadcast a report on a Soviet pianist, Vladimir Feltsman, regarded as a dissident in the Soviet Union, that was inspired by and will be based on a two-hour program that WDST(FM) Woodstock, N.Y., broadcast in November. The program will include an interview with Feltsman that was conducted by the station's classical programmer, Leslie Gerber, as well as two rare recordings by Feltsman that have been suppressed in the Soviet Union.

The chief of the Russian branch, Natalie Clarkson, has informed the station that the program will be condensed to 45 minutes and broadcast on Feb. 1, repeated three times to accommodate different time zones. The VOA program will include the interview and portions of the musical pieces, as well as material developed by VOA concerning what Clarkson said are the "difficulties" that Feltsman has experienced as an artist in the Soviet Union.

The rare musical pieces that were heard on the WDST broadcast and will be aired by VOA are a Chopin concerto and two Kabalevsky concertos, one with the composer conducting. Jerome Gillman, owner of the station, which broadcasts rock, jazz, blues and talk, as well as classical music, said Gerber obtained the two Feltsman records from a source in Spain.

Gillman said Gerber's interview with Feltsman was obtained with the aid of the U.S. State Department, which worked through the U.S. ambassador to Moscow, Arthur Hartman. During the interview, Feltsman, who wants to emigrate, says he sees no likelihood of being permitted to do so.

WDST offered the program to the VOA after, Gillman said, State informed him the Voice would probably be interested in it. WDST's program will be rebroadcast by *The New York Times's* classical music station, WQXR-AM-FM New York.



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Home Shopping Network buys rival C.O.M.B.

Details of \$650-million agreement with C.O.M.B. still being worked on; HSN also buys financial institution

Home Shopping Network Inc. proved again last week that the Clearwater, Fla.-based company is as much distinguished by its own corporate shopping as it is by being the first and largest tele-shopping service. Last week it announced an agreement in principle to merge with the parent company of its biggest competitor, the Cable Value Network (CVN), for an indicated value of \$650 million. Three days later HSN said it would acquire the second largest thrift institution in Maryland, Baltimore Federal, for \$40 million.

The first merger—which is actually between HSN and C.O.M.B. Co., originator and half owner of CVN—would clearly eliminate some competition in the tele-shopping business; both compete for cable system affiliations and CVN had earlier hired away some HSN over-the-air announcers. At the same time, it was not clear from the brief announcement what synergies were to be expected. What was clear is that there

were differences still to be resolved between HSN, which now owns 10 television stations, and CVN, which has criticized its merger partner for diversifying into broadcast operations. One issue still said to exist is a guarantee that cable operators will have available to them cable-exclusive programming. The other merger announced last week could result in financial services being offered as a tele-shopping product.

Last week's dramatic news ran concurrently with HSN's other hallmark, singular stock market activity. Over 15% of HSN's current 62 million shares outstanding traded during the past 10 days, rising from \$39 to \$65 before the American Stock Exchange stopped trading on Monday, Jan. 19, the day before a two-for-one stock split and the C.O.M.B. merger announcement. Much of the rise was attributed to a "squeeze" of stock traders who had previously sold HSN stock short and now needed to buy shares to repay brokerage houses.

During the next few days, the stock trading was halted as much as it was allowed, as various announcements were made by HSN. Last Wednesday the stock was on a roller

coaster, opening at \$43 (\$86 pre-split), up 5/4, then dropping to close at \$34. Trading was also delayed Thursday morning because of the Baltimore Federal acquisition announcement. The stock of C.O.M.B. was less volatile but also rose during the past 10 trading days on heavy trading from \$22 to last Wednesday's closing of 30 1/2.

Because much in the HSN/C.O.M.B. agreement in principle is still to be negotiated, both companies decided not to release any details until both boards have passed on a more formal agreement, which "could take up to a couple of weeks," according to HSN spokeswoman, Judy Ludin. One report suggested that each of C.O.M.B.'s roughly 18 million shares would be exchanged at a ratio of HSN stock worth \$36. Because of the wildly fluctuating price of HSN shares, it was said C.O.M.B.'s shareholders would be protected if HSN stock were to drop one year from now.

It was also suggested that the merger would result in a division of labor between C.O.M.B., which would become an HSN subsidiary, and the new parent company. But it is still not clear who will assume responsibility for such functions as tele-marketing; order fulfillment; programming, and cable system or TV station affiliation. Warner Communications currently advises CVN on programming, whereas HSN is working with MCA TV on the *Home Shopping Game* and other projects. Whatever the merger's final structure, Rick Michaels, chairman of Communications Equity Associates, and a consultant and former board member of HSN, said having a tele-shopping "super channel would be to the long-range benefit of the cable industry."

Another question that may still have to be worked out is what value is placed on CVN, half of which is owned by C.O.M.B., the other half being directly owned by 18 MSO's—the MSO's also have almost eight million C.O.M.B. stock purchase warrants, exercisable at between \$17.50 and \$24.75 each. Tele-Communications Inc. already owns roughly 10% of C.O.M.B. directly, having obtained the shares in a stock-swap, and the Denver-based MSO's president and chief executive officer, John Malone, sits on the C.O.M.B. board of directors.

Subscribers of the two tele-shopping services overlap some but precisely how much is not known. HSN currently is said to have about 8.3 million subscribers—not including what it estimates are 26 million potential viewers of its 10 owned and four affiliated broadcasting stations—and has additional agreements which would expand cable and satellite viewership to 15 million subscribers. CVN, which began full-time operations last September, reportedly reaches nine million homes and expects to reach roughly 15 million homes by April.



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Stock Index

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	275 3/4	279 1/2	- 3 3/4	- 1.34	27	4,435
N (CBS) CBS	137 7/8	138 3/4	- 7/8	- 0.63	26	3,233
O (CLCH) Clear Channel	14 3/4	14 1/2	1 4	1.72	21	43
O (INFTA) Infinity Broadcasting	14 1/4	14	1 4	1.78	75	148
O (JCOR) Jacor Commun.	7 1/4	6 3/8	7 7/8	13.72		41
O (LINB) LIN	57 7/8	59 5/8	- 1 3/4	- 2.93	44	1,532
O (MALR) Malrite	9 3/4	9 1/2	1 4	2.63	11	81
O (MALRA) Malrite 'A'	8 5/8	9 1/8	- 1 2	- 5.47	12	36
A (PR) Price Commun.	11 5/8	11 7/8	- 1 4	- 2.10		113
O (SCRIP) Scripps Howard	83	82 1/2	1 2	60	30	857
O (SUNN) SunGroup Inc.	2 7/8	3 1/2	- 5 8	- 17.85	28	4
N (TFB) Taft	112	113 1/2	- 1 1 2	- 1.32	91	1,015
O (TVXG) TVX Broadcast	10 1/4	10 1/2	- 1 4	- 2.38	42	60
O (UTVI) United Television	30 3/4	30 1/2	1 4	.81	29	336

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	52 7/8	54	- 1 1 8	- 2.08	27	608
A (AAR) Adams Russell	21 1/8	21 1/8			17	131
A (AFP) Affiliated Pubs	80 1/4	82 1/2	- 2 1 4	- 2.72	41	1,416
O (ASTV) Amer. Comm. & TV	1/16	3/32	- 1/32	- 33.33		4
N (AFL) American Family	28 5/8	27 1/8	1 1 2	5.52	19	1,144
O (ACCMA) Assoc. Commun.	26 3/4	27 1/2	- 3 4	- 2.72		255
O (BMAC) Bus. Men's Assur.	28 1/4	26 1/2	1 3 4	6.60	17	298
N (CCN) Chris-Craft	20 1/2	21 1/2	- 1	- 4.65	9	133
N (DNB) Dun & Bradstreet	115 1/4	113 1/4	2	1.76	28	8,761
O (DUCO) Durham Corp.	41 1/4	41 3/4	- 1 2	- 1.19	11	234
N (GCI) Gannett Co.	40	40			25	6,423
N (GY) GenCorp	78	77 5/8	3 8	4.8	18	1,743
N (GCN) General Cinema	45 3/4	47	- 1 1 4	- 2.65	18	1,665
O (GCOM) Gray Commun.	204	200	4	2.00	35	101
N (JP) Jefferson-Pilot	35 3/4	37	- 1 1 4	- 3.37	12	1,495
N (BJ) John Blair	12 7/8	12 7/8				104
O (JSON) Josephson Intl.	12	11 1/2	1 2	4.34		56
N (KRI) Knight-Ridder	48 7/8	48 1/2	3 8	.77	22	2,744
N (LEE) Lee Enterprises	24 5/8	24 3/4	- 1 8	- 0.50	20	623
N (LHC) Liberty	39 1/2	39 3/4	- 1 4	- 0.62	16	398
N (MHP) McGraw-Hill	61 1/2	60 5/8	7 8	1.44	21	3,100
A (MEGA) Media General	49 7/8	46 7/8	3	6.40	21	702
N (MDP) Meredith Corp.	33 1/4	34 3/8	- 1 1 8	- 3.27	13	630
O (MMEDC) Multimedia	45 7/8	47 3/4	- 1 7 8	- 3.92	-17	503
A (NYTA) New York Times	38	37 7/8	1 8	3.3	25	3,074
O (PARC) Park Commun.	27 1/2	27 1/2			26	379
N (ROC) Rollins Commun.						
T (SKHQ) Selkirk	18 1/2	19 1/2	- 1	- 5.12	40	150
O (STAUF) Stauffer Comm.	135	135			22	135
A (TO) Tech/Ops Inc.	30 1/8	30	1 8	41	5	65
N (TMC) Times Mirror	72 3/4	69 1/8	3 5 8	5.24	21	4,689
O (TMCI) TM Communications	2	2			10	15
O (TPCC) TPC Commun.	1/4	5/16	- 1 1 6	- 20.00		2
N (TRB) Tribune	65 3/8	65 3/8			21	2,654
A (TBS) Turner Bcstg.	17 1/2	16 1/2	1	6.06	39	381
A (WPOB) Washington Post	164	165	- 1	- 0.60	20	2,131

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (ALLT) All American TV	5 3/4	5 1/2	1 4	4.54		6
O (BRRS) Barris Indus.	17 1/4	18 1/2	- 1 1 4	- 6.75	28	152
O (CMCO) C.O.M.B.	30 1/2	28 5/8	7 7/8	34.80	51	351
N (KO) Coca-Cola	41 1/8	38 1/2	2 5 8	6.81	21	15,873
O (CLST) Color Systems	15 1/2	17 1/2	- 2	- 11.42		10
A (DEG) De Laurentiis Ent.	13 3/4	12 3/4	1	7.84		131
N (DIS) Disney	53 1/2	50 5/8	2 7 8	5.67	37	6,921
N (DJ) Dow Jones & Co.	46 1/4	44 1/2	1 3 4	3.93	32	4,474
O (FNNI) Financial News	13	11 7/8	1 1 8	9.47	216	144
A (FE) Fries Entertain.	4 1/4	4 3/8	- 1 8	- 2.85	8	22
N (GW) Gulf + Western	68 1/2	67 3/8	1 1 8	1.66	20	4,235
O (HRSI) Hal Roach	9	10 1/4	- 1 4	- 12.19		50
A (HHH) Heritage Entertain.	8 5/8	8 1/2	1 8	1.47	9	24
A (HSN) Home Shopping Net.	34	50 7/8	- 16 7 8	- 33.16	77	1,313
N (KWP) King World	17 1/2	18 3/4	- 1 1 4	- 6.66	33	537
O (LAUR) Laurel Entertainment	4 5/8	5	- 3 8	- 7.50	17	11
A (LT) Lorimar-Telepictures	17 1/2	17 1/8	3 8	2.18	17	594
N (MCA) MCA	43 1/4	43 1/8	1 8	2.8	19	3,376
N (MGM) MGM/UA Commun.	10 3/4	11 1/8	- 3 8	- 3.37		549
A (NWP) New World Pictures	12 3/8	13 1/8	- 3 4	- 5.71	23	131
N (OPC) Orion Pictures	15 3/8	13 1/2	1 7 8	13.88		146
O (MOVE) Playhouse Entertain.	10 3/4	10	3 4	7.50		19
N (PLA) Playboy Ent.	8 1/2	9	- 1 2	- 5.55		79
O (QVCN) QVC Network	19	17 1/4	1 3 4	10.14		124
O (RVCC) Reeves Commun.	9	8 3/4	1 4	2.85		112

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (RPICA) Republic Pictures 'A'	9 3/4	9 7/8	- 1 8	- 1.26	69	28
O (RPICB) Republic Pic. 'B'	10 1/4	10	1 4	2.50	73	7
A (RHI) Robert Halmi	3 1/4	3 1/2	- 1 4	- 7.14	29	61
O (SMNI) Sat. Music Net.	5 3/4	5 7/8	- 1 8	- 2.12		39
N (WCI) Warner Commun.	26 1/8	25 1/2	5 8	2.45	17	3,223
O (WWTW) Western World TV	1 5/8	1 5 8				10
O (WONE) Westwood One	30 3/4	31 1 4	- 1 2	- 1.60	48	250

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (BSIM) Burnup & Sims	3 3/4	4 1 8	- 3 8	- 9.09	-6	59
O (CVSI) Compact Video	4	4 7 8	- 7 8	- 17.94	40	23
N (CO) Comsat	30 1/4	30 7 8	- 5 8	- 2.02		547
N (FCB) Foote Cone & B.	54 1/2	53 1 2	1	1.86	13	207
O (GREV) Grey Advertising	106	103	3	2.91	14	127
N (IPG) Interpublic Group	32 7 8	31	1 7 8	6.04	19	717
N (JWT) JWT Group	30 1/2	31 1 8	- 5 8	- 2.00	13	276
A (MOV) Movielab	6	3 3 4	2 1 4	60.00		9
O (OGIL) Ogilvy Group	34	33 3 4	1 4	74	16	465
O (OMCM) Omnicom Group	24 3 8	23 3 8	1	4.27	21	139
O (SACHY) Saatchi & Saatchi	34 1 4	33 7 8	3 8	1.10	16	1,771
O (TLMTB) Telemation	3	3			12	13
A (TPO) TEMPO Enterprises	11 7 8	11 1 2	3 8	3.26	30	68
A (UNV) Unitel Video	8 7 8	9 1 8	- 1 4	- 2.73		19

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.	2 3 8	2 3 8			-1	13
A (CVC) Cablevision Sys. 'A'	20 3 4	20	3 4	3.75	-6	435
O (CRDF) Cardiff Commun.						
N (CNT) Centel Corp.	61 5 8	59 5 8	2	3.35	13	1,704
O (CCCOA) Century Commun.	16 3 4	16 3 4				335
O (CMCSA) Comcast	19 3 8	20	- 5 8	- 3.12	25	412
N (HCI) Heritage Commun.	27 3 8	27 3 8				101
O (JOIN) Jones Intercable	12 3 8	13 1 4	- 7 8	- 6.60	30	160
T (MHPQ) Maclean Hunter 'X'	19 1 2	19 1 8	3 8	1.96	27	718
O (RCCA) Rogers Cable	10 7 8	11 5 8	- 3 4	- 6.45		55
O (TCAT) TCA Cable TV	17 3 4	18	- 1 4	- 1.38	30	191
O (TCOMA) Tele-Commun.	27 7 8	26 5 8	1 1 4	4.69	214	2,679
N (TL) Time Inc.	75 3 4	74 7 8	7 8	1.16	23	4,755
O (UACIA) United Art. Commun.	19 1 8	19 1 8			91	785
N (UCT) United Cable TV	27 1 2	28 1 4	- 3 4	- 2.65	68	669
N (VIA) Viacom	40 7 8	41 5 8	- 3 4	- 1.80	39	1,400
N (WU) Western Union	4 5 8	4 3 8	1 4	5.71		112

	Closing Wed Jan 21	Closing Wed Jan 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	129 3 8	120 1 8	9 1 4	7.70	21	14,883
N (ALD) Allied-Signal	44 3 4	45	- 1 4	- 0.55	-10	7,890
N (ANX) Anixter Brothers	13 3 4	13 3 4			25	500
N (ARV) Arvin Industries	30 3 4	28 1 2	2 1 4	7.89	13	496
O (CCBL) C-Cor Electronics	9 3 4	9 3 4			-6	29
O (CATV) Cable TV Indus.	2	2 1 8	- 1 8	- 5.88	-10	6
A (CEC) Cetec	5 3 8	5 1 4	1 8	2.38	-8	10
A (CHY) Chyron	5 7 8	6 1 8	- 1 4	- 4.08	27	59
A (CXC) CMX Corp.	1 1 8	1 1 8			5	
A (COH) Cohu	7 5 8	7 1 2	1 8	1.66	15	13
N (CAX) Conrac	13 3 4	13 1 2	1 4	1.85	12	91
N (EK) Eastman Kodak	74 1 2	74 1 2			63	16,829
O (ECIN) Elec Mis & Comm.	1 3 4	2	- 1 4	- 12.50		7
N (GRL) Gen. Instrument	20 3 8	21 1 4	- 7 8	- 4.11		660
N (GE) General Electric	97 1 8	91	6 1 8	6.73	18	44,286
O (GETE) Geotek Inc.		1 1 4	- 1 4	- 100		
N (HRS) Harris Corp.	35	33 1 8	1 7 8	5.66	23	1,408
N (MAI) M/A Com. Inc.	13 1 2	13 3 8	- 1 8	- 93		587
O (MCDY) Microdyne	3 7 8	4 1 8	- 1 4	- 6.06	35	17
N (MOT) Motorola	43 3 4	43 1 2	1 4	57	51	5,587
N (NPH) N.A. Philips	44 5 8	44 5 8			18	1,291
N (OAK) Oak Industries	1 1 8	1 1 8			38	
A (PPI) Pico Products	2 1 8	2 1 4	- 1 8	- 5.55		7
N (SFA) Sci-Atlanta	13 1 8	13	1 8	96	23	307
N (SNE) Sony Corp.	21	21 1 4	- 1 4	- 1.17	12	4,854
N (TEK) Tektronix	76 3 4	76 1 2	1 4	32	25	1,501
N (VAR) Varian Assoc.	25 1 8	26 3 8	- 1 1 4	- 4.73	35	535
N (WX) Westinghouse	64	62 1 2	1 1 2	2.40	17	9,832
N (ZE) Zenith	24 5 8	24 5 8			569	

Standard & Poor's 400 300.20 293.73 6.47 2.20

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

HSN's acquisition of Baltimore Federal is subject to approval by the Federal Home Loan Bank Board and the Federal Savings and Loan Insurance Corp. and other conditions. The company said it expects all necessary approvals for the acquisition will be obtained by late summer. HSN Chairman Roy Speer said in a statement that the pur-

chase would represent the company's initial entry into the financial services market, "and the establishment of an HSN financial network." The statement also said that although Baltimore Federal's core business is in real estate loans, HSN contemplates using the thrift to develop and sell consumer financial products to HSN customers.

Changing Hands

PROPOSED

WBMX-FM Oak Park (Chicago), Ill. □ Sold by Egmont Sonderling to Northlake Communications Ltd. for \$28 million. **Seller** also owns co-located WBMX(AM) and is applicant for new FM in Arlington, N.Y. **Buyer** is owned by Mitchell Rubenstein; his wife, Laurie S. Silvers, and her father, Gordon Sherman. It also owns cable system in Palm Beach county, Fla. WBMX-FM is on 102.7 mhz with 9 kw and antenna 1,170 feet above average terrain.

WPTR(AM) Albany and WFLY(FM) Troy, both New York □ Sold by Five States Tower Co. to Albany Broadcasting Co. for \$7.5 million. **Seller** is owned by Chrismol Group, Poughkeepsie, N.Y.-based group of two AM's and two FM's principally owned by Robert K. Dyson, which recently sold WTRY(AM) Troy and WPYX(FM) Albany, both New York. Dyson is also principal in DKM Broadcasting, which purchased Group One Stations ("Changing Hands," Aug. 4, 1986). **Buyer** is owned by James J. Morrell and John Kel-

ley. Morrell is automobile dealer in Albany. Kelley was general manager of WTRY(AM) Troy and WPYX(FM) Albany. WPTR is on 1540 khz full time with 50 kw. WFLY is on 92.3 mhz with 50 kw and antenna 850 feet above average terrain. **Broker: Americom Radio Brokers.**

KVHP(TV) Lake Charles, La. □ Sold by TMG Inc. to Calcasieu Communications Inc. for \$2 million. **Seller** is headed by Theresa Gosse. It has no other broadcast interests. **Buyer** is owned by Michael S. Dillon, Charles P. Muckenthaler, Donald R. Dombrow and Gary D. Hardesty. Dillon is San Diego-based financial consultant and real estate investor. Muckenthaler is retired naval pilot from San Diego. Dombrow is retired dentist from San Diego. Hardesty is San Diego-based stockbroker. None have other broadcast interests. KVHP is independent on channel 29 with 700 kw visual, 131 kw aural and antenna 453 feet above average terrain.

WFSC(AM)-WRFR(FM) Franklin, N.C. □ Sold by High Country Communications Inc. to

Cross Country Communications Inc. for \$650,000. **Seller** is owned by Charles Frischman, Gary Boswell, Nell Yochum, Lee Williams, Bruce Eady and Sherwin Welch. Frischman, Boswell, Yochum and Williams have interest in WBBB(AM)-WPCM(FM) Burlington, N.C. Eady and Welch have interest in WXLX(AM) Blowing Rock, N.C. Frischman also has interest in KZZB-FM Beaumont, Tex. **Buyer** is owned by Brenda S. Wooten and Josephine C. Cunningham. Wooten is station's general manager and Cunningham is stations' commercial manager. WFSC is daytimer on 1050 khz with 1 kw. WRFR is on 96.7 mhz with 3 kw and antenna 200 feet below average terrain.

WRMS-AM-FM Beardstown, Ill. □ Sold by Beardstown Broadcasting Co. to Conner Family Broadcasting for \$250,000. **Seller** is headed by David A. MacFee, president, who has no other broadcast interests. **Buyer** is owned by John W. Conner and his wife, June. Connor is general manager of seller. WRMS is daytimer on 790 khz with 500 w. WRMS-FM is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WSPQ(AM) Springville, N.Y. □ Sold by Clancy & Stork Communications Inc. to Beasley Communications Inc. for \$250,000. **Seller** is owned by John C. Clancy and Donald L. Stork, who also own WSCM(AM)-WITU(FM) Cobleskill, N.Y. Clancy also owns WCDO-AM-FM Sidney, N.Y. **Buyer** is Goldsboro, N.C.-based group of six AM's and nine FM's, principally owned by George Beasley. WSPQ is on 1330 khz full time with 1 kw.

For other proposed and approved sales see "For the Record," page 62.

HOME SHOPPING NETWORK

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MCA's programing writedown: What it all means

Questions and answers on
the why's and wherefore's of
lowered financial expectations

Two weeks ago MCA Inc., whose television syndication arm, MCA TV, takes in several hundred million dollars a year in revenue, announced a reduced forecast for that business. Although the specific impact of the change won't be reported until fourth-quarter financial results are released on Jan. 28, the company estimated that operating income will be lowered by \$50 million.

While some of the charges are the direct results of events that have already been reported, such as the recent Chapter 11 filing of Grant Broadcasting Systems and the sale of stations (but not their programing commitments) to the Home Shopping Network, much has to do with business judgments and specialized rules of accounting. Many industry observers expressed surprise by the extent of the MCA decision. The following explanation of what may be behind MCA's decision has been culled from a number of sources.

■ Where did MCA's \$50-million charge against 1986 operating income come from? □ Roughly \$42 million, or 85%, is due to re-

duced projections of future syndication revenue. Only about \$8 million was directly attributable to current payment troubles with stations, primarily independents.

■ *Why do reduced revenue projections cause a charge against current profits?* □ Business accounting practices allow programming companies to delay recording production expenses—which include direct costs, certain overhead and interest charges—and instead allocate those costs to future years to the same degree that revenue is expected to be received. But if expectations change, there is theoretically no future revenue to match costs against. So the recording, or “amortization,” of those costs must be accelerated and matched against more current income.

For example, suppose MCA produced a one-hour network show costing \$1 million per episode, received an \$800,000 network license fee and added an additional \$100,000 per episode from simultaneous foreign syndication. Roughly five years after the show first began, domestic syndication revenue was expected to bring in \$300,000. Thus MCA initially delayed recording 25% of the show's costs in order to match it later against future revenue—the 25% figure is arrived at because \$300,000 is 25% of the total expected revenue of \$1.2 million (\$800,000 plus \$100,000 plus \$300,000). If MCA, however, cut its syndication expectations in half, it would likewise have to “accelerate” half of the remaining costs—in this case half of 25%, or \$125,000. If the show had been in production for three years (66 episodes), the “accelerated amortization of costs” for only that one show would total \$8.25 million.

■ *Does that mean some of MCA's shows will be unprofitable?* □ Not necessarily. MCA may still get enough revenue from foreign syndication, home video distribution, or domestic broadcast or cable syndication to exceed its production and distribution costs.

■ *Other major producers such as Paramount, Coca-Cola Television, Lorimar and Warner Brothers have not made a similar announcement. Why?* □ There are at least two answers. First, production companies make adjustments in their revenue estimates all the time, some at least every three months. Because program library reviews and estimate corrections are constantly made, it is rare that a sum “material” enough to swing the company's earnings is announced. A second reason is that although MCA reviewed all of its syndication library, most of the \$42-million adjustment is attributable to its assessment of action-adventure hours, a genre that the company dominates with shows like *Magnum P.I.*, *Knight Rider*, *Miami Vice*, *Simon & Simon*, *Equalizer* and *Murder She Wrote*.

■ *Isn't the writedown a sign of bad news for the syndication industry?* □ Some observers are skeptical of the magnitude of MCA's announcement. They note that many companies recorded big writedowns in 1986, preferring to defer income into 1987 when tax rates should be lower. The writedown also comes when the networks and studios are negotiating about program costs for next year, and some suggest the severity of the

PanAmSat takes off. The FCC Common Carrier Bureau last week approved Pan American Satellite's acquisition of Cygnus Satellite Corp. for up to \$350,000. Both companies have been awarded conditional construction permits for international satellite systems. PanAmSat had originally been authorized to serve Latin America with a C-band satellite located at 45 degrees west longitude, where Cygnus had a conditional authorization to provide Ku-band service to western Europe. With the acquisition, PanAmSat may now set its sights on using a hybrid Ku-C-band bird to serve both areas from the same location. In May, the commission rejected an earlier proposal submitted by the two parties. Under the agreement, Cygnus would have acquired an interest in PanAmSat while PanAmSat acquired rights to Cygnus's orbital slot until Cygnus was prepared to launch its own satellite. The commission said that would have involved the “warehousing” and unauthorized assignment of a slot. In a related matter last week, the bureau approved a *pro forma* restructuring of PanAmSat from a corporation to a partnership resulting in Rene Anselmo increasing his holdings from 80% to 95% and with Fred Landman, Anselmo's son in law, decreasing his interest from 20% to 5%.

move may be MCA's way of telling the networks that it can't afford reduced license fees. And there is the business tradition of the “big bath,” choosing, when faced with a long-term deterioration of a market, to record all the problem at once, rather than to let it slowly reduce earnings over successive quarters. In fact, if the company is too conservative, in future quarters it could “reverse” the writedown, adding back profits in the softer market. But even those who suggest these more skeptical reasons said they only might explain the severity and the timing of the writedown. A good portion of it, they said, is, as MCA said, required by the industry's accounting practices. If the syndication market further deteriorates, MCA would perhaps have to further accelerate the write-off of production costs.

■ *Moving to the bad debt reserve, MCA is the third largest programming creditor of Grant Broadcasting, which has programming commitments of over \$200 million. Given that the bad debt reserve covers other problem stations as well, isn't \$7 million a small writedown?* □ The increase in the reserves—also called the “provision for doubtful accounts”—does not reflect what revenues are owed MCA by problem stations. To be conservative, the company is eliminating previously recorded profits which it now deems “potentially uncollectible,” but that accounting “conservatism” does not require erasing previously recorded revenue, since it is assumed that most of the shows can be resold to another station in the market. The bad debt reserve covers distribution as well as program production profits. □

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Network news going international

CBS and NBC to follow Turner in overseas marketing of news programs; participants see market potential but more distant rewards

CBS and NBC will soon be bringing their flagship news shows to Europe, following by more than a year Turner Broadcasting's Cable News Network introduction of American news programming to European television audiences.

Next month, the *CBS Evening News with Dan Rather* will be seen for the first time by French television audiences on the service Canal Plus. Then by mid-year, NBC News will send its entire slate of news programs, including *NBC Nightly News with Tom Brokaw* and *Today*, to hotel rooms throughout the continent as part of the startup satellite channel, AngloVision.

CNN has also made recent moves to boost its CNN International operation. The company has just appointed a new vice president-managing director, former Turner Broadcasting General Counsel Robert Ross (BROADCASTING, Jan. 19), and there are plans to expand the staff, add new remote

offices in Sweden and the Netherlands, and increase the hard news content of its European feed, which is drawn from both CNN and Headline News.

Despite these energetic efforts, the companies acknowledge their efforts are not expected to turn a profit in the near term. Turner Broadcasting's CNN European exercise, costing the company \$5 million a year, still appears far from realizing its first return, and representatives from CBS and NBC also were not predicting any short-term financial success for their new ventures.

But the organizations harbor hope that the projects may pay off over time, particularly if expanding European and international media markets look to fill new television channels with product from several U.S. news-gathering organizations and international advertisers find them appropriate vehicles for reaching their audiences.

The Turner Broadcasting effort in Europe began in October 1985, when the company first offered an enhanced version of its 24-hour Cable News Network and Headline News services to European hotels, as well as to European broadcasters for the rebroadcast

of specific segments.

Slower than expected expansion of CNN's European client list at first forced drastic cutbacks in the operation's London staff, but by the end of 1986 the service has finally begun to stabilize and spread. It now reaches some 15,000 European hotel rooms.

Terry McGuirk, Turner Cable Network Sales president, who has overall responsibility for the CNN International sales effort, acknowledged "the market has been developing very slowly until now. Part of it is our fault, in how it was handled. Part is [that the market is just] not growing as fast as was expected."

The company has "no hard data on where this thing [CNN International] breaks into the black," he said. "We're going to grow this thing as seen fit. We have deep pockets. We do it on a low budget. We can afford it." But McGuirk was optimistic. "Turner Broadcasting always seems to be out front. Always a little too early, staking out as a small company what big companies can't," he said. "[This is] one of the horizons developing into a very, very neat business. Someday it will be a very revenue producing business for us."

CBS, as part of its international efforts, recently received French government approval to air *CBS Evening News* in that country after months of negotiations and several setbacks, and is moving quickly to complete arrangements for the start of the service. The show will be carried on Canal Plus, a UHF-TV national subscription channel which first went on the air in 1984.

Canal Plus will broadcast a French-subtitled version of the program beginning between 7 and 8 a.m. Paris time, when Canal Plus transmissions are left unscrambled. During this period, the channel potentially reaches an estimated 9.9 million of France's estimated 20 million TV households. Another 27,000 closed-circuit hotel rooms also receive Canal Plus.

According to Donald Wear, CBS International senior vice president and general manager, the *CBS Evening News* will tentatively begin airing on Feb. 10, and the broadcast has already gained two commercial sponsors, Mobil and American Express. All advertising placements are being handled by Canal Plus, with CBS sharing a fixed percentage of profits after costs have been recouped. Wear explained. He declined to say what the CBS percentage would be.

Most of the project's operational costs, outside of translations provided by a CBS producer in New York, will be borne by Canal Plus, Wear added. Dry run satellite transmissions to Canal Plus using Intelsat V, which already carries the show to Europe for Armed Forces Radio & TV, were begun earlier this month to finalize translation and captioning schedules for the show ("Closed

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Circuit," Jan. 12).

CBS's Wear said he believed the Canal Plus project can be profitable, but added: "You never know until you have some actual experience."

While its initial effort will be in France, CBS has also been approached by other European broadcasters and cable TV services, such as West Germany's RTL-Plus, regarding carriage of the program, Wear said.

NBC News also has been examining prospects for its news product in Europe, particularly since signing a three-year agreement last fall to license all news division news programs to startup European satellite channel AngloVision (BROADCASTING, Oct. 6, 1986).

AngloVision, a joint venture of NBC, American Express and Irish media group, Independent Newspapers, plans to offer NBC News programs, including daily and weekly shows, documentaries and special coverage, to hotels throughout Europe. The shows will be offered both live and on a tape delayed basis when the time difference between the U.S. and European nations makes live broadcasts infeasible.

Andrew Mulligan, AngloVision founder, president and chief executive officer, is optimistic the service may reach as many as 20,000 hotel rooms by the end of its first year in operation, and he had already signed some 8,000 to 9,000 rooms in eight European countries by last October.

Although the AngloVision service will begin with an average 20 hours per week of news programming supplied by NBC, the channel will eventually expand to 24 hours a day, according to Joe Angotti, network news vice president.

Angotti, who is serving as NBC's chief liaison on the project, is now in preliminary negotiations with English-language broadcasters in Canada, Great Britain and Australia to form a consortium which would provide additional news programs to the service for cash payments. Other American information sources may also be sought for the venture, he added. Angotti declined to name the specific overseas broadcasters being approached (they are believed to include British Broadcasting Corp. and Canadian Broadcasting Corp.), but said he hoped for commitments from them by mid-to-late February.

Angotti admitted "at the moment, there's no hope of its [Anglovision] being a profit-making venture. It's an experiment with a very unusual and different concept. I think it's worth the money to conduct the experiment. After it's up for a couple of years [we] should know whether it will break even or make a profit."

One advantage for AngloVision, Angotti believes, will be the "more international" nature the 24-hour service the venture is hoping to gain by inviting the participation of overseas broadcasters. "There is only room for one English-language news service. Our advantage will be the international character of it. The thing is to make preeminent broadcasters want to join this project. If we can put together the people we want, we will own [that position]."

McGuirk's CNN also sees the "international" quality as potentially an important

one for the Turner effort, although as an "American service designed for the U.S., we will have to see where we jump from there," he explained. "We can't be all things to all people."

But in the long run, McGuirk said CNN is looking into the possibility of working with other international TV industry partners. "We may evolve into a new business. Almost surely we will bring other [international] broadcasters onto the service."

Profit potential for each of the services so far seems slim because only a handful of advertisers, such as American Express and Mobil, have come forward to sponsor programs. "There are not enough viewing homes or rooms to make it serious," McGuirk explained. "CNN has 38 million viewers in the U.S. Over there we're dealing with thousands."

The potential for far greater audiences, and with it greater revenues, McGuirk believes, could come when American services succeed in reaching more of Europe's growing cable market. "Of all three markets [cable, hotels and broadcasters], the big future is in cable," he said. "We certainly plan wide distribution in cable."

NBC's Angotti acknowledged the network is interested in European cable opportunities, as well, but only on a "very limited basis." NBC's agreement with AngloVision allows for carriage on French cable systems, and a just-started Paris cable operation is reported already to be experimenting with English language channels, including CNN, BBC and Lifeline, a cable lifestyles channel owned jointly by Hearst, ABC and Viacom.

The cable question is a particularly touchy one, however, for established European television services with which U.S. news organizations often work. Many of them see cable technology, and American program services on them, as possibly damaging competition.

The companies are not only vying for a place in the European market, however, but also looking at the potential for other world markets, such as the Far East. Angotti said NBC is involved in talks through AngloVision regarding hotel and some cable carriage of its news programs in the East, and is already talking with cable service JCTV in Tokyo about such prospects.

Wear said CBS has also talked with companies in Asia, and in Japan. Tokyo Broad-

casting now has carriage of *CBS Evening News* under consideration. CBS, Wear added, will not limit considerations to *CBS Evening News*. "CBS Evening News is like the CBS front page, but we will expand on our offerings."

"We see this as a prototype concept of news programs internationally," Wear added. "In the past, the core has been news services. Now we're looking at an entire schedule. The concentration now is on *CBS Evening News*, but the effort applies to any program." □

AP to develop new rate structure

Simplified formula to be based on market rank and FCC class

The Associated Press, the 139-year-old, nonprofit news cooperative, is proposing a new, simplified rate formula for radio and television stations that subscribe to its broadcast wire services—AP NewsPower (high speed wire for radio), the traditional radiowire, and the AP television (APT) wire—that will base membership rates on a station's market ranking and its FCC class. The current formula, developed in 1941, bases pricing upon a number of different criteria including a station's spot rates and power as well as the population in its city of license.

"We believe we have reached a fair and simple approach to what was becoming an outdated and very complex pricing system," said AP Board Chairman Frank Batten, who is also chairman and chief executive officer of Landmark Communications Inc., Norfolk, Va. The formula treats markets and stations in a "like manner," added Clint Formby, president of Associated Press Broadcasters, Inc., an advisory group for AP Broadcast Services. Formby is president of the Formby Stations, Hereford, Tex. The move to a more uniform rate structure follows a three-year review of the subject conducted by AP management, its board of directors and the AP advisory group.

The full AP board plans to make a final decision on the formula at its April meeting in New York. (The concept has already been

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approved in principal.) If adopted, AP will begin to implement the revised pricing structure in July. Any rate changes for stations will be phased in over several years, according to a written explanation of the new rate formula being sent to AP broadcast members. Increases, said AP, will be limited to no more than a 5% rise in a station's current assessment in any one year while decreases will be spread evenly over five years. (A similar procedure for a new rate formula for newspaper members was implemented in 1985.)

In another development, AP's present requirement for radio stations to subscribe to one of its existing broadcast wire services in order to have access to AP Network News, the organization's radio network, will soon be lifted. Beginning in the spring, radio members will be able to subscribe to either one of AP's wire services or the audio network for a base fee.

AP also revealed three new products designed primarily for radio members, all of which should be operational in the second quarter. AP said it will launch an "entertain-

ment" news service—to be followed by expanded audio reports on the radio network—that will be integrated into AP's existing news wire services, including APTV.

Additionally, "AP Headlines," a new wire service that is being tailored for radio stations that have a limited need for news, is being readied. And AP said it plans to add another satellite channel on Westar III for the radio network's special events programming, such as live coverage of major news events. (AP Network News currently operates only one main channel for news.) □

Law & Regulation

INTV presents its own version of must-carry rules to FCC

Among its suggestions are that cable systems carry local broadcast stations or enter program marketplace with full copyright liability

Alleging that local TV stations and the public are being harmed by the FCC's stay of its new carriage rules, the Association of Independent Television Stations has asked the FCC to wrap up reconsideration and implement its new rules "with the greatest possible expedition." In a petition for reconsideration at the FCC, INTV said the "serious competitive imbalance favoring" cable over

TV stations can only be corrected by elimination of cable's compulsory copyright license; exclusive cable franchising; entry barriers to cable competition from telcos, broadcast stations and TV networks, and reimposition of exclusive local program exhibition licenses for local TV stations. It also urged the FCC, on reconsideration, to, among other things, eliminate the five-year sunset of carriage obligations and provide for a "system-by-system" sunset when all cable systems have the same copyright liability as local broadcasters and a particular system has at least one cable competitor in

its community; provide that no qualified local station may be required or permitted to pay for cable carriage unless payment is necessary for technical reasons or to compensate for copyright fees; clarify that the lowest priced separately available tier of cable service mentioned in the rule means the one that "is available to all subscribers without additional charge for any necessary converter on the first and any additional television sets in the subscriber's household" and move expeditiously to consider adopting a provision to "protect the exclusive syndicated program licenses of television broadcast-

ers." INTV also said its own proposed "permissible signal carriage rule"—under which cable operators would be given the option of carrying local TV signals or entering "the competitive program acquisition marketplace with full copyright liability"—represented a "better approach" than one suggested by the National Association of Broadcasters, the National Cable Television Association and the Community Antenna Television Association that would give cable operators the option of assuming carriage requirements or A/B switch obligations (BROADCASTING, Dec. 22, 1986). (INTV also said its own proposal might be "fruitfully adapted" by giving cable operators the option of adhering "to the new, limited must-carry rule on an ongoing basis until government-imposed barriers to true cable-broadcast competition are removed" and "the competitive program acquisition marketplace with normal copyright liability.")

"If the commission nonetheless insists upon retaining the five-year automatic 'sunset' of limited signal carriage regulation, it must at the very least clarify its stated willingness to consider continuing limited regulation 'in particular situations' to affirmatively state that it will reconsider whether rules of general applicability might still be necessary beyond the scheduled five-year 'interim' period," INTV added. "In view of the current deficiencies of 'A/B' switches in restoring adequate over-the-air broadcast signal access to cable subscribers, to do anything less would be arbitrary and capricious." □

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'Amerika' isn't beautiful to United Nations

International organization complains about ABC mini-series characterization of UN peacekeeping force

ABC's *Amerika*, the story of life in America 10 years after a bloodless takeover by the USSR, is a fictional piece its creators say is designed as a clash of ideas. But to the United Nations and its friends, it defames the UN and its peacekeeping forces. And they are pressing the network to air material in connection with the 14½ hour film that would mitigate their concerns. ABC, which plans to start showing the film on Feb. 15 and which insists the UN in *Amerika* is not intended to portray the organization that currently exists, says the matter is under consideration.

The UN made its concerns known last fall. But it was not until last week that it was learned that the organization had retained Theodore C. Sorensen, who served as special counsel to President Kennedy, to negotiate with ABC for changes in the film. He has informed ABC his clients see UN peacekeeping troops in the film portrayed as rapists and arsonists, and as engaging in "other forms of brutality." His talks with ABC center on a list of seven requests for changes or additions. Sorensen is a senior partner in the New York firm of Paul, Weiss, Rifkind, Wharton & Garrison. His wife, Gillian, is New York City Commissioner for United Nations and Consular Affairs.

Last week, a bipartisan group of 11 former top foreign policy-making officials—former Secretaries of State Dean Rusk, Edmund S. Muskie, Alexander M. Haig, and former U.S. ambassadors to the UN George W. Ball, Arthur J. Goldberg, Jeane J. Kirkpatrick, and George Ball, among them—submitted a statement to Thomas Murphy, chairman of the board and chief executive officer of Capital Cities/ABC Inc., expressing concerns similar to the UN's. They, too, request the inclusion of counterbalancing material. Elliot L. Richardson, chairman of the United Nations Association of the United States of America, supported that position in a covering letter.

Sorensen, the former top foreign policy-making officials and Richardson, in their respective comments, express concern about the possible impact of the film on U.S. support for the UN and its peacekeeping forces, particularly at a time when Congress is cutting appropriations for the UN and those forces. Richardson said "it is most unfortunate that the series is being aired just when the Reagan administration is requesting Congress to restore deep cuts in funding for the UN peacekeeping force in Southern Lebanon."

Sorensen, in a letter to CapCities' Murphy in November, said the UN is "not threaten-

ing a lawsuit to censor, suppress or block the television showing of *Amerika* on ABC." Nor is it, he said, "challenging the legal right of ABC and its Entertainment Department script writers to fantasize about the future in any way and with any fictitious message they wish." But the UN, he said, insists that "the UN flag and seal not be illicitly dishonored in the process." He said the UN secretary general is obligated "to take all practical steps to protect the UN's symbols and flag against this kind of unauthorized commercial abuse." Sorensen last week said the UN has not ruled out legal action. However, he also said he realized that efforts to block the film or change its thrust "would raise First Amendment questions."

ABC's UN problem was aggravated by the fact that the UN wreath is incorporated in the flag shown in the film, a flag that also incorporates elements of the American and Soviet banners. And that, according to the film's writer, director and producer, Donald Wrye, was a mistake. He said in an interview last month he had intended to have the flag redesigned to eliminate elements that made it look like the UN's, but had neglected to

follow through. "It's the kind of thing that falls between the cracks," he told *Washington Post's* Tom Shales.

Sorensen's requests, as contained in his letter, are aimed at distancing the existing UN from the *Amerika* UN. They include the "maximum possible deemphasis" of UN symbols and uniforms in the film, disclaimers at the start of each segment and in print advertisements that the "portrayal of wholly fictitious events" was not intended to bear any resemblance to the present-day UN, inclusion of "a prominent UN or UNA/USA spokesman in a *Nightline* or other panel discussion of the film, and the provision of free air time the UN would use for programming designed "to bolster audience understanding of the UN as it actually is."

Sorensen said a solution to the problem, as seen by the UN, would include the granting of "all or most" of those requests. Last week, he said he was "hopeful progress was being made," though he apparently conceded on changes in the film itself. "They're not going to change [the film]," he said.

CapCities/ABC's vice president for public relations, Dick Connolly, said only that dis-

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cussions with the UN are "ongoing." But ABC's principal response to the UN complaint thus far was made by CapCities/ABC's senior vice president and general counsel, Stephen A. Weiswasser. In a letter to Sorensen written last month and made available last week, he ruled out any change to eliminate use of UN-related symbols. But he said consideration would be given to suggestions "for appropriate disclaimer statements or additional programing designed to discuss the themes of the series."

Weiswasser said the UN's concerns are a result of misperceptions of the program—misperceptions he suggested grow out of the fact UN officials have not seen the completed film. (Sorensen said his clients had read "the entire 400-page script and viewed representative excerpts of the show." But "the drama," Weiswasser said, "renders it unmistakable that the activities and institutions of the government of the United States and of the United Nations, as depicted in the series, bear no substantive resemblance to those institutions as they exist and function today.")

Weiswasser describes the film as functioning on three levels—on one of them it is "a clash of ideas, the democratic idea of individual political freedom and the Marxist idea of state control for the presumed greater good of society," and on another, "Amerika is an effort to remind us all of the fragility of the freedoms and institutions we take for granted." What's more, Weiswasser takes issue with what seems to be the UN's principal concern: "We do not believe that the program will be offensive or disparaging to the United Nations, or that it will cause harm to the public's perception of the UN. Indeed, if the program's most important message is communicated, we think that our viewers may come to appreciate the importance of preserving the independence and vitality of the organization."

The UNA/USA has not restricted itself to contacting CapCities/ABC on the matter. A spokesman for the association said more than two dozen of its chapters have begun a letter writing campaign to ABC affiliates, asking them to air documentaries on the UN peacekeeping forces to counterbalance the portrayal of them in *Amerika*—and to request ABC to do such a program if they lack the resources. Jim Muldoon, the spokesman, said the depiction of the peacekeeping forces was what particularly disturbed the

UNA—"It was the biggest bastardization of the show."

Nor is that the extent of the turmoil. A number of other organizations sympathetic to the UN, including the Committee for National Security, American Friends Service

Committee, and Fairness and Accuracy in Reporting, are also said to be writing ABC affiliates with requests that they do programs on the peacekeeping force. Jonathan Halpern of CNS said he is coordinating the activities and strategy of some 150 groups. □

Reps review programing offerings

'Suddenly Sheriff,' 'Out of This World,' 'We've Got it Made' among offerings deemed to have a chance at success

Katz Communications

Katz Communications' rundown of programing options for its client stations on the day before the floor opened at NATPE's 24th annual programing convention concentrated limitations—the few openings stations have in their schedules, as well as a limit to the number of viable offerings for fall 1987. The basics for the presentation, made on Wednesday, Jan. 21, were outlined for stations a week before NATPE in a satellite-delivered presentation.

Although first-run sitcoms were described as the hottest programing entry at the convention, John Von Soosten, vice president and director of programing, reiterated that the sitcom checkerboards that debuted last fall have been "disasters." Nonetheless, Von Soosten said affiliates and independents should think about using the shows in vertical blocks during early evenings on weekends. Von Soosten cautioned stations to look carefully at the syndicator selling the show and their ability to produce a lineup that will make the show a firm go. Von Soosten mentioned three shows in particular as pick-hits within the genre—*Out of this World* (MCA-TV), *Suddenly Sheriff* (Lorimar) and *We've Got It Made* (MGM/UA).

The new early-fringe offerings were not seen as strong enough to make inroads against *Donahue*, *The Oprah Winfrey Show* and various court shows predominant in that time period, according to Ruth Lee, associate director of programing. And there is little hope for a new genre of early fringe programing in advice/therapy shows, according to Mitchell Prayer, vice president of programing. Prayer said those shows have had trouble gaining enough clearances. The rat-

ings were not in yet for Lorimar's *ValueTelevision*, which premiered Jan. 19, to determine if that show would be a success.

Among game shows being offered for fall 1987, Bill Carroll, director of programing, said that the Home Shopping game show from MCA-TV was a must to avoid for both affiliates and independents, since it consists of a commercial for cable shopping programing.

Carroll said that stations carrying *Wheel of Fortune* and *Jeopardy* should ask for "tiered deals" now that King World is renewing those shows in two-year deals through 1990.

In late-night programing, David Smith, associate director of programing, said that *Nightlife with David Brenner* would probably not return for a second year, based on the ratings to date. King World will delay a decision on that show until after the February books. Smith said that among new late-night offerings for fall 1987, *Comedy Courtroom* (Bel-Air), a parody of court shows starring Chuck Barris, is gaining late-night clearances. Smith said that *Late Night Lotto* (ITF Enterprises) does not look probable for next fall. *Salem's Children* (Group W), a soap opera, will also have problems because of its orientation to women.

HRP

Stations will become more aggressive in their dealings with both syndicators and the networks during the coming year, said the rep firm HRP in its client presentation at last week's NATPE convention.

With the possibility of cuts in network compensation, Dean McCarthy, vice president of programing for HRP, recommended affiliates use one or two of the syndicated half-hour dramas, such as *Sea Hunt*, for "selective" prime time network preemptions. "You should have...selected quality programs that can be used for this purpose," he said.

The aggressive stance affiliates take with networks will also filter into their dealings with syndicators, according to McCarthy. "We see this convention as the beginning of the buyer controlling the marketplace," he said. But in two cases, King World products and *The Cosby Show*, the supplier will have the final say, he added.

The high prices *Cosby* has generated should not discourage stations from purchasing off-network sitcoms, McCarthy said. The longer a series—even *Cosby*—is on the market, the better the price, he said.

The next expensive show to hit the market, McCarthy predicted, will be Columbia/Embassy's *Who's the Boss*, which will become available in 1989. He said sales for the series will begin this September. Also in September, he said, MTM will launch sales for *St. Elsewhere* on a one-year, two-run ba-



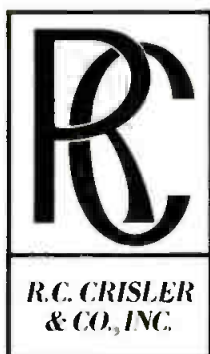
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sis. The price, he said, will be "extremely reasonable."

HRP advised stations against checkerboarding sitcoms because different programs on different nights make it difficult to promote. Also, McCarthy said, having so many sitcoms does not pay economically.

Even strips such as *Honeymoon Hotel*, which stations aired for a week earlier this month on a pilot basis, are having trouble. Judging from the ratings the show generated, McCarthy said, "it probably will not go forward."

The best route for stations to take, McCarthy said, is to acquire "one or two" of the sitcoms that will appear on the NBC-owned stations access checkerboard schedule this fall. The sitcoms are *Out of This World* (MCA-TV), *We've Got It Made* (MGM/UA), *You Can't Take It With You* (LBS Communications), *Suddenly Sheriff* (Lorimar) and *Marblehead Manor* (Paramount).

HRP also concentrated on magazine and talk shows in its presentation to affiliates.

For stations in markets where *Donahue* and *The Oprah Winfrey Show* go head to head, McCarthy said the talk show that nearly always turns out on top has the better lead-in.

Entertainment Tonight, meanwhile, is suffering with its rating and shares down from a year ago. Demographics are also hurting. "While the program continues to perform adequately on strong affiliates in medium sized markets, its weakened condition in the major markets could signal the

beginning of the end," the HRP report stated. Paramount will bring *ET* back for another year, "but beyond that nothing is certain," according to the report.

Blair Television

Blair Television, in its client review before NATPE, reviewed 1986's programming trends, discussed this year's offerings and examined future trends.

Lloyd Komesar, Blair's associate program director, cited three dominant programming trends in 1986: the proliferation of first-run sitcoms; *Donahue* and *Oprah* in early fringe

and the extended court-show block. First-run sitcoms, Komesar noted, were the "rage" at last year's NATPE and are "still a hot topic on the eve of this year's convention." Nevertheless, he stressed that stations should be careful when scheduling first-run sitcoms. Checkerboards, he said, doesn't always work. "One show might develop into a winner, but is it worth the cost of losing audience the other four nights?" Komesar asked. "And as a programming form in and of itself, sitcom checkerboarding to this point has just not worked," he added. Komesar advised his audience not to use the method, unless "you've talked to us about the compo-

NBC wins prime time and news

NBC took the prime time week ended Jan. 18, the 17th of the season, by a healthy margin of 3.2 rating points, and also managed to win the evening news race, but only by the slimmest of leads, one-tenth of a rating point. The prime time race ended with NBC getting a 19.1 rating 29 share over CBS's 15.9/24 and ABC's 13.9/21. The evening news numbers had NBC pulling a 13.1/22 to CBS's 13.0/22 and ABC's 10.8/18. Last year the numbers for prime time during week 17 were: NBC 18.4/28, CBS 17.9/27 and ABC 13.8/21. For evening news last year, the tally was: CBS on top with a 13.8 rating, NBC next with a 13.1, and ABC with a 12.3.

The HUT (homes using television) level stood at 65.4%, dead even with last year's same 65.4%. In straight numbers, however, that percentage translates into 57.2 million homes for the week, one million homes above last year's 56.2 million.

The season-to-date standings as of week 17, are, this year, NBC 17.9/29, CBS 16.0/25 and ABC 14.1/22. Last year's week 17 standings were NBC 17.7/27, CBS 17.0/26 and ABC 15.1/24.

NBC finished with six of the week's top 10 shows. *Cosby*, *Family Ties* and *Cheers* finished in their familiar one, two and three positions. CBS took fourth and tied for sixth with *Murder, She Wrote* and *60 Minutes*, respectively. *Night Court* on NBC placed fifth while the same network's *Golden Girls* tied with CBS for sixth. Eighth was NBC's *Sunday Night Movie*, *Blood Vows: The Story of a Mafia Wife*, which pulled a 24.8/37. CBS's final offering on the *CBS Sunday Movie*, *Warm Hearts*, *Cold Feet*, pulled a 15.1/22.

NBC took four nights this week, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday, leaving CBS with Sunday.

Texas AM/FM

\$750,000 terms

Southwestern Group Medium Markets

\$9 million each

Southwestern Group Class C FMS

\$12 million cash

Texas Major Market AM

\$1.5 million terms

Midwest College Town Class C FM

\$2.3 million cash

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Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.6/55	37.	Jack & Mike	ABC	15.1/24
2.	Family Ties	NBC	36.6/54	38.	CBS Sunday Movie	CBS	15.1/22
3.	Cheers	NBC	30.3/43	39.	Valerie	NBC	14.9/21
4.	Murder, She Wrote	CBS	27.7/39	40.	Crime Story	NBC	14.8/25
5.	Night Court	NBC	26.6/39	41.	Magnum P.I.	CBS	14.8/22
6.	Golden Girls	NBC	25.0/40	42.	Gimme a Break	NBC	14.6/22
7.	60 Minutes	CBS	25.0/36	43.	Amazing Stories	NBC	14.6/21
8.	NBC Sunday Night Movie	NBC	24.8/37	44.	Hotel	ABC	14.5/24
9.	Growing Pains	ABC	24.0/33	45.	Garfield Special	CBS	14.3/23
10.	Who's the Boss?	ABC	23.4/33	46.	Cagney & Lacey	CBS	14.3/23
11.	Moonlighting	ABC	22.1/32	47.	ABC News Special	ABC	14.0/23
12.	Newhart	CBS	21.5/31	48.	ABC Sunday Night Movie	ABC	13.8/20
13.	Amen	NBC	20.5/33	49.	St. Elsewhere	NBC	13.7/23
14.	Miami Vice	NBC	20.3/32	50.	Webster	ABC	13.5/22
15.	227	NBC	20.0/32	51.	Simon & Simon	CBS	13.4/19
16.	Matlock	NBC	19.8/28	52.	Mr. Belvedere	ABC	13.3/21
17.	Highway to Heaven	NBC	19.7/30	53.	Easy Street	NBC	13.3/19
18.	My Sister Sam	CBS	19.0/27	54.	Splinting Image	NBC	13.2/20
19.	Knots Landing	CBS	18.9/31	55.	Our House	NBC	13.2/19
20.	NBC Monday Night Movies	NBC	18.8/29	56.	Outlaws	CBS	12.9/21
21.	Kate & Allie	CBS	18.6/27	57.	20/20	ABC	12.9/21
22.	Dynasty	ABC	18.5/27	58.	Disney Sunday Movie	ABC	12.8/18
23.	ALF	NBC	18.1/26	59.	Ohara	ABC	12.7/20
24.	L.A. Law	NBC	17.8/29	60.	ABC Monday Night Movie	ABC	12.4/19
25.	Facts of Life	NBC	17.3/29	61.	Starman	ABC	12.1/21
26.	CBS Tuesday Movie	CBS	17.1/25	62.	Sidekicks	ABC	12.0/20
27.	Cavanaugh's	CBS	16.9/25	63.	Colbys	ABC	12.0/17
28.	Head of the Class	ABC	16.7/25	64.	CBS Saturday Movie	CBS	11.5/19
29.	CBS Special Movie	CBS	16.4/27	65.	Spenser: For Hire	ABC	11.3/20
30.	Stingray	NBC	16.4/26	66.	Sledge Hammer	ABC	11.0/18
31.	MacGyver	ABC	16.1/23	67.	Gunggho	ABC	9.5/15
32.	Hunter	NBC	16.0/28	68.	Shell Game	CBS	8.9/13
33.	Perfect Strangers	ABC	16.7/24	69.	My Dissident Mom	CBS	8.5/13
34.	Equalizer	CBS	15.4/26	70.	Dads	ABC	8.3/13
35.	Hill Street Blues	NBC	16.4/22	71.	Our World	ABC	6.9/10
36.	Charlie Brown Special	CBS	16.2/24				

*Indicates premiere episode

sition of your checkerboard."

Komesar also expressed reservations about weekend vertical stacking, where stations schedule anywhere from three to eight sitcoms consecutively. "If you do not yet possess lots of first-run sitcoms for use in stacks next fall, please do not rush out and grab a whole bunch." Instead, he suggested broadcasters use smaller stacks, perhaps a maximum of two hours. He also suggested using a program with a proven track record—for example, *Three's Company* or *Facts of Life*. And the Blair official recommended that when inserting new product, "lean toward born-again sitcoms" like *Mama's Family* or *9 to 5* or even next season's *We Got It Made*. Of the two approaches, Komesar said stacking was preferable, "if the guidelines we've suggested are employed and only if the need to lock up affordable strip programming can be met in no other fashion."

The future for talk/information shows in early fringe is bright. Blair's Komesar predicted. He said that *Donahue* can play in fringe and that it's working "quite well." *Donahue* as a news lead-in, was still ques-

tionable. "Each market situation will have to be carefully analyzed."

The success of *Donahue's* chief rival, *Oprah Winfrey*, in early fringe is a strong indicator of what so-called "heavy content" talk programming can do. Side by side, he noted, "*Donahue* is by no means a slouch, but *Oprah* comes out ahead. With *Oprah* being upgraded to early fringe in most markets next fall, these numbers should give you some inkling of the impact she could have."

Last year's trend of using extended courtroom show blocks in early fringe should remain a major programming force, he said. After an examination of the November sweeps, Blair concluded that 60-minute court blocks are "still vital and still working." Furthermore, Komesar said, 90-minute court blocks are "looking good as well."

John Rohr, vice president and associate director for Blair programming, presented an overview of off-network syndication and where it is headed. "Syndicated off-network product will remain a staple for many stations and become a very attractive alternative to others wishing to counterprogram

first run," Rohr said. As for fall 1987, he had several predictions:

Cheers is a good choice for access and late fringe and will be "especially attractive in Eastern markets."

Family Ties is an attractive addition to early fringe and access sitcom blocks. "Look for moderately strong performances."

The *A Team* has "lost a lot of its network luster and will probably be a poor to moderate syndication performer. It should perform like *Dukes of Hazzard* with better performance in good *Duke's* market.

Simon and Simon should perform much like its one-hour predecessors—*Magnum*, *Quincy* and *Rockford*—in various dayparts.

Hill Street Blues is seen as indie prime time and affiliate/indie late fringe.

In fall 1988, Rohr sees several other off network entries. *Webster*, he said, "will probably perform much like its *Different Strokes* predecessor." *Kate & Allie*, he thought, would be a good companion piece for *One Day at a Time*. *Neuhart*, he felt, "can stand alone better than *Kate & Allie*."

Still others, like *9 to 5*, has promising syn-

Stay Tuned

Public TV notes: WGBH-TV Boston has received a \$200,000 grant from Hitachi America to support a 10-part series, *State of the World*, that will focus on environmental issues. ■ WNET-TV New York has finished putting together a panel of independent film and video producers who will help select programs for the 10th season of *Independent Focus*, the city's longest running vehicle for independently produced films and videos. The five-member panel will be culling through more than 450 submissions to come up with a season's worth to broadcast beginning in mid-June. The ninth season of *Independent Focus* is currently airing on Sundays at 11 p.m. ■ KERA-TV Dallas produced *The Speaker from Texas*, a profile of Democrat Representative Jim Wright, the successor to Thomas P. O'Neill (Mass.) as Speaker of the House. The program will air on PBS, Wednesday, Feb. 4, from 10-11 p.m.

WTBS(TV) Atlanta will broadcast "Secrets of the Titanic," a 60-minute special presentation of *National Geographic Explorer* in March. The documentary on the rediscovery of the luxury steamliner will incorporate more than 14 minutes of videotape taken by a camera team from the Woods Hole Oceanographic Institution, and not previously seen on television. The program will air March 22, at 9-10 p.m., with repeats on March 23 at midnight and March 28 at 9-10 p.m.

Captain Eugene A. Cernan, the former astronaut who is also the last man to have walked on the moon, joins **ABC's** *Good Morning, America* as the editor of the program's "Breakthrough" segment. He starts today (Jan. 26).

NBC has teamed up with *The Wall Street Journal* to produce *Before Hours*, a 15-minute, business oriented program that will air Monday-Friday mornings. *Before Hours* premieres Monday, March 2, and will be fed twice daily: at 5:45-6 a.m. and at 6:15-6:30 a.m. Bob Jamieson, who anchored *NBC News at Sunrise* through most of 1986, will anchor.

CBS News is developing a one-hour pilot broadcast, to be anchored by Charles Kuralt, tentatively titled *The Way We Were*. With an eye on the present, and its reports on the past, the pilot will focus on one week in 1965, during which New York suffered a blackout. Ferdinand Marcos was elected president in the Philippines and Willie Mays was named the National League's most valuable player. Executive producer is Shad Northshield. ■ "The Wizard of Oz" returns on CBS on Friday, March 6, at 8-10 p.m. *Roses Are for the Rich* is in production. The four-hour CBS miniseries is about a woman who overcomes her unhappy childhood in Appalachia, to exact the "perfect revenge" on the powerful businessman who destroyed her family. Among the cast: Lisa Hartman, Bruce Dern and Richard Masur. *Roses* is a Phoenix TV production; Karen Mack is the execu-

tive producer, Jonathan Bernstein is the producer and Michael Miller will direct from Judith Paige Mitchell's script. *Hard Copy* premieres Sunday (Feb. 1), at 10-11 p.m., with a special, one-hour *Designing Women* as its lead-in at 9-10 p.m. *Hard Copy* is the story of "the compelling world of tough, caring and sometimes cynical crime reporters." It is a Universal Television production and stars Michael Murphy, Dean Devlin and Wendy Crewson.

A professional's guide to the intermedia week (Jan. 26-Feb. 1)

ABC-TV: *The American Music Awards* (hosted by Diana Ross), Monday, 8-11 p.m. *ABC Sunday Night Movie:* "The Man with the Golden Gun" (Roger Moore's second go at the role of James Bond. Guy Hamilton directed.) Sunday, 9-11:34 p.m.

CBS-TV: *Broken Vows* (A young priest has doubts about his vocation and has an affair with a young woman. Tommy Lee Jones, Annette O'Toole and Milo O'Shea star.), Wednesday, 9-11 p.m. *Hallmark Hall of Fame.* *The Room Upstairs* (The "coming of age" of a woman who helps children with learning disorders and who also takes in boarders in her home. Stockard Channing, Sam Waterston and Linda Hunt star.) *CBS Schoolbreak Specials: The Day They Came to Arrest the Book* (A community is divided over a high school book banning controversy), Tuesday, 4-5 p.m.

NBC-TV: *The Storyteller* (second in a series, stars John Hurt and a menagerie of Jim Henson's puppets), Saturday, 8:30-9 p.m. *LBJ: The Early Years* (His political life, from 1934 to his assumption of the presidency in November 1963.) Stars Randy Quaid in the title role, with Patti LuPone as Lady Bird.) Sunday, 8-11 p.m.

PBS: *On Stage at Wolf Trap: The New England Ragtime Ensemble* (Composer and conductor Gunther Schuller leads the ensemble), Wednesday, 10-11 p.m.

Network radio—AP: (Live, 15-min. special report from Cape Canaveral by correspondents Bob Moon and Dick Uliano.), Wednesday, 11:35-11:50 a.m.; *The Countdown Resumes* (Correspondent Dick Uliano reports on the effect the space shuttle disaster has had on the overall space program. 10, 90-second spots.), begins Friday, (Jan. 30), check locally.

United Stations: *Challenger—One Year Later* (five 50-second reports marking the anniversary of the space shuttle disaster, reported by correspondent John Bisney), check local times.

Cable—Arts & Entertainment: *The Telephone Hour: The American Song*, (an exploration of American music, from ragtime to jazz to Western ballads. Jane Powell hosts.), Sunday, 9-10 p.m. *Randy Newman at the Odeon* (one-hour concert, guests include Linda Ronstadt and Ry Cooder), Sunday, 10-11 p.m. and 2-3 a.m.

dication possibilities, he said. And *Cosby's* appeal, Rohr said, "transcends demos, education, region, etc. It can provide instant identity to a station."

In 1989, Rohr said *Who's the Boss*, like *Cosby*, "transcends most household characteristics, but lacks *Cosby's* vast strength." *Highway to Heaven*, he suggested, could be as successful as *Little House on the Prairie*. Although not yet announced for syndication, *Scarecrow and Mrs. King* should play like *Hart to Hart* in varied time periods, he said.

In first-run product, Mike Levinton, Blair vice president for programing, noted that a greater proportion of new programs are working this season than last. There's a new vitality to the entire first-run business that "we haven't seen since the introduction of *Wheel and Jeopardy*," he said. *Oprah Winfrey*, Levinton noted, has been the "runaway hit of 1986-87." *Wheel* and *Jeopardy* also show no signs of slipping, he added.

"The comedy-game genre is still with us offering not necessarily the biggest household ratings, but extremely-strong young adult demographics," he said. Even though these programing forms are working, others are not doing as well, he said.

Levinton pointed out that traditional game shows have suffered audience erosion. And viewing levels for animated children's programing has dropped off. Part of the problem is a "glut of cartoon product," and a "sameness about so much of this animation."

Levinton also looked at what's new in syndication for fall 1987. For example, he suggested that Baruch Syndication's *Getting*

Increasing ASTA awareness. Heightened visibility for one of the Fifth Estate's lesser known trade associations was forecast last week as the Advertiser Syndicated Television Association (ASTA) introduced its first fulltime executive director and announced its stand on a major research issue.

ASTA President Dan Cosgrove, vice president, media, Group W Television Sales, and his colleagues from the world of barter syndication chose the NATPE conference in New Orleans as the forum to present Warren Boorum, a long-time ABC sales and marketing executive, as the association's staff chief, with the mission of "moving [ASTA] to the next plateau." Among the milestones along the way will be a major presentation in the spring to demonstrate that "syndication is itself a network," as Cosgrove put it. ASTA has engaged a communications consultant to format the event, which may be held in a museum or similar site "other than a hotel." Now New York-based, the organization plans to establish a Chicago chapter this year and a West Coast chapter soon thereafter.

ASTA, which now has 20 members said to represent 90% of the barter syndication business, will invite advertisers and agencies to join as associate members. Cosgrove said that although barter "cannot continue to grow exponentially," that industry segment is expected to reach \$750 million in 1988 and \$1 billion by 1990. "We're seeing a very big business and we need a shepherd," he said of Boorum's appointment.

Research into the effectiveness of barter syndication is a key element in ASTA's charter, but not the only one. Lobbying may also be called for, especially "if there were a hue and cry to rescind the financial interest and syndication rules or the prime time access rule," said Cosgrove.

ASTA's immediate research interest is in peplemeters, a technology it applauds Tim Duncan of Boston Media Consultants presented an ASTA analysis concluding that "peplemeter methodology is inherently superior to the diary system of audience measurement," provided it is based on sufficiently large samples. ASTA did present two caveats: that conventional Nielsen Station Index diary data continue to be used to measure children or teen-age viewing in certain dayparts (on the belief that those audience segments will not use people meters properly when unsupervised by adults), and that diaries be used to measure lower-rated shows (in the 2-3 range) until people meter samples reach their ultimate sizes (4,000 to 5,000 homes).

in Touch, hosted by Dr. David Viscott, was the kind of strip to consider as an "Oprah replacement in her vacated morning time period." According to Levinton, Blair thinks

the four new sitcoms with the greatest appeal are *Out of this World*, *Suddenly Sheriff*, *Marblehead Manor* and *We've Got it Made*.

As for *Cosby*, Levinton advised broadcasters not to get "blindsided by the hype of this show." While *Cosby* has many pluses, the downside is its cost. "An asking price that will likely be higher than anything has sold for in your market before."

Petry Television

Of the approximately 80 new first-run programs being introduced at this year's NATPE show, Petry Television program executives, in a presentation to clients last week, said that perhaps 32 of the new vehicles had a shot at success. Within that group, the executives, programing vice presidents Jack Fentress and Dick Kurlander, said that perhaps 13 of them had "hit" potential, while the remaining 19 "maybe" have a shot

This announcement appears as a matter of record only. December 1986

Hanson Communications, Inc.

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Teletext time. Bonneville's KSL-TV Salt Lake City will launch a 24-hour, advertiser-supported teletext service in early February. The station first began experimenting with teletext data information service in 1978, using the World Teletext System, but will switch to the North American Broadcast Teletext System for the new service. KSL-TV's Paul Evans, manager of the TeleText-5 service, said the switch reflected NABTS's higher quality production, particularly with graphics. The service is timed to the introduction in the U.S. of a new, low-cost (\$275-range) teletext decoder by Samsung in February, the first such units attachable to any TV set.

Syndication Marketplace

The Nielsen overnight ratings for the test week of **Access Syndication's** *Honeymoon Hotel* (Jan. 5-9), the first-run strip debuting next fall, were described by the company as "better than sufficient" (BROADCASTING, Jan. 5). The show stars Isabel Sanford and is produced by Fred Silverman and Gordon Farr. In the test markets, the show either held the time period's rating/share, or improved it slightly. On KCBS-TV Los Angeles at 7-7:30, the show maintained the 5/7 the time period had during the November 1986 sweeps. On WBBM-TV Chicago, the show improved from a 2.5/11 on Monday, Jan. 5, to a 3.2/13 on Friday, Jan. 9. The tests will continue through the end of this month. WWOR-TV New York will test the show Jan. 26-30.

The syndication market for one-hour series is now "so clogged" that syndicators are changing their marketing strategy. *St. Elsewhere*, originally sold to 15 markets under four-year, six-run deals for 116 episodes available next fall, is now being cleared by MTM under one-year deals. Eight one-hour series are now available for

next fall.

Andy Friendly Productions is putting *The Rock and Roll Evening News* on hold after its last episode at the end of this month. After King World quit distributing the show at the beginning of January, Orbis Communications distributed it. Friendly said offers from a variety of syndicators to pick up the show would account for around 50% of the show's \$125,000-per-episode cost. He said he hoped it will return in March on either a network or cable.

Lorimar-Telepictures last week began using Lorimar as the operating name for all its divisions. Lorimar-Telepictures will remain the name of the parent company, and LT will remain the company's symbol on the New York Stock Exchange.

Warner Bros. Television finished 1986 with its highest sales total in history, \$389,064,037. It was the fourth consecutive year the company broke its sales record. The company said the record domestic sales were led by its Volume 26 movie package and *Growing Pains*.

at succeeding.

Among the new first-run sitcoms debuting this year, said Kurlander and Fentress, five have hit potential, including three that have been selected as part of the NBC owned-station checkerboard schedule next fall—*Marblehead Manor* from Paramount, *Suddenly Sheriff*, from Lorimar, and *We Got It Made*, from MGM-UA. The two others are: *The Dam Deluise Show* from Multimedia and MCA's *Out of this World*. One caveat was issued for the MCA vehicle—the potential to go "overboard" with the theme of the outer space alien father in the family sitcom.

Among the maybe's in the first-run sitcom category, in Petry's view, are, MCA's *Bustin Loose*, Group W Productions' *Together Again* and *You Can't Take it With You*, from LBS. The last, with *M*A*S*I* Among the maybe's in the first-run sitcom category, in Petry's view, are, MCA's *Bustin Loose*, Group W Productions' *Together Again* and *You Can't Take it With You*, from LBS. The last, with *M*A*S*I* star Harry Morgan, has also been picked up by NBC for its O&O checkerboard. Also in the maybe category for sitcoms, are Coca-Cola's *That's My Mama Now* and *The New Monkees* from Collex, as well as *Three Apartments* from D.L. Taffner. However, Fentress said it was his understanding that *Three Apartments* may be canceled even before the end of the convention.

Among the comedy "misses," Petry ex-

ecutives said, are *Temporarily Yours* and *Groucho & Me*, both from ITS, and *Honeymoon Hotel*, from Access Syndication.

In the game show category, Petry picked two potential hits in *Late Night Lotto*, from ITF, and *Truth or Consequences*, from Lorimar. *Win, Lose or Draw* from Buena Vista was given an outside chance of survival, while *High Rollers*, from Orion, and *The Home Shopping Game*, from MCA/HSN, were both classified as misses.

In talk shows, Petry highly recommended *Getting in Touch with Dr. David Viscount*, from Baruch. The company also said Tribune's *Geraldo Live* has hit potential if Ri-

vera can "tone down" somewhat. In the maybe category was *The Wil Shriner Show*, the potential problem being the host's "Letterman-esque" tendencies. *People in Crisis* and *Strictly Confidential* were also given maybe status in the talk category.

Petry also likes two off-beat shows, *Comedy Court*, the new project from Bel-Air, created by Chuck Barris, and the new Richard Simmons vehicle, *Slim Cooking*, from Syndicast.

Petry put two other shows in the hit potential category—*Great Weekend*, from USTV, a two-hour magazine show designed for weekend play, and *The New Sea Hunt*, from

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Fairness view. Washington attorney and former FCC Chairman Richard Wiley said last week at a NATPE meeting of Petry clients that the commission may solicit public comment this week on whether the fairness doctrine should be abolished. Wiley said it might not be in the best interests of broadcasters to pursue elimination of the rule because it could lead Congress to impose spectrum fees, or perhaps eliminate the must-carry rules altogether. In any event, said Wiley, if the commission seeks to eliminate the doctrine, it is likely that Congress would launch legislation to codify it.

MGM-UA. Petry said several others had a chance of succeeding, including, *The Music Machine*, from LBS; *Friday 13th* and *Star Trek*, both from Paramount; *The Laugh Ma-*

chine, from King World, and *The New Rat Patrol*, from MGM-UA. Several other programs singled out as definite misses by Petry are: *Mr. Romance*, from Bel-Air; *Between*

Us, from Harmony Gold; *Parole Board*, from Coca-Cola; *On the Move*, from Multimedia; *Salem's Children*, from Group W, and Coca-Cola's *The Tim Conway Show*.

For the Record

As compiled by BROADCASTING, Jan. 14 through Jan. 21, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ **KKDI(AM)** Sheridan, Ark. (1540 khz; 250 w-D)—Seeks assignment of license from Ainsley Communications Corp. to Dixie Broadcasting Inc. for \$10,000. Seller is owned by William E. Henslee. It also owns **KPAL(AM)-KAUL-FM** North Little Rock, Ark. Buyer is owned by Harvey Fritts and his wife, Vivian. It also owns **KMOA(AM)**

Kensett, Ark. Filed Jan. 14.

■ **WKZY(AM)** North Fort Myers, Fla. (770 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Ardman Broadcasting Corp. to Southwest Florida Broadcasting Corp. for assumption of liabilities. Seller is owned by Adrienne Arsh and Myer Feldman. Buyer is owned by Bruce Houston, Arsh and Feldman. It also owns **WIKX(FM)** Immokalee and **WWSD(AM)-WIQI(FM)** Quincy, all Florida. Filed Jan. 9.

WDGR(AM) Dahlonega, Ga. (1520 khz; 10 kw-D)—Seeks assignment of license from Mountain Radio Inc. to Andrews Broadcasting Co. for \$320,000. Seller is owned by Michael Hollifield, who has no other broadcast interests. Buyer is owned by Jones P. Andrews and family. It has no other broadcast interests. Filed Dec. 23.

■ **KVHP(TV)** Lake Charles, La. (ch. 29; ERP vis. 700 kw; aur. 131 kw; HAAT: 453 ft.)—Seeks assignment of license from TMG Inc. to Calascieu Communications Inc. for \$2 million. Seller is headed by Theresa Gosse. It has no other broadcast interests. Buyer is owned by Michael S. Dillon, Charles P. Muckenthaler, Donald R. Dombrow and Gary D. Hardesty. Dillon is San Diego-based financial consultant and real estate investor. Muckenthaler is retired naval pilot from San Diego. Dombrow is retired dentist from San Diego. Hardesty is San Diego-based stockbroker. None have other broadcast interests. Filed Jan. 2.

■ **WVUE(TV)** New Orleans (ch. 8; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 990 ft.)—Seeks assignment of license from Gaylord Broadcasting Co. to Burnham Broadcasting Co. for

\$60 million. Seller is Oklahoma City-based group of two AM's, one FM and seven TV's, owned by Edward L. Gaylord, chairman. Buyer is Chicago-based group of five TV's owned by Peter Desnoes and five others. Filed Jan. 9.

■ **WRMS-AM-FM** Beardstown, Ill. (AM: 790 khz; 500 w-D; FM: 94.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Beardstown Broadcasting Co. to Conner Family Broadcasting for \$250,000. Seller is headed by David A. MacFee, president, who has no other broadcast interests. Buyer is owned by John W. Conner and his wife, June. Conner is general manager of seller. Filed Jan. 9.

■ **WLBC-AM-FM** Muncie, Ind. (AM: 1340 khz; 1 kw-U; FM: 104.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Tri City Radio Co. to DRMS Communications Inc. for \$2.6 million. Seller is owned by Donald Burton, who has no other broadcast interests. Buyer is principally owned by cartoonist James R. Davis and three others. Davis is creator of *Garfield* and *U.S. Aeres*. Filed Jan. 9.

■ **WIOK(FM)** Falmouth, Ky. (95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from IOK Inc. to Amber Broadcasting Corp. for \$315,000. Seller is owned by Richard L. Monro, who has no other broadcast interests. Buyer is owned by James Stitt and Hoker Broadcasting which is principally owned by Jay Hoker. Hoker has interest in **KCFX(AM)** Harrisonville, Mo. Filed Dec. 19.

■ **WWIN(AM)** Baltimore and **WWIN-FM** Glen Burnie, both Maryland (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Belvedere Broadcasting Corp. Liquidation Trust to Communications Management L.P. for amount to be submitted in amendment. Seller is owned by Thomas J. McNulty, who has no other broadcast interests. Buyer is owned by Ragan A. Henry, who also owns **WBUS(FM)** Newnan, Ga., and has interest in **KDIA(AM)** Oakland, Calif. His son, Vincent, owns **WXTR(FM)** LaPlata, Md. Henry was former owner of **NEWSystems** Group, Philadelphia-based group of one AM and three FM's. Filed Jan. 12.

■ **WPTR(AM)** Albany and **WFLY(FM)** Troy, both New York (1540 khz; 50 kw-U; FM: 92.3 mhz; 50 kw; HAAT: 850 ft.)—Seeks assignment of license from Five States Tower Co. to Albany Broadcasting Co. for \$7.5 million. Seller is owned by Chrismol Group, Poughkeepsie, N.Y.-based group of two AM's and two FM's principally owned by Robert K. Dyson, which recently sold **WTRY(AM)** Troy and **WPYX(FM)** Albany, both New York. Dyson is also principal in **DKM** Broadcasting, which recently sold all of its stations. Buyer is owned by James J. Morrell and John Kelley. Morrell is automobile dealer in Albany. Kelley was general manager of **WTRY(AM)** Troy and **WPYX(FM)** Albany. Filed Jan. 7.

■ **WSPQ(AM)** Springville, N.Y. (1330 khz; 1 kw-U)—Seeks assignment of license from Clancy & Stork Communications Inc. to Beasley Communications Inc. for \$250,000. Seller is owned by John C. Clancy and Donald L. Stork, who also own **WSCM(AM)-WITU(FM)** Cobleskill, N.Y. Clancy also owns **WCDO-AM-FM** Sidney, N.Y. Buyer is Goldsboro, N.C.-based group of six AM's and nine FM's. Filed Jan. 9.

■ **WGCR(AM)** Brevard, N.C. (720 khz; 1 kw-D)—Seeks assignment of license from EDCO Communications Ltd. to Anchor Baptist Broadcasting Association Inc. for \$255,000. Seller is owned by Keith E. Cole, president, who has no other broadcast interests. Buyer is owned by Randy C. Barton, president, and 15 others. It has no other broadcast interests. Filed Jan. 7.

■ **WFSC(AM)-WRFR(FM)** Franklin, N.C. (AM: 1050 khz; 1 kw-D; FM: 96.7 mhz; 3 kw; HAAT: minus 200 ft.)—Seeks assignment of license from High Country Communications Inc. to Cross Country Communications Inc. for \$650,000. Seller is owned by Charles Frischman, Gary Boswell, Nell Yochum, Lee Williams, Bruce Eady and Sherwin Welch. Frischman, Boswell, Yochum and Williams have interest in **WBBB(AM)-WPCM(FM)** Burlington, N.C. Eady and Welch have interest in **WXLX(AM)** Blowing Rock, N.C. Frischman also has interest in **KZZB-FM** Beaumont, Tex. Buyer is owned by Brenda S. Wooten and Josephine C. Cunningham. Filed Dec. 22.

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■ **WRKB(AM)** Kannapolis, N.C. (1460 khz; 500 w-D)—Seeks assignment of license from Metroplex Communications of North Carolina to Cabarrus Communications Inc. for \$250,000. Seller is owned by Norman Wain, owns six AM's, six FM's and two TV's. Buyer is owned by John R. Stiles and James B. Mintzer, employes of WRRB(AM) Kannapolis, N.C. Filed Jan. 9.

■ **KGBR(FM)** Gold Beach, Ore. (92.7 mhz; 2.6 kw; HAAT: 1,030 ft.)—Seeks assignment of license from Republic Communications of Oregon Inc. to St. Marie Communications Inc. for \$60,000. Seller is owned by George L. Chambers; his wife, Bonnie, and Robert Adelman. It also owns KTPI(FM) Tehachapi and KDOL(AM) Mojave, both California. Chambers also owns KTCE(FM) Anson, Tex. Buyer is owned by Dale L. St. Marie and his wife, Diana. Filed Jan. 12.

New Stations

AM's

■ **Pensacola Beach, Fla.**—Pensacola Bay Broadcasting seeks 1570 khz; 5 kw-D; 500 w-N. Address: 1100 Shoreline Dr. 220, Gulf Breeze, Fla. 32561. Principal is owned by Galen D. Castleberry and his wife, Helen. It has no other broadcast interests. Filed Dec. 24.

■ **Ricon, Ga.**—Janice L. O'Brien seeks 1100 khz; 2.5 kw-D. Address: 425 South 7th Ave., LaGrange, Ill. 60525. Principal has interest in five AM's and one LPTV. Filed Dec. 29.

■ **Eagle, Idaho**—Radio Representatives Inc. seeks 1000 khz; 10 kw-D. Address: Box 420, Santa Ynez, Calif. 93460. Principal is owned by G. Dawn Delgatty and four others. It owns KGDP(AM) Orcutt, Calif. Filed Dec. 29.

■ **Newburg, Ky.**—Minority Broadcasting Corp. seeks 680 khz; 2.5 kw-D; 500 w-N. Address: 688 South 42nd St., Louisville, Ky. 40211. Principal has no other broadcast interests. Filed Dec. 18.

■ **Fort Bragg, N.C.**—Stephen E. Brisker seeks 1170 khz; 2.5 kw-D. Address: 5081 Queens Wood Dr., Burke, Va. 22015. Principal has no other broadcast interests. Filed Dec. 29.

■ **Raleigh, N.C.**—James E. Auel seeks 940 khz; 1 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal owns six AM's and four LPTV's. Filed Dec. 29.

■ **Columbia, S.C.**—James A. Auel seeks 940 khz; 5 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal owns six AM's and four LPTV's. Filed Dec. 29.

■ **Bridge City, Tex.**—Satellite Radio Network seeks 1100 khz; 1 kw-D; 2.5 kw-N. Address: One South Executive Park, Suite 403, Charlotte, N.C. 28287. Principal is headed by Michael Glimmer, president. It owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Filed Dec. 29.

■ **Falmouth, Va.**—Stephen E. Brisker seeks 1170 khz; 2.5 kw-D. Address: 5081 Queens Wood Dr., Burke, Va. 22015. Principal has no other broadcast interests. Filed Dec. 29.

FM's

■ ***Inverness, Fla.**—Alkalodge Inc. seeks 90.1 mhz; 4.5 kw; HAAT: 354.2 ft. Address: Rural Route 1, Box 888, Bushnell, Fla. 33513. Principal is nonprofit corporation headed by Roberts R. Johnson, president. Filed Jan. 7.

■ **Ringgold, Ga.**—Marshall M. Bandy seeks 101.9 mhz; 741 w; HAAT: 659 ft. Address: Box 429, 30736. Principal owns WZRB(AM) Ringgold, Ga. Filed Jan. 5.

■ **Ringgold, Ga.**—Ringgold Broadcasting Ltd. seeks 101.9 mhz; 700 w; HAAT: 593.6 ft. Address: 403 N. Guyler, 30736. Principal is owned by Paul Croft and Danny White, who have no other broadcast interests. Filed Jan. 7.

■ **Ringgold, Ga.**—Lionel F. Pye seeks 101.9 mhz; 810 w; HAAT: 619 ft. Address: 1831 Wood Valley Dr., Dalton, Ga. 30720. Principal has no other broadcast interests. Filed Jan. 6.

■ **Ringgold, Ga.**—Valeria Watts seeks 101.9 mhz; 550 w; HAAT: 723 ft. Address: 904 Walnut Place, Dalton, Ga. 30720. Principal has interest in WRCD(AM) Dalton, Ga., and WFPA(AM) Fort Payne, Ala. Filed Jan. 7.

■ **Ringgold, Ga.**—Ringgold Associates seeks 101.9 mhz; 1.19 kw; HAAT: 508.1 ft. Address: 15 Barnsdale Rd., Rome, Ga. 30161. Principal is owned by Tracy L. Haynes and D. Stephen Hollis. Haynes has interest in new TV in Seranton, Pa. Hollis owns WMOC(AM) Chattanooga, Tenn., and WYND(AM) Deland, Fla. Filed Jan. 7.

■ **Mattoon, Ill.**—Miller Communications Inc. seeks 101.3

mhz; 3 kw; HAAT: 328 ft. Address: 540 W. Green, Virden, Ill. 62690. Principal is owned by Randal J. Miller and his wife, Cathaleen. It owns WRV(FM) Virden, Ill. Filed Jan. 7.

■ **McCook, Neb.**—Franklin Broadcasting seeks 93.9 mhz; 50 kw; HAAT: 492 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal owns WJK(AM) Camp Lejeune, N.C. Filed Jan. 5.

■ **McCook, Neb.**—Diane E. Ellis seeks 93.9 mhz; 50 kw; HAAT: 492 ft. Address: MOQ 3320; Camp Lejeune, N.C. 28542. Principal has no other broadcast interests. Filed Jan. 8.

■ ***Mansfield, Ohio**—The Public Broadcasting Foundation of Northwest Ohio seeks 91.7 mhz; 957 w; HAAT: 177.1 ft. Address: 136 N. Huron St., Toledo, Ohio 43604. Principal is Ohio public broadcasting authority, it wishes to operate station as satellite of WGTE-FM Toledo. Filed Jan. 6.

■ **Coos Bay, Ore.**—State of Oregon acting through the State Board of Higher Education seeks 88.5 mhz; 2.2 kw; HAAT: 532 ft. Address: Box 3175, Eugene, Ore. 97403. Filed Jan. 5.

■ **Oliver Springs, Tenn.**—Oliver Springs Radio Partnership seeks 98.7 mhz; 150 w; HAAT: 1,268 ft. Address: 117 Flint Rd., Oak Ridge, Tenn. 37380. Principal is owned by James B. Russell and 27 others. It has no other broadcast interests. Filed Jan. 7.

■ **Oliver Springs, Tenn.**—Randall K. Wells seeks 98.7 mhz; 350 w; HAAT: 999 ft. Address: 310 Florida Ave., Oak Ridge, Tenn. 37380. Principal has no other broadcast interests. Filed Jan. 7.

■ **Loudon, Tenn.**—James A. Graves seeks 99.1 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 33, Hardin Valley Rd., Concord, Tenn. 37932. Principal has no other broadcast interests. Filed Jan. 7.

TV's

■ **Monroe, Ga.**—Walton World Communications seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 850 ft. Address: Box 690851, San Antonio 78249. Principal is owned by Mack D. Blair, who has no other broadcast interests. Filed Dec. 16.

■ **Fort Scott, Kan.**—Courtney Jackson seeks ch. 20; ERP

vis. 5,000 kw, aur. 500 kw; HAAT: 185 ft. Address: 4809 Colehern, Baltimore, Md. Principal has no other broadcast interests. Filed Dec. 30.

■ **Morgantown, N.C.**—Tar Hill Television seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 850 ft. Address: Box 690851, San Antonio 78249. Principal is owned by Cynthia D. Blair, who has no other broadcast interests. Filed Dec. 16.

■ **Enid, Okla.**—G&D Communications Inc. seeks ch. 20; ERP vis. 141 kw; aur. 14.1 kw; HAAT: 444.5 ft. Address: 1627 Eye St. NW, Suite 550, Washington D.C. 20006. Principal is owned by Ronald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. It has no other broadcast interests. Filed Jan. 12.

Facilities Changes

Applications

Tendered

AM's

■ **KRMO (990 khz)** Monett, Mo.—Seeks CP to change ERP to 2.5 kw. Filed Jan. 14.

■ **KREL (1280 khz)** Henderson, Nev.—Seeks CP to change freq. to 1290 khz and change hours of operation to unlimited by adding night service with 5 kw; change city of license to Winchester, Nev.; change TL and make changes in ant. sys. Filed Jan. 20.

■ **WLOJ (1490 khz)** New Bern, N.C.—Seeks CP to change freq. to 700 khz and change hours of operation to daytime only. Filed Jan. 13.

■ **KBMR (1130 khz)** Bismarck, N.D.—Seeks CP to change freq. to 710 khz. Filed Jan. 20.

■ **WARO (540 khz)** Canonsburg, Pa.—Seeks CP to increase night service with 500 w and increase critical hours to 1 kw. Filed Jan. 14.

FM

■ **KIKX (95.9 mhz)** El Dorado, Ark.—Seeks CP to change TL; change ERP 900 w; change HAAT to 550 ft., and make changes in ant. sys. Filed Jan. 16.

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AM's

- WGRR (960 khz) Pritchard, Ala.—Seeks mod. of CP to operate trans. by remote control and make changes in ant. sys. Filed Jan. 13.
- KCFA (1020 khz) Eagle River, Alaska—Seeks mod. of CP to operate trans. by remote control and make changes in ant. sys. Filed Jan. 13.
- KVVO (910 khz) Hesperia, Calif.—Seeks CP to make changes in ant. sys. Filed Jan. 13.
- KOFY (1050 khz) San Mateo, Calif.—Seeks mod. of license to operate trans. by remote control. Filed Jan. 16.
- WQAM (560 khz) Miami—Seeks CP to change TL and make changes in ant. sys. Filed Jan. 16.
- WPXE (1490 khz) Starke, Fla.—Seeks CP to reduce day power to 650 w and make changes in ant. sys. Filed Jan. 13.
- WLMV (1030 khz) Vernon Hills, Ill.—Seeks MP to change TL. Filed Jan. 13.

- WLCB (1430 khz) Buffalo, Ky.—Seeks CP to increase power to 1 kw. Filed Jan. 13.
- WLCK (1250 khz) Scottsville, Ky.—Seeks CP to increase power to 1 kw and make changes in ant. sys. Filed Jan. 13.
- WLVG (740 khz) Cambridge, Mass.—Seeks CP to change TL. Filed Jan. 13.
- KBLG (910 khz) Billings, Mont.—Seeks CP to increase night service with 500 w; increase day power to 50 kw; change freq. to 980 khz and make changes in ant. sys. Filed Jan. 14.
- WBLA (1440 khz) Elizabethtown, N.C.—Seeks CP to change freq. to 940 khz; increase night service with 1 kw; increase day power to 10 kw; change TL and make changes in ant. sys. Filed Jan. 13.
- WKDX (1250 khz) Hamlet, N.C.—Seeks CP to change freq. to 1240 khz. Filed Jan. 13.
- WKQW (1120 khz) Oil City, Pa.—Seeks mod. of CP to increase power to 1 kw and MP to make changes in ant. sys. Filed Jan. 13.

- WOIZ (1130 khz) Guyanilla, P.R.—Seeks CP to add night service with 5700 w and make changes in ant. sys. Filed Jan. 14.
- KCOH (1430 khz) Houston—Seeks CP to increase power to 5 kw and make changes in ant. sys. Filed Jan. 13.
- KALL (910 khz) Salt Lake City—Seeks mod. of license to operate trans. by remote control. Filed Jan. 16.

FM's

- WSFU-FM (100.9 mhz) Union Springs, Ala.—Seeks CP to change TL; change ERP to 1.3 kw and change HAAT to 488 ft. Filed Jan. 20.
 - WHKX-FM (101.5 mhz) Marietta, Ga.—Seeks CP to change HAAT to 984 ft. Filed Jan. 20.
 - WYNK-FM (101.5 mhz) Baton Rouge, La.—Seeks mod. of CP to change TL; change HAAT to 1,500 ft. and make changes in ant. sys. Filed Jan. 20.
 - KHHK (95.3 mhz) Seligman, Mo.—Seeks mod. of CP to change TL; change ERP to 1.10 kw and change HAAT to 556 ft. Filed Jan. 15.
 - WOBN-FM (92.7 mhz) Toms River, N.J.—Seeks CP to change ERP to 1.4 kw and change HAAT to 484.8 ft. Filed Jan. 20.
 - WYFL (92.5 mhz) Henderson, N.C.—Seeks mod. of CP to change HAAT to 1,020.4 ft. Filed Jan. 20.
 - WMGF (96.1 mhz) Shelby, N.C.—Seeks mod. of CP to change HAAT to 1,728.4 ft. and make changes in ant. sys. Filed Jan. 20.
 - WHGM (103.9 mhz) Bellwood, Pa.—Seeks CP to change TL; change ERP to 300 w; change HAAT to 1,007.6 ft. and move main studio outside city of license. Filed Jan. 20.
 - WOEC (99.7 mhz) Port Royal, S.C.—Seeks mod. of CP to make changes in ant. sys. Filed Jan. 16.
 - WWKX (104.5 mhz) Gallatin, Tenn.—Seeks CP to change TL; change ERP to 48.9 kw and change HAAT to 1,312 ft. Filed Jan. 20.
 - KGTV-FM Georgetown, Tex.—Seeks CP to change freq. to 96.5 mhz; change TL; change ERP to 28.5 kw and change HAAT to 652.7 ft. Filed Jan. 20.
 - WZZR (92.7 mhz) Mechanicsville, Va.—Seeks CP to change ERP to 1.35 kw and change HAAT to 478.9 ft. Filed Jan. 20.
 - KXRX (96.5 mhz) Seattle—Seeks CP to change ERP to 100 kw. Filed Jan. 20.
- TV's**
- WRJM-TV (ch. 67) Troy, Ala.—Seeks MP to change ERP vis. to 4,461 kw; aur. 464.1 kw and change HAAT to 1,929.6 ft. Filed Jan. 15.
 - KRPA (ch. 44.) Rancho Palms Verdes, Calif.—Seeks MP to change HAAT to 1,768 ft. Filed Jan. 15.
 - WBKB-TV (ch. 11) Alpena, Mich.—Seeks CP to make changes in ant. sys. Filed Jan. 15.
 - WMGM-TV (ch. 40) Wildwood, N.J.—Seeks CP to change ERP vis. to 740 kw; aur. 74 kw and change HAAT to 420 ft. Filed Jan. 15.
 - WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to change ERP vis. to 5,000 kw; aur. 500 kw and make changes in ant. sys. Filed Jan. 15.
 - *KDSE (ch. 9) Dickinson, N.D.—Seeks CP to change ERP vis. to 212 kw. Filed Jan. 15.
 - WRLH (ch. 35) Richmond, Va.—Seeks CP to change ERP vis. to 2,588 kw; aur. 259 kw; change HAAT to 1,259.5 ft. and make changes in ant. sys. Filed Jan. 15.
 - WGBA (ch. 26) Green Bay, Wis.—Seeks CP to relocate main studio outside community of license. Filed Jan. 15.

Actions

AM's

- KVNA (690 khz) Flagstaff, Ariz.—Granted app. to increase day power to 10 kw. Action Jan. 6.
- WGHC (1570 khz) Clayton, Ga.—Granted app. to change freq. to 1370 khz and increase power to 2.5 kw. Action Jan. 6.
- WICO (1320 khz) Salisbury, Md.—Granted app. to reduce power to 707 w and make changes in ant. sys. Action Jan. 8.
- WCHB (1440 khz) Inkster, Mich.—Granted app. to change freq. from 1440 khz to 1200 khz; increase day power to 50 kw and make changes in ant. sys. Action Jan. 13.
- KNUJ (860 khz) New Ulm, Minn.—Granted app. to add night service with 250 w and make changes in ant. sys. Action Jan. 7.
- WONG (1150 khz) Canton, Miss.—Granted app. to

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 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101 (703) 356-9765
Member AFCEE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCEE

JOHN F.X. BROWNE & ASSOCIATES, P.C.
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
Member AFCEE

D.C. WILLIAMS & ASSOCIATES, INC.
 Consulting Engineers
 AM-FM-TV-LPTV-CATV
 POST OFFICE BOX 100
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
 Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983 0054
Member AFCEE

J. S. SHERMAN & ASSOC., INC.
 APPLICATIONS,
 CONSULTING &
 FIELD SERVICES
 204B CROSS KEYS RD
 BERLIN, NEW JERSEY
 (609) 767-7070 08009

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 SUITE 25 123 CREEK ROAD
 MOUNT HOLLY, N.J. 08060
 609 722 0007

 **LAWRENCE L. MORTON ASSOCIATES**
 17671 SUPRIOR AVE
 LAKE GENESEE, CALIFORNIA 92630
LAWRENCE L. MORTON, E.E.
 AM - FM - TV
 APPLICATIONS - FIELD ENGINEERING
 ANTENNA BROADBANDING FOR AM STEREO
(714) 859-6015

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
 S.M. Kramer, PE. 214-548-8244
 J.S. Sellmeyer, PE.. 214-542-2056
 APPLICATIONS - FIELD ENGINEERING
 P.O. Box 841 McKinney, TX 75069
Member AFCEE

PAUL DEAN FORD
 BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

D.B. COMMUNICATIONS, INC.
 Broadcast/ACC/cellular/satellite
 Telecommunications Consultants
 4401 East West Highway, Suite 404
 Bethesda, Maryland 20814
 (Located in Washington, D.C. Area)
 (301) 654-0777
 contact: Darrell E. Bauguess

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-ITFS-Satellite
 Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
 Phone (414) 242-6000
Member AFCEE

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING SERVICES, P.C.
CONSULTING ENGINEERS
 1600 Wilson Blvd., Suite 1003
 Arlington, Virginia 22209
 (703) 522-5722
Member AFCEE


ENGINEERING AND CONSULTING
 (813) 777-0057
 CINCINNATI 6300 CINCINNATI-COLUMBUS ROAD
 WEST CHESTER, OHIO 45089

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
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 SIERRA MADRE, CA 91024-0128
 (818) 355-6909
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EDM & ASSOCIATES, INC.
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 C/Carrier-Cellular, Satellites
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 Washington, D.C. 20005 Phone (202) 639-8880
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contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D. C. 20036
 for availabilities
 Phone: (202) 638-1022

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street N.W. Suite 702
 Washington DC 20036
 (202) 775-0057

change TL. Action Dec. 30.

- WGVM (1260 khz) Greenville, Miss.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KREL (1280 khz) Henderson, Nev.—Dismissed app. to change SL. Action Jan. 9.
- WHCU (870 khz) Ithaca, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KWSK (1330 khz) Wishek, N.D.—Granted app. to add night service with 5 kw; increase day power to 5 kw and make changes in ant. sys. Action Jan. 7.
- KOHU (1360 khz) Hermiston, Ore.—Granted app. to increase day power to 4.3 kw. Action Jan. 6.
- Wbfd (1310 khz) Bedford, Pa.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KDXX (920 khz) El Paso—Granted app. change TL and to make changes in ant. sys. Action Dec. 29.
- KANN (1090 khz) Ogen, Utah—Dismissed app. to move SL. Action Jan. 7.

FM's

- KFX (92.1 mhz) Green Valley, Ariz.—Granted app. to change TL: change ERP to 1.83 kw and change HAAT to 406.7 ft. Action Jan. 8.
- KTYD (99.9 mhz) Santa Barbara, Calif.—Granted app. to change HAAT to 1,279.2 ft. and make changes in ant. sys. Action Jan. 13.
- KBCO-FM (97.3 mhz) Boulder, Colo.—Dismissed app. to use formerly authorized main facilities as auxiliary with 25 kw. Action Dec. 31.
- *WYFB (90.5 mhz) Gainesville, Fla.—Granted app. to change TL and make changes in ant. sys. Action Jan. 12.
- WLRW (94.5 mhz) Champaign, Ill.—Granted app. to change ERP to 50 kw. Action Jan. 12.
- WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to change SL. Action Jan. 5.
- KLVV (105.7 mhz) Pahrump, Nev.—Granted app. to change TL: change HAAT to 3,715.25 ft. and make changes in ant. sys. Action Jan. 6.
- *WCMX (88.9 mhz) West Long Branch, N.J.—Dismissed app. to change freq. to 89.3 mhz; change ERP to 1.5 kw and change HAAT to 339.5 ft. Action Jan. 9.

- KPSA-FM (92.7 mhz) La Luz, N.M.—Granted app. to change HAAT to minus 215 ft. Action Jan. 6.
- WSCP-FM (107.1 mhz) Pulaski, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 6.
- WCKN-FM (101.1 mhz) Anderson, N.C.—Granted app. to make changes in ant. sys. Action Jan. 12.
- WHKY-FM (102.9 mhz) Hickory, N.C.—Granted app. to change TL: change ERP to 31 kw and change HAAT to 1,535 ft. Action Jan. 6.
- WCMN-FM (107.3 mhz) Arecibo, P.R.—Granted app. to change TL: change ERP to 50 kw and change HAAT to 1,026.6 ft. Action Jan. 13.
- WAZU (103.9 mhz) Springfield, Ohio—Granted app. to change TL and change HAAT to 492 ft. Action Jan. 8.
- New FM (103.1 mhz) Pittsburg, Tex.—Granted app. to change TL and change HAAT to 328 ft. Action Jan. 12.

Call Letters

Applications

Call	Sought by
New FM's	
WARF-FM	Radio South Inc., Cordova, Ala.
WWKY	Northland Communications, Allanta, Mich.
WDON	Ray-Mar Broadcasting Co., Geneva, Ohio
Existing AM's	
KLAJ	KEZD Wagenvoerd Advertising Group Inc., Las Vegas
KNOW	KLNK KLN Inc., Lufkin, Tex.

Grants

Call	Sought by
New AM's	
WVNJ	Rama Communications, Oakland, N.J.

- WKAO Hanahan Associates, Hanahan, S.C.
- New FM's**
- KRFR American Media Education Network, Redding, Calif.
- KZZT FM 105 Inc., Moberly, Mo
- KJUL Debra D. Carrigan, Las Vegas
- KJAS Jasper County Broadcasting Co., Jasper, Tex.
- WFFC Ferrum College, Ferrum, Va
- KGHP Peninsula School Radio, Gig Harbor, Wash.
- WCLO Christian Life Communications Inc., Wausau, Wis.
- Existing AM's**
- KOBG KCBR Valley Broadcasting Co., Wasilla, Alaska
- WHLV WGTB Horizon Broadcast Communications Inc., Hattiesburg, Miss.
- WKYL WLAU W.B. Halloway, Laurel, Miss.
- WDIG WLIT Frederick Staffiino, Steubenville, Ohio
- KAKC KBBJ Clear Channel Communications Inc., Tulsa, Okla.
- KVIX KMJK 107 Ltd., Lake Oswego, Ore.

Existing FM's

- KXDX KFNC Bobby Caldwell, Stuttgart, Ark.
- KONG KIPO-FM John Hutton Corp., Lihue, Hawaii
- WPZZ WGAQ Franklin Broadcasting Co., Franklin, Ind.
- WLIT-FM WZXI Beasley Broadcasting of Charlotte, Inc., Gastonia, N.C.
- WMMY-FM WYRL City Broadcasting Co., Reading, Pa.
- WTCX WLCY Dayton Broadcasting Co., Dayton, Tenn.
- KSAQ KSJL-FM Inner City Broadcasting of San Antonio Inc., San Antonio, Tex.
- WSTE WSTT Palm Beach Group Broadcasting Co., Charlotte Amalie, VI.
- WYFT WQAA Bible Broadcasting Network Inc., Luray, Va.

Existing TV's

- WEHS WPWR-TV Silver King Broadcasting of Illinois Inc., Aurora, Ill
- WPWR-TV WCAE Channel 50 TV Corp., Gary, Ind

\$35,000,000

HBI Acquisition Corp.

has sold

KIHS-TV, Channel 46,

Ontario (Los Angeles), California

to

Silver King Broadcasting
of Southern California, Inc.

a subsidiary of

Home Shopping Network

*The undersigned initiated this transaction
and assisted in the negotiations.*

THE
MONTCALM
CORPORATION

Seattle, Washington

December, 1986

Summary of broadcasting
as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,858	170	5,028
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,048	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Experienced broadcast sales representative. Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Need general/sales manager to head up staff of newly acquired and automated AM station with 125,000 audience in southeastern Virginia. Aggressive leader needed in this capacity which reports directly to owners. Box P-22.

General manager: Southeast. Must be aggressive with a good track record and good references. EOE. Box P-45.

Sales manager. Southeast, small market, FM with good ratings. Must be aggressive with good track record and good references. EOE. Box P-46.

General Manager: North Florida small market FM located near Tallahassee. Energetic, proven sales ability, able to hire, train, motivate. Resume, references, salary history. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

Healthy and profitable Midwest AM/FM combination needs a manager with both indignation and leadership qualities. One of the Midwest's better positions. Send a resume to Box P-57 and we will call you.

24 hour NBC affiliate needs general manager with strong personal sales background. Opportunity to purchase station on reasonable terms if you can produce. Interested. Phone 205-533-0400.

Broadcast entrepreneur to join aggressive young group. Must have all-around knowledge of radio, be marketing/sales oriented and flexible to fill needs of the company including assignments as GM and SM. This is a ground level sweat equity opportunity, not a job. Strict confidence assured. Will be at RAB-Atlanta. Resume to Taylor Monfort, Box 484, Oakton, VA 22124. EOE.

General manager: WMID/WLQE - Atlantic City for GM spot. Sales oriented, likes to get involved. Ability to motivate. Must be a leader with the experience. Salary and attractive performance incentives. Replies in strict confidence. Send resume and salary history to: Tom Halphen, AMCOM, Inc. P.O. Box 600, Media, PA 19063.

HELP WANTED SALES

California: Highly successful AM/FM combo, medium market, has sales openings for seasoned professional. Established active list, guaranteed salary, plus commissions, car allowance, bonuses and other company benefits. Send picture and resume to KGEO/KGFM, Box 260, Bakersfield, CA 93302. EOE.

Station sales manager. Class II clear channel, AM fulltime Mid-Atlantic state. Despite prosperous, university, federal facility, light industry area, billing weak. Prefer family person. Box P-28.

Sales manager with possible step up to manager to replace older owner about to retire. Central Minnesota small market station. Perfect place to raise family. Complete confidentiality guaranteed. Box P-41.

Energetic sales manager. Small market AM/FM combo in booming southern California high-desert region. Grow with us if you have sales, promotion and management skills. Reference/resume to: Box P-70.

Is selling radio your life? Do you really love it? Do you possess ego-strength and enthusiasm? Are your technical selling skills honed and polished? Do you have excellent people skills? Do you really want to make money? Do you want to live in a market where quality of life is outstanding, and is also the fastest growth market in the nation? An opportunity knocks! Send resume to: Douglas Kight c/o WQEZ-FM 17843 San Carlos Blvd. Fort Myers, FL 33931. E.O.E.

Northern California broadcast group with 7 facilities has A/E-assistant SM position due to expansion. Good list and responsibility. Beautiful area 1 hour north of San Francisco. Send resume POB 1712 Santa Rosa, CA 95402.

Would you like to live in one of America's loveliest area's forty five miles north of San Francisco? Market of 150,000 with a sixty percent market share! Write George Carl, KVON/KVYN, 1124 Foster Road, NAPA, CA 94558.

Sales promotion. NJ-based radio news service is looking for person with radio sales background to sell time and help build a growing business. Send resume to Box P-77.

Sales manager wanted: Class A stand-alone FM in New England small market with Class C signal needs manager. Great environment. Excellent opportunity for right person. Send resume, references, financial requirements to Box P-76.

Account executive for 2-year-old 100,000 watt FM in central Wisconsin. Top station needs top salesperson. Send convincing letter/resume to: Mike O'Brien, WYCO, P.O. Box 778, Wausau, WI 54401.

New Jersey sales manager. For major area radio station. Run New Jersey sales staff dealing with agencies, retail, direct and co-op. Emphasis is on new business development. Need take charge, hard hitter, who knows the geography and has proven track record. Managerial and/or heavy New Jersey sales experience mandatory. Area resident only. Box P-74.

Our new service is going to revolutionize national radio time buying. Every station in the country is going to want to subscribe. We need someone to sell it to them. Do you want to earn \$80,000+? Send letter and resume now to Larry Weiss, MediaPlex Communications Corp., 421 Seventh Avenue, New York, NY 10001.

Local sales manager: Growing Griffin Group needs top rated player to fill sales manager slot at top rated WPHY/WTRY, Albany, New York. Previous management experience (including hiring & training) necessary. Send resume to: Carol Reilly, General Manager, WTRY/WPHY, 1054 Troy-Schenectady Road, Latham, NY 12110.

KJAZ-FM sales manager. America's premier jazz radio station in the San Francisco Bay area has a rare opportunity for a dynamic, high energy, proven sales manager who understands the unique concept sell of jazz radio station. Agency and strong retail background a must. Send resume to KJAZ Radio, 1131 Harbor Bay Parkway, Alameda, CA 94501.

Account executive: Experienced, dynamic, aggressive radio advertising person for number one FM/AM station in prestigious southern California resort market. EOE. Send resume to Mel Hill, KDES/KKAM, P.O. Box 2000, Palm Springs, CA 92263.

HELP WANTED ANNOUNCERS

Needed immediately seven radio personalities. Our firm is embarking on a revolutionary radio concept. Our personalities will be on camera throughout the entire show. We are seeking people who know how to sell on the air. Must be experienced. We are seeking 3 female personalities as well. You will be working in the Boston market; your audience will be the entire country. Send a cassette or VHS demo tape and picture to: High-Tech Communications, Inc. P.O. Box 658 Mashpee, MA 02649 or call 617-477-6555.

Small AM/FM/TV operation in water-sports oriented Southwest resort community needs strong personality announcer with great production ability. A fine opportunity with excellent advancement possibilities in a very desirable location. Box P-87. Come grow with us!

Morning announcer: 50,000 watt Virginia FM looking for morning personality. Full service operator looking for the talent to pull it all together. Resume to Box P-36.

Announcer/producer. Top ranked NPR affiliate in Sacramento, CA with classical/jazz/news format seeks a full service announcer to record and voice classical and jazz music segments for FM cable radio service (distributed throughout Sacramento). Announcer also operates computer controlled cable automation system and acts as relief announcer on KXPR's main channel (50kw) for classical and jazz shifts. This position requires working late nights and weekends on a regular basis. The successful candidate will have working knowledge of classical and jazz music, ability to pronounce names of composers and performers in conversational manner; a working knowledge of all broadcast related equipment; a warm, conversational speaking voice. Must have FCC third class, Bachelor's degree in radio or related field and 2 years full-time on-air experience with classical or jazz station. To apply send a cover letter, resume, 3 references with phone numbers and non-returnable cassette with telescoped aircheck of classical and jazz announcing to: KXPR Search, Hornet Foundation, California State University, 6000 J Street, Sacramento, CA 95819. No phone calls please. Deadline: February 20, 1987. Salary 15-18 K with excellent benefits. KXPR is AA/EOE, women and minorities are encouraged to apply.

HELP WANTED TECHNICAL

Experienced broadcast sales representative. Leading broadcast manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Kentucky station needs engineer. Experience with studio, automation, remote control, AM-DA, FM broadcast systems essential. Box P-75.

Transmitter maintenance engineer, FM public group in southern Michigan. Experience, FCC license, considerable travel required. Several high-power FM and intercity microwave sites with planned system expansion. Flexible schedule, excellent benefits. The University of Michigan, 2031 "MEH" Administrative Services Building, Ann Arbor, MI 48105-1432.

HELP WANTED NEWS

News director: Peabody Award-winning station wants seasoned professional to lead into information-age future. Belief in the power of radio news, creativity, energy, maturity and integrity are musts. Very attractive pay and benefits for our most important hire of this decade and the next. Start with a phone call to "Bill" 701-237-5346. E.O.E. M/F.

News director: news leader in southwest Virginia's Blue Ridge Mountains seeks aggressive self-starter. Strong news delivery and writing ability required. No beginners. Tape and resume to David Sizer, WBOB, Box 270, Galax, VA 24333 EOE.

News director: 50,000 watt Virginia FM looking for news director with talent and experience necessary to make this station the news source. Resume to Box P-37.

The new Magic 96 in a top 40 sunbelt market needs a dynamic afternoon anchor. Must be personable, enthusiastic & a solid journalist who writes the hard stuff as well as lifestyle, & interact with air personality, good money & benefits. EOE. T&R to Toni Trueblood, 6514 Lakelore Rd, Charlotte, NC 28212.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Audio specialist - TV station. Progressive, state of the art TV station in Southeast, looking for an energetic, creative, knowledgeable audio producer to direct the producing of audio for programs, commercial, promotion spots, etc. This will mean hands on as well as training, counseling an advising for equipment plus producing techniques. A tremendous challenge. Are you ready for it? Send resume and samples of your work to Human Resources Dept. WRAL-TV, P.O. Box 12000, Raleigh, NC 27606.

Program Director: WBGK-FM Milwaukee seeks program director to continue growth in unique A/C format. Applicant must possess extensive programming experience, have good organizational skills, and be people oriented. Send resume and salary history to Charles P. Harper, Executive Vice President, WBGK FM, 520 W. Capitol Drive, Milwaukee, WI 53212. Absolutely no phone calls please. Confidentiality assured. EOE/MF.

SITUATIONS WANTED MANAGEMENT

Group W management experience combined with a great "street sales" reputation. 15 years in broadcasting has prepared me to sell, manage, motivate, train, create, and lead a sales staff that will meet and exceed your goals. Terry Dean, 5 Sutley Dr., Voorhees, NJ 08043. 609-768-8093.

Sales + programming + training + motivation + 25 years major market GM experience = more money for your station. Brad 501-988-4836.

Need a new GM? My station has been sold and I'm looking for a medium/small market position. Excellent references. Box P-15.

SITUATIONS WANTED SALES

CRMC supersalesman available February 15th. Can train new salespeople to RAB standards. Box P-66.

SITUATIONS WANTED ANNOUNCERS

Soup to nuts (news to production) seeks new sun-coast gambit, preferably AOR. Currently based Florida. Tape/resume 212-794-1562.

Funnyman searching for mornings, medium market. Novelty voices a specialty. Dennis Staples 419-255-5665 or 255-1221.

College graduate needs an announcing/sales position. Commercial college experience, determined, hard working, fun. Any market. Tom 312-779-5131.

Talk show king looking for new kingdom. Call Chad, after six, 412-321-2895.

Female jock, 10 yrs AOR-urban experience, seeking large or medium market. Linda 212-585-3085.

Creative, versatile air talent. Experienced in AC, talk formats, sports PBP, client remotes and news can run board or work with automation. Brian 312-895-5668.

Satellite strike Indianapolis in February! Seven year veteran available now. Prefer East Coast. Dave 317-898-5875.

SITUATIONS WANTED TECHNICAL

Philadelphia. Top quality chief engineer and 50 kw AM/FM in Northeast market seeks to relocate. Ownership change makes me reluctantly consider move. Reply confidentially to Box P-82.

SITUATIONS WANTED NEWS

Meteorologist, fifteen years nationwide forecasting, complete weather forecasting tools, from nationwide radar observations to local weather warnings for your listening area. Quality forecasts, for a low monthly cost. Call Tim Root, 619-549-8008.

Experienced, dedicated. looking to move up. Seeking news, sports or news/sports combination position. College, high school PBP. Mike, 816-885-6141 or 816-885-5906.

Baseball play-by-play. Have headphones. Will travel. Available this spring. Experienced, educated. M.S. Communications. Former sports production company owner. Current college basketball PBP. Tom 316-231-6875.

Looking to break into radio news. Some non-commercial experience. Tape including "street interviews", resume, writing, samples. Robert Brown, work numbers, 212-867-7020.

Anchor/reporter/ND (140K market). Committed to excellence. 4 years experience, with good writing and delivery skills. Looking for move to staff of larger operation. Orla Reese, 313-364-8841.

Experienced female radio journalist. Want to relocate. Currently afternoon drive anchor-reporter at full service medium market news/talk AM. Top 50 market only. Box P-90.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Multi award winning news/sports broadcaster, with station/sales/program management experience, seeks leadership position with medium/large market leader. Scott; 314-431-3777 or 314-431-6350.

TELEVISION

HELP WANTED MANAGEMENT

Florida UHF needs veteran manager experienced in station start-up operations and network affiliations. Great opportunity to build one right. Box P-81.

Program traffic manager. Minimum three years experience. As head of the traffic department, you must be familiar with all traffic operations; processing commercials, PSAs, promotion, FCC rules, sales and programming. Please send complete resume and salary requirements to: Charles R. Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. Equal opportunity employer.

Assistant business manager. Top 50 indy in South Atlantic market is looking for a good assistant business manager. Must have two years experience in broadcasting and be a strong accountant with computer experience and not afraid of hard work. We are a growing company and there is room for advancement for the right person. Send resume to: Box P-89. EOE, M/F.

Director of marketing and programing. Great opportunity to wear two hats. Job includes supervision of writers, producers, art department and outside services in providing total station marketing. Plus assist general manager in evaluating and purchasing programing. Great opportunity to grow with this top network affiliate and major television group. Creative geniuses only, please. Send resume and tape to: Ron Pulera, President and General Manager, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Office manager wanted: Must have accounting skills and computer experience with Columbine systems. Responsible for a three person department which reports to operations manager. Resume and salary history to: Box P-88.

CEO: Religious telecommunications network. Five year old expanding Catholic telecommunications network seeks dynamic president to direct staff of eighteen and administer and coordinate overall activities of the corporation under established policies and procedures. Network currently consists of 75 on-line affiliates. Services include educational, video and audio programing and teleconferencing/teletraining/electronic mail functions. Position reports to a clerical/lay board. A minimum of five years experience in the telecommunications industry required, to include total profit and loss responsibility for a corporate entity, with strong expertise in administration, financial planning, development of goals and objectives, marketing and technical operations. Knowledge of Catholic Church and church communication agencies on the national and local levels highly desirable. Send cover letter, resume, references and salary requirements by February 23rd in confidence to: Search Committee, U.S. Catholic Conference, Department of Communication, Suite 1300, 1011 First Ave., New York, NY 10022. EOE. No phone calls, please. Principals only.

HELP WANTED SALES

Account executive: Aggressive professional needed immediately in fast growing market. New business development and vendor/co-op skills a must. Send resume to Kathy McLain, Local Sales Manager, WHTM-TV, Harrisburg, PA 17105.

Account executive: Tired of the same old promises that lead you nowhere in your career? We're a young professional company with multiple locations and many career growth opportunities. If you're a tough and hungry streetfighter that wants more than a promise, there may be an opening for you at our Northeast affiliated station. Box P-65.

Sales executive: Growing Washington, DC area video production company seeks outstanding sales person to fill new position. Must be self-starter to represent a state-of-the-art service to business, industry and government. Draw plus commission. Send resume and references to: Sales, P.O. Box 30811, Bethesda, MD 20814.

Local account executive needed by KCRG-TV ABC, Cedar Rapids-Waterloo, Iowa 75th market. Two years TV experience with agency and direct accounts. Must show strong developmental track record. Letter and resume to Local Sales Manager, KCRG-TV, Box 816, Cedar Rapids, IA 52405. EOE, M/F.

Account executive: Strong marketing skills, college degree, minimum 2-3 years media sales experience, independent TV preferred. Resumes to: LSM, KPDX-TV49, 910 NE Union, Portland, OR 97232 by 1-30-87. EEOC.

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

HELP WANTED TECHNICAL

Immediate opening for chief engineer for VHF independent in Portland, Oregon. Must have at least 10 years television experience. Minimum BS degree in electrical or electronics engineering. Have good skills in personnel management, communication and budgeting. Have experience with VHF x-mitter, studio and ENG cameras and maintenance. Salary commensurate with experience. Attractive benefits. EOE. Send resume and salary requirements to Personnel, KPTV, P.O. Box 3401, Portland, OR 97208.

TV video broadcast engineer: BS in electrical engineering or equivalent. Minimum 4 years experience broadcast video maintenance. Maintain and operate broadcast equipment; broadcast and industrial TV cameras, VTR's, audio equipment, video switchers, etc. Experienced with digital equipment, Ampex VPR 3's, Zeus configuration, ADO, A/A and Chyron would be advantageous. Salary commensurate with experience. Send resume to Gideon Fiat, Director, TV Center, Brooklyn College, Brooklyn, NY 11210. Equal opportunity employer, M/F.

The Health Information Network has an immediate opening for a person who's knowledge should include camera set-up and basic studio maintenance. This person should also hold knowledge in studio system troubleshooting and studio operations. Send resumes to: H.I.N., 760 Alexander Rd., Princeton, NJ 08543. ATTN: Anthony Beswick.

HELP WANTED NEWS

Weekend anchor. Report weekdays. Shooting & editing required. No phone calls. No beginners. Tape, resume & letter to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Producers, directors, reporters, photographers needed immediately at expanding network affiliate in a highly competitive California market. Only qualified and experienced people should apply. Box P-55.

Anchor: Dominant network affiliate in top 60 market needs a co-anchor for its early and late newscasts. We're losing half our anchor team, and we're looking for someone with experience to team with our veteran anchor. We need someone who is a good reporter and projects a positive, friendly personality. It's a great opportunity for a major market reporter or anchor who's tired of the rat race to settle down and work in a state-of-the-art newsroom. Resume with salary requirements and references to Box P-59. EOE, M/F.

Anchor/reporter. Holy Toledo! I lost my male co-anchor to Toledo. Need people-oriented replacement. Tapes to Tom Robinson, WAOW-TV, 1908 Grand Ave., Wausau, WI 54401.

#1 station in North Florida needs evening co-anchor to compliment female anchor. Also weekday assignment editor. Anchor needs at least two years experience. Live and remote experience, editing and computer skills a plus. Assignment editor needs reporting, editing, producing, and computer skills. Organization a must! Resume, tape, salary requirements to Anne Wilcox, P.O. Box WCJB, Gainesville, FL 32602. EOE.

Weekend meteorologist: State-of-the-art equipment in the most beautiful city on the Gulf. Tapes, resumes to: KRIS-TV, Box 840, Corpus Christi, TX 78403.

Anchor/reporter, experienced person needed for growing news team. Send tape, resume and salary requirements to: News Director, WFMZ-TV, East Rock Rd., Allentown, PA 18103. No calls, please.

Managing editor-assignments. Join our management team, run the desk, and grow with an aggressive, Midwest newsroom. Aggressive, experienced, idea person required. Box P-67.

Medical reporter/writer to do National Breaking Medical News in Chicago. Send tape & salary requirements to Orbis Productions, 3322 N. Lakewood, Chicago, IL 60657.

News Director. Midwestern affiliate seeks aggressive and promotion-minded individual for leadership of its news operation. Emphasis on professionalism, management skills and creativity. Send resume/salary history by Feb 15 to Box P-93. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director. Southwest Florida independent TV station seeks experienced promotions director. Send tape and resume to Deborah Abbott, WFTX, P.O. Box 150036, Cape Coral, FL 33909. EOE.

Program manager. WTOG-TV, St. Petersburg/Tampa is seeking an experienced person with a successful track record at an independent television station in programming, including budgeting, administration, research, movie and program scheduling, as well as negotiating with syndicators is required. Send resume and why you think you are the person for the job to: Edward G. Aiken, Vice President & General Manager, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. An equal opportunity employer, M/F.

Television producer/director in Northeast with experience in fast paced newscasts and demonstrated expertise in writing and producing commercials. Candidate should be energetic, creative person with people skills. EOE. Box P-49.

Director of television information. Responsible for using all available media to achieve awareness of WBGU-TV programs, campaigns, fund-raising events, and services. Requires two years fulltime experience as a writer/creator of promotional materials for print and other media. Knowledge of public television desirable. BA required, journalism background preferred. Clear and effective writing ability essential. Salary: \$25,000 - \$28,000. Send letter of application, official college transcripts, resume, three letters of recommendation, and portfolio of work to: Director, Administrative Staff Personnel, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline: 2/6/87.

Promotion manager wanted: Aggressive, creative individual needed to promote SW Oklahoma ABC affiliate. EFP skills a must. If you're #2 or 3 in the promo department at your station, we want to hear from you. Resume, tape, salary history to: Mike Taylor, Operations Manager, KSWO-TV, Box 708, Lawton, OK 73502.

Producer/reporter opening at award winning statewide public TV network. Cover state legislature and produce issue-oriented reports/documentaries for local, regional and national distribution. Bachelor's in broadcast journalism, or related field plus three years related experience required. Equivalency considered. \$22,314 minimum. Apply by February 16 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

On-line editor wanted for Boston's premier production house. Candidate should be experienced in cutting commercials and industrials, and feel comfortable editing with client supervision. Send resume tape to: Videocraft Productions, 29 Newbury St., Boston, MA 02116. ATTN: John Furst., or call 617-267-7035.

Producer/director: Instructional, broadcast quality TV. The University of Michigan Media Resources Center is seeking a strong, creative professional who will be responsible for writing and producing programs. Masters degree preferred. Professional experience necessary. Send resume to: Josephine Wenk, Personnel Manager of Michigan Media, University of Michigan, 400 Fourth St., Ann Arbor, MI 48103. A non-discriminatory, affirmative action employer.

Director: 1 year experience or recent college grad with news directing experience. Duties include commercial production & special projects. Knowledge of Ampex switcher & 1" machines helpful. Send resume & tape to Production, WTVY, P.O. Box 1089, Dothan, AL 36302.

Audio specialist. Progressive, state of the art TV station in Southeast, looking for an energetic, creative, knowledgeable audio producer to direct the producing of audio for programs, commercials, promotion spots, etc. This will mean hands-on as well as training, counseling and advising for equipment plus producing techniques. A tremendous challenge. Are you ready for it? Send resume and samples of your work to Human Resources Dept., WRAL-TV, P.O. Box 12000, Raleigh, NC 27606.

SITUATIONS WANTED MANAGEMENT

GSM/LSM/NSM: Indy specialist with over 10 years experience in local and national sales and management. Proven track record in training and motivating sales people (ran training program for major rep firm). Am able to help sales force reach their maximum and in turn, the goals of the station. Seek management opportunity that will utilize my full potential. Affiliates will find my indy sales experience a plus also. Call Tom at 404-843-0041.

GM of profitable LPTV looking to move to growing broadcast group. Write Box P-91.

Well versed operations and engineering manager with large market experience seeks change. Strong on budgeting, TV technology, computers and people. Box P-85.

Wasting promotion, advertising \$\$\$\$? GM, top 20 PR-AD firm, national award winner wants to crossover from agency side to help you move up in your ratings. Do you get maximum distance from your advertising and promotion budget? Are you certain it adds audience? I can get more results from your agency for less. Box P-79 or call 703-835-6374 after 7pm.

SITUATIONS WANTED TECHNICAL

Assistant chief major market TV station looking for chief engineer position with West or Mid-West station. Good background in engineering and good with people. Box P-86.

SITUATIONS WANTED NEWS

Sports. Two years radio experience, degree. Looking for television sports position. Tape ready for your viewing. 717-838-6076.

Black male seeks on-air opportunity. Consider anywhere. Columbia masters, daily news experience. Can shoot, edit. Tape. Marvin Greene, 301-997-1475.

Experienced female anchor/reporter seeking a position in small or medium market. BS in communications. Hardworking, dedicated and versatile. Willing to move anywhere for the right opportunity. Call Jodi 201-766-5195.

Assignment editor in 100th market. Award winner with on camera experience. Seeks move up in Midwest or Eastern larger market. Great idea person/manager. Mark 517-487-3198.

Weathercaster. AMS seal. National and top ten experience. Personality oriented. Strong on community involvement. Family man looking for main weather position in livable Eastern medium market with long term potential. Reply Box P-83.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

MISCELLANEOUS

Antonelli sales training package. Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country 212-206-8063.

Job-hunting? We canvass companies daily for fresh availabilities nationwide. News and production personnel, leaders in management and sales, plus specialists in research, promotion, and public relations. Our mailing list of exciting career opportunities is tops in the industry! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People wants you if you are a general assignment reporter who has some anchoring experience. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

M.S.-Broadcasting. The College of Communications at the University of Tennessee invites applications from experienced broadcasters for its graduate program in media management. This unique M.S. program is designed for professionals desiring advanced training in broadcast administration. Graduate assistantships available. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37996. Complete applications for fall 1987 due March 1. GRE required. Minorities and women are especially urged to apply.

Broadcast Journalism Head. Memphis State University's department of journalism is seeking an experienced news broadcaster, with a doctoral degree, to head its fully accredited sequence in broadcast news. Eagerness to participate in activities of broadcasting's professional associations -- and do research, also -- essential. Open rank and salary. Write Dr. John De Mott, Chairman, Department of Journalism, Memphis State University, Memphis, TN 38152.

HELP WANTED TECHNICAL

Odetics Inc., a manufacturer of broadcast commercial changers is seeking a field engineer. Technical training on broadcast type equipment with computer and/or microprocessor background required. Good communication skills, the ability to work independently and one year experience required. Send resume to Linda, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalist in the Illinois statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting Program. Tuition waivers and \$2,640 stipends during intership. Applications due by April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video engineer: Full service teleproduction facility seeks maintenance engineer, experienced in Sony and Grass Valley broadcast equipment. Staff position available. Good starting salary and benefits. Film editor: Must have experience editing 35/16mm film and 3/4" videotape off-line editing. Staff position available. Good starting salary and benefits. Contact: Lee Anderson, Executive Director, Post Productions, United Way Productions, 701 North Fairfax St., Alexandria, VA 22314. 703-836-7100.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

For sale: MDS transmission time. Single channel MDS station in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and or data programs. For info call Judi at 512-223-6383.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

MISCELLANEOUS

Excellent voiceover talent: radio or TV exclusive to your market. Call now Steve Russell Audio 803-763-SPOT.

Legal notice. The Yankee Cable TV Network is registered with the City Clerk of Boston, Mass., doing business at 58 College Rd., Chesnut Hill, Mass. 02167. Mark Finley, Prop.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Have unused tower needing removal? We will buy and remove. 200 to 1,000 ft. 300 miles from La Crosse, WI. DJ Enterprises. 507-895-2285.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

25KW FM-Harris FM25K(1986), Harris FM25K(1983), CCA 2500DS (1972) **20KW FM-CCA 20000D (1973), Harris FM 20H3 (1973) **10KW FM RCA BTf 10D w/ Mosley exciter **5KW FM-Elcom Bauer 605B, **3KW FM-CCA 3000DS **2.5 FM-Sparta 602A, Collins 831D2, Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KWAM Continental 317, RCA BTA 50H **10KWAM-RCA BTA 10H-on air**5KWAM-CCA 5000D, RCA BTA 5T1-on air**250 Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.

Harris SX-1, 1KWAM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen, Quality Media 303-665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw redundant, 120kw redundant. Bill Kitchen, Quality Media, 303-665-3767.

New RCA 60kw UHF transmitter. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$85,000. Bill Kitchen, Quality Media, 303-665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

Excellent equipment! UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

Maze Broadcast will be in booth 789 at the National Religious Broadcasters Convention in Washington, DC, February 2-4th. Come by and let's get acquainted.

Production house ceasing operation. Full 3/4" Sony editing suite, Hitachi cameras, Sony ENG, lighting, test equipment, more. Cost \$550,000.00. New '81. Will consider all offers. For listing, call Maze Broadcast, 205-956-2227.

Over 100 AM/FM trans. in stock. All complete - all books - all spares - all powers. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. New # 214-276-9725.

Harris FM-5K/MX-15 exciter, 5 KW-FM stereo, 1983, mint-available approximately June. 814-643-3340.

New and used towers, complete tower services, engineering, turn-key, erection and demolition. Nationwide, bonded and insured. 402-467-3629.

Thomson LPTV, 100 watt TV transmitter 3 yrs old, any channel 14-35 \$11,000 or best offer 813-644-0261.

Macom MA-2G 2 Ghz microwave system, complete with 4 dishes, Bogner ENG antenna, audio. Brand new. Cost 40K. Consider trade. Maze Broadcast, Inc. 205-956-2227.

Paltex ABR-1 AB edit system for Sony 5800/5850 w/time code, cables. Less 50 hrs use. Cost 15K. Sell \$6500. Maze Broadcast, Inc. 205-956-2227.

New reconditioned equipment. 30 day warranty on all reconditioned products: 2 ea. Grass Valley 1600-IL and 1600-2 video production switchers, Crosspoint Latch 6112 switcher with editor I/F, Sony cameras, monitors, umatic 3/4" and BETA Cam, Ikegami cameras, Leader test instruments, Panasonic industrial video, JVC, Panasonic RAMSA portable WR-500 8X2 A/C D/C power \$77 all types audio equipment, special Sony BVE-800 editor \$2500, Sony Genlocker with all software \$3500, excellent Vital VIX-114-4A with NEC digital video effects, FOR-A FA 400N TBC \$4200, Ikegami TM-14-10/RH color monitor \$3900, SC-500-P Studin color camera \$15,475 each. More items, special deals needed to clear out inventory. Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-800-344-3335.

Monitor and test equipment sale: All new Leader Instruments test equipment at near dealer costs to clear inventory; LBO-5860A Waveform monitor \$1650, LVS-5850B Vector scope \$1570, LR-2400 rack mount \$180, package price \$3395. Waveform monitors LBO-5860B \$1425, LBO-5860L \$1890. Oscilloscopes 100Mhz 3 channel LBO-516 \$1098, 100Mhz 4 channel LBO-518 \$1615, LBO325 2ch dual T/B Attache case scope, LVM-5863A EFP monitor \$1545, LBO 5864 EFP Waveform monitor \$1025. Video test generator LCG-400M/S \$1650, available with RGB outputs. Ikegami broadcast monitors TM-14-10RH \$3900; call for great prices on all MFG equipment! Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

Crosspoint 6150BK master control switcher, less 50 hrs. use. Cost, 11K. Sell \$5500. Maze Broadcast, Inc. 205-956-2227.

Cel EFX-1 digital effects with TBC, freeze frame & store. Less 50 hrs use. Cost 10K. Sell \$6,000. Maze Broadcast, Inc. 205-956-2227.

AM transmitters: 50, 10, 5, 2.5, 1, .5, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25kw Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices; Field mini KCS-20 minute cassettes \$6.99. 30 minute \$8.99. 60 minutes \$11.99. Elcon are evaluated, wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpet Video Inc. collect 301-845-8888 or toll free 800-238-4300.

Multi-camera video truck: 1985 32' Ford F-600, 22' control room w/ 2 entrance doors, Grass Valley switcher, Ikegami cameras, Chyron CG, isolated audio booth w/ Yamaha 16 channel board, Sony tape machines, & RTS intercom system. \$295,000. 512-458-4343 or 512-453-5122.

TCR-100s, ACR-25, VPR-2B's, HR-230, vital 114, TK-761s, TK-76s, film islands, TK-44s with mounting, TR-61s, TR-46s, BVU-800s HL-79A, HL-77, Thompson Mark IV, BVW-3, BVW-30. Call Marvin Luke 919-977-3600.

RADIO

Situations Wanted Announcers

RECOVERING ALCOHOLIC

Currently employed top 50 market! Morning drive with double digits. Operations & programming background. Looking for a company who understands my commitment to A.A./sobriety. I need to exercise my courage to change the things I can. 1-609-737-1421.

Situations Wanted Announcers Continued

A Change Of Pace...

Proven personality, solid credentials, 14 years' experience in all formats, tired of big time rat race. Seeking a morning drive slot at an established A/C full-service station in nice city. Good salary, benefits, and job security mean more to me than market size. Box P-50.

Help Wanted Management

OPS MANAGER (\$300 - \$400 weekly)

Top 20 AM/FM radio station (easy listening - MOR) seeks disciplined person to co-ordinate syndicated program format on highest rated stations in America's great sunbelt city. Airshift included (may be early evening) and moderate copy-production ability. Good benefits and working conditions.

Send resume: Box P-72.

MANAGEMENT!

An outstanding opportunity currently exists in general management, sales management and management training within Demaree Media, Inc. Broadcast Group. Our stations are market leaders and our group's growth virtually unprecedented! If you would like to be considered for this unique opportunity, send complete resume, work history, track record of success and references to:

Rich Nichols, General Manager
Demaree Media, Inc.
P.O. Box 6048
Springfield, Missouri 65801
471-831-9700
Demaree Media, Inc.
is an equal opportunity employer

Help Wanted Programing, Production, Others

Commercial Producer

WJR, 50,000 watt Capital Cities/ABC station is expanding its production department. We need a specialist who can create an idea, write the copy, voice and produce it

Join one of America's great radio stations in newly equipped state of the art facilities.

Tapes and resumes to:

Gary Berkowitz, Operations Manager, WJR,
2100 Fisher Building, Detroit, MI 48202.
WJR is an equal opportunity employer.

Help Wanted Sales

1. BROADCAST 2. EQUIPMENT 3. PROFESSIONAL 4. SALESPERSON

Do you fit this description? We must have a power hitter... a street fighter to handle our NE U.S. accounts. Can you make it in NYC? If you can sell in the presence of the top people in the #1 market, we need each other. If you have the track record, we'll give you the keys to the city and the NE territory. Call me in complete confidence.

Dave Burns 317-962-8596

**Help Wanted Sales
Continued**

NATIONAL SALES MANAGER

- Are you a top 10% achiever?
- Do you have the courage to close top executives?
- Is the customer #1 to you?
- Do you live up to your commitments?
- Would you like to work for a leading company dedicated to your success and growth?

If so, NewCity Communications may have an opportunity for you at our top 10 station in the Boston market, WAAF. You will work associates who are the best in this business and receive the newest and most comprehensive sales training in the industry. A top 10% track record in broadcast sales preferred, but talent is the primary prerequisite.

WE OFFER:

- Unlimited income potential
- An innovative environment focused on excellence
 - A chance to join a company with a record of success and a sense of purpose
- If you feel you have the talent — ACT NOW!

CALL: Laura L. Burkland
PHONE: 1-800-228-2272

Monday - Friday 9:00 a.m. - 6:00 p.m.
WAAF

GENERAL SALES MANAGER RADIO

- Can you multiply sales through people development?
- Can you manage independent, ego-driven salespeople in a positive style?
- Are you aware of the power in close relationships with your salespeople?
- Does your personal style indicate an excellence in sales ability?
- Would you like to work for a leading company dedicated to your success and growth?

If so, your talent can help us grow! We are NewCity Communications (formerly Katz Broadcasting), one of America's outstanding broadcast groups. As we continue to grow, we are seeking potential managers -- high performers with outstanding track records. If you are one of the best in the industry, CALL NOW to arrange a confidential interview!

- Unlimited income potential
- An innovative environment focused on excellence
- A chance to join a company with a record of success and a sense of purpose

If you feel you have the talent -- ACT NOW!

CALL: Laura L. Burkland
Monday - Friday 8:00a.m. - 5:00p.m. CST
(leave message after 5:00p.m.)
PHONE: 1-800-228-2271

We will be interviewing intensely THIS WEEK for NewCity's future needs.

NewCity Communications

TELEVISION

Situations Wanted Programing, Production, Others

WILDLY ATTRACTIVE

Great on-air credentials as host, reporter and syndicated broadcaster. Strong background in health & medicine. Author of Simon & Schuster book to be published in fall '87. Free to locate in major market. Box P-42.

Situations Wanted News

BROADCAST PROMOTION & MARKETING

Creative broadcast P.R. professional now available. Excellent press contacts. solid track record of effective campaigns; superb strategic and tactical skills developed in #1 market for over 7 years. 212-254-7324.

Help Wanted Sales

BROADCAST/CABLE AD SALES

Super opportunity for experienced or very aggressive sales pro with good knowledge of both markets. Will consider solid in either. Unlimited potential for growth with young, but established, demographically specific network. Send resume, salary to:

Ad Sales
National College Television
114 Fifth Avenue, 12th Floor
New York, NY 10011

GSM

Southwest indy in extremely competitive top 100 environment need a GSM, experienced in independent TV. Good people skills the ability and experience to guide a young staff a must. Salary, override, excellent benefits, incentives, a fabulous climate, and the toughest challenge of your career. This is no sunbelt joyride. Help us today...we will both benefit tomorrow. Send resume and salary requirement to:

Box P-53

Help Wanted Technical

VIDEO PRODUCT ENGINEER

CMC division of Datatype Incorporated seeks an individual with minimum 2 years experience in electronic field service in video tape maintenance, knowledge of Ampex and Sony "C" format video tape recorders and familiarity with TV broadcast industry. Will assist in preparation of marketing strategies, market presentation plans and order forecasts for the video product line. Through customer contact, will maintain awareness of customer requirements for current and future products. To apply, please send a resume, indicating salary history and professional area of interest to: CMC Technology, 2650 Lafayette Street, Santa Clara, CA 95050, Attn: E. St. John. An equal opportunity employer.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience broadcasting engineering (general class license); truck driving, satellite communications. Will train. Send resume & photograph to American Uplinks, Inc. PO Box 699, Idaho Springs, CO 80452

Help Wanted News

NEWS DIRECTOR

ABC affiliate in the 34th market is accepting applications for the position of News Director. Individuals applying must have the proven management experience of at least a 50 person news operation. Send resume and tapes to:

General Manager
P.O. Box 718
Columbus, Ohio 43216-0718

An equal opportunity employer. No phone calls accepted.

Help Wanted Programing, Production, Others Continued

TELEVISION DIRECTOR

Top 10 network affiliated station seeks strong Directing talent.

The right candidate has 7-10 years' Directing experience. Desired reel includes: Talk, Drama, Variety/Performance and Live Remotes. Correct individual will be a strong leader with good pre-production/post-production skills and a solid work history.

Send resume to Box P-84

An Equal Opportunity Employer

INSTRUCTIONAL TELEVISION UNIT MONTGOMERY COLLEGE

The Office of Educational Support Services at Montgomery College, a comprehensive, multi-campus community college located near Washington, DC, is seeking qualified candidates to staff a new instructional television unit. This unit is responsible for television production as well as broadcast over the college's own cable TV channel. The unit is located on the college's Rockville campus. The vacancies are as follows:

Instructional Telecommunication Manager. This position will manage all operations of the Instructional Television Unit including planning, budgeting, and evaluation functions and will serve as liaison to external agencies and other college departments on appropriate telecommunication matters. Position requires a Master's degree in an appropriate discipline plus 4 years experience in developing production projects including 2 years supervising a production unit, or an equivalent combination of training and experience. The full salary range for this position is \$29,827 to \$44,720 with the starting salary falling within the first half of the range.

Supervisor of Telecommunication Production. This position will work with College faculty, staff, administrators and students to develop and write scripts for original video/cable program production for the College's cable channel and lead the production team. Position requires a Master's degree in Television Production, plus 3 years of experience in television production and/or script writing, including 1 year experience supervising a production unit, or an equivalent combination of training and experience. The full salary range for this position is \$27,102 to \$40,664 with the starting salary falling within the first half of the range.

Video Engineer. This position performs set-up, alignment, monitoring, and repair of equipment used by the unit, researches and recommends equipment for purchase, and designs installation schematics. Position requires Bachelor's Degree in Television Production or Electronic Engineering plus 2 years experience in the design of electronic circuits and video/cable television equipment maintenance; or an equivalent combination of training and experience. The full salary range for this position is \$23,275 to \$33,758 with the starting salary falling within the first half of the range.

TV Production Technician. This position will be responsible for operating a wide variety of TV studio and associated equipment, including lighting, cameras, switching systems, audio and video tape recorders and field and field production equipment as well as providing technical assistance in developing TV productions. Position requires a Bachelor's Degree in Television or Media with emphasis in production and technical areas and 2 years experience in coordinating the set-up and operation of audio/video equipment in television production and editing; or an equivalent combination of training and experience. The full salary range for this position is \$19,968 to \$28,954 with the starting salary falling at the beginning of the range.

Video Programmer & Scheduler. This position is responsible for Scheduling all programing for the cable channel including timing, sequencing and operating the channel for broadcasting and receiving programing. Position requires an AA degree in television production including courses in video production programing and marketing, 2 years experience in television broadcasting, technical understanding of head-end equipment, or an equivalent combination of training and experience. Experience with word processing and computer operations highly desirable. The full salary range for this position is \$18,886 to \$26,437 with the starting salary falling at the beginning of the range.

Fringe benefits are excellent. The closing date for receipt of resumes is February 20, 1987. Women and minority candidates are encouraged to apply. Send resume with above SPECIFIC POSITION TITLE CLEARLY NOTED to:

Montgomery College
Personnel Office
900 Hungerford Dr.
Rockville, MD 20850

An EO/AA/Title IX Employer

ALLIED FIELDS

Help Wanted Instruction

CHAIRPERSON COMMUNICATIONS DEPARTMENT NORTHERN KENTUCKY UNIVERSITY

Applications and nominations are invited for the position of Chairperson of the Communications Department. The department includes majors in journalism, radio/television/film, and speech. There are 12 full time faculty members plus adjunct faculty. The Communications Department has approximately 300 majors and annually services more than 1000 non-majors in various speech and communications courses. The Department has a strong professional orientation and an outstanding internship program. Northern Kentucky University is the newest university in the Kentucky state system and has approximately 9,000 students. NKU is located in the largest metropolitan area of any Kentucky university, and is about 10 miles from downtown Cincinnati.

Applicants must have a Ph.D. in one of the three major fields; minimum of 5 years college teaching experience; the equivalent of 1 year of extra-academic professional experience in the applicants' field; minimum of 3 years of administrative experience; and a record of scholarship or creative activity in the applicants' field. The position will be available August 1, 1987. Salary and rank are based on qualifications and are competitive. Send letter of application, resume, transcripts of graduate work, and 3 references (including phone numbers) to David S. Thomson, Chairperson Search Committee, Communications Department, Northern Kentucky University, Highland Heights, Kentucky 41076. Application postmark deadline: March 13, 1987. Northern Kentucky University is an affirmative action/equal opportunity employer and actively seeks the candidacy of minorities and women.

Help Wanted Sales

We are a rapidly expanding broadcast software company and need sales representatives to cover radio stations across the U.S., Canada, Mexico and the Caribbean. We have experienced explosive growth in the last few years and our foresight and knowledge of the industry has caused us to blaze ahead of other companies in our field. We prefer someone with no or very little computer experience, but you must have a comprehensive knowledge of the radio broadcast industry. Immediate employment. Send resume in confidence to National Sales Manager. Box P-78.

Experienced Broadcaster Sales Representative

Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

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Immediate opening with leading computer graphics manufacturer for southeastern territory sales manager for the TV broadcast teleproduction and corporate marketplace. Video background preferred. Salary and commission. Forward resume with references to: Bob Miller, ColorGraphics Systems, Inc., 5725 Tokay Blvd., Madison, WI 53719.

Help Wanted Management

Management

Where Challenge creates Opportunity

MANAGER NATIONAL TV SERVICE

Arbitron Ratings Company, a leader in audience measurement, is expanding its programs to include a National TV Service. We are seeking an experienced Manager to actively participate in the planning, strategy development and determination of product design features.

Excellent managerial skills, good working knowledge of statistical methodologies and experience with a national rating service are necessary.

Arbitron offers competitive salaries and benefits along with outstanding growth potential. In addition, we are ideally located in the suburbs of the Baltimore/Washington Metropolitan corridor. To apply, send resume including salary history and requirements in confidence to Paul Jones, Human Resources Consultant.

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Seeking AM construction permit, or ailing AM station (operating or dark). Will consider all replies. Please respond to Peter Hunn; RD#1, Box 1067; Westport, NY 12993; 518-546-7985.

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ROCKY MOUNTAINS

AM with Class C FM located in attractive market. Positive cash flow; real estate. Asking \$1,100,000; \$175,000 down.

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nationwide media brokers

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If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$30 you get a daily report for 6 weeks. Learn more: 1-800-237-8073 (In Missouri: 314-442-3364.) MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.

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Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

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We're radio station turn-around pro's & want to buy your FM station if it's an East Coast medium size market. Our discussions would be highly confidential and we deal quickly and all cash.

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Mike Schwartz
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New broadcasting corporation looking for several serious investors to purchase radio properties with the intention of making a profit not tax losses. Successful management background, experienced sales management team ready to go, and the best programming and engineering consultants in the business. This is not a limited partnership. Shares of corporation commensurate with amount invested. Write: New Broadcasting Corporation, 3380 Sheridan Dr. Suite 119 Amherst, NY 14226.

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We are pleased to announce our new Atlanta office, managed by Don Sailors:

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Phone: 404-859-0301
Facsimile: 404-859-0302

Talk to Don about our new Florida FM listings, between \$2,500,000 and \$3,000,000.

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One Tower Park

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The only Class C FM serving a market area of 73,000 people; diversified economy of light industry, agriculture and distribution center. Priced at \$1,500,000 (2 1/2 X gross revenue). Box P-80

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- 6 hour program block on Orlando LPTV available.
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- Operating LPTV for sale on Fla. East Coast 90,000 area pop.

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owner

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or small group. This brand new Class A FM station will serve a market of 90,000+ in the Mid-Atlantic region. (Mountains & Lakes make for a great life style.) \$375,000 with terms for a qualified buyer. Call Mr. Jones at 215-667-9000.

- AM/FM Central Minn. resort area. \$340,000. Terms.
- FM 50,000 watts. ERP plus good fulltimer. FM #1 in market. Western Maryland. \$1.75 million.
- AM/FM in Southcentral Ohio \$440,000. Terms.

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615-756-7635, 24 hours

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Class IV AM & Class A FM
\$850,000 cash includes real estate.

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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. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

ressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Cecil Walker, president, Gannett Television division, Washington, named to newly created post of president and CEO, Gannett Broadcasting. He will continue to head TV division. **John (Jay) Cook Sr.**, president and general manager, Gannett's KKQB-AM-FM Houston and regional VP, Gannett Radio division, named president, radio division, succeeding Joseph L. Dorton, now president of Sky Broadcasting, Charlotte, N.C. (BROADCASTING, Jan. 12).

John P. Frazee Jr., president and chief operating officer, Centel Corp., Chicago-based owner of Centel Cable Television Co., multiple cable systems operator, adds duties as CEO, effective April 30. He succeeds **Robert P. Reuss**, who will continue as chairman of board.

Michael A. Liff, VP and general manager, KNMZ-TV Santa Fe, N.M., joins WPGH-TV Pittsburgh in same capacity.

Thomas M. Rutledge, senior VP, operations, Albany, N.Y., division, American Television & Communications Corp., named president, New England division, Portland, Me.



Rutledge



Struck

Bill Struck, VP and general manager, KSSS(AM)-KVUU(FM) Colorado Springs, joins KLZI(AM)-KAZY(FM) Denver in same capacity.

John R. Eby, executive VP, Commonwealth Communications Services Inc., Harrisburg, Pa., owner of WHP-AM-FM-TV Harrisburg, named president and CEO, succeeding **Meade D. Detweiler**, who continues as chairman.

Jeff Hy, general sales manager, KXEL(AM)-KOKZ(FM) Waterloo, Iowa, joins WBLQ(AM) Erie, Pa., as general manager.

Presley D. Holmes, executive director, West Virginia Educational Broadcasting Authority, Charleston, joins Delta College, University Center, Mich.-based group of seven two-year community colleges, as director, broadcasting, and general manager of college's non-commercial stations, WUCM-TV University Center and WUCX-TV Bad Axe, Mich.

David Bell, senior VP, operations, Kentucky/Virginia region, Louisville, Ky., Storer Communications Inc., cable division, named VP, planning and development, Miami. **Richard Clark**, senior VP, Pacific region, replaces Bell

in Kentucky/Virginia region. **Frank Hosea**, sales and marketing, and **Terry Stanard**, VP, engineering, Pacific region, join Clark at Kentucky/Virginia region with same titles.

John S. Mucha, general manager, WBNG-TV Binghamton, N.Y., named VP of parent, Gateway Communications Inc.

John E. Hayes, VP and general manager, KLAS-TV Las Vegas, joins WIVB-TV Buffalo, N.Y., as station manager.

John Orr, sales director, Lorimar-Telepictures broadcast division, Midland, Tex., joins Lorimar-Telepictures' KSPR(TV) Springfield, Mo., as station manager.

Barbara Wigham, director, programming and promotion, WPTA(TV) Fort Wayne, Ind., named station manager.

John W. Miller, program manager, WCVX(TV) Vineyard Haven, Mass., joins WFCC(FM) Chatham, Mass., as executive VP and station manager. WFCC is scheduled to begin operation in February.

Marketing

Charles F. Frost, senior VP and management supervisor, Sawdon & Bess, New York, joins Biederman & Co., New York, as senior VP and management representative.

Donald H. Insull, senior VP and director, print production services, William Esty Co., New York, named senior VP and director, production services.

Appointed at Grey International Advertising: **Norman Vale**, area director, Europe-Africa-Middle East, to senior VP and managing director, Grey International, New York; **John Shannon**, chairman, Grey-UK, London, adds duties as senior VP and area director, Europe-Africa-Middle East; **Frank Clarke**, area director, Canada, Central and South America, New York, adds duties as senior VP; **Bruce MacDonald**, area director, Pacific, Sydney, Australia, adds duties as senior VP.

Mark D. Goldstein, executive VP and corporate creative director, The Earle Palmer Brown Companies, Washington, named president/chief creative officer.



Goldstein



Levy



Karasick

Sheldon J. Levy, VP and producer, DFS Dorland/New York, named executive VP and head of television production.

Carol Karasick, senior VP and director, New York media operations, Saatchi & Saatchi Compton Inc., named senior VP and U.S. media director.

Linda Joselow, management supervisor, named senior VP. **Barbara Carr**, account supervisor, named VP.

Art Ross, executive VP and director, creative services, Weiss & Geller, New York, joins Bruce J. Bloom Inc. there as VP and director, creative services. **Jeannine Hanniff**, administrative assistant, Bruce J. Bloom Inc., named manager, traffic and operations.

Andy Feinstein, VP, sales, Lifetime, New York cable service, joins TeleRep there as VP and general sales manager. **Stephanie Reiss**, from Independent Television Sales, New York, joins TeleRep there as account executive. **George Brust**, from WITI-TV Milwaukee,

America's first name in Radio Sales Training, Seminars, Motivation and Consultation

GREENWOOD

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Ken Greenwood, Jim Rhea: Tulsa 1-800-331-9115
Jim Taszarek, Tim Menowsky: Kansas City 1-800-521-2250 Joe Archer: Detroit 1-800-222-4898

NAB board elections. Additional members elected to the National Association of Broadcasters' radio and television boards of directors have been announced, following those who were elected in November (BROADCASTING, Dec. 1). Runoff elections were held for four seats on the radio board:

District 1 (Conn., Me., N.H., R.I., Vt.)—Robert Fish, WHUJ(AM)-WHUY(FM) Providence, R.I., defeated incumbent James Asher Jr., WJDA(AM) Quincy, Mass.

District 9 (Ala., Ga.)—D. Mitchell Self, WLAY(AM) Muscle Shoals, Ala., defeated Don Sports, WCLA-AM-FM Claxton, Ga.

District 13 (Mich.)—David L. Hicks, WKNR(AM)-WKFR-FM Battle Creek, defeated Ross Biederman, WTCM-AM-FM Traverse City.

District 23 (Alaska, northern Calif.)—Ramsey Elliott, KRCK(AM) Roseville, Calif., defeated Phil Rather, KOMY(AM) Watsonville, Calif.

District 17 (Ill.)—Incumbent Dean Phelps, WAIT(AM)-WXET(FM) Crystal Lake, dropped out of the election, leaving the seat to Thomas L. Davis, WSDR(AM) Sterling.

Twelve candidates vied for six seats on the television board. The winners were: Gary Chapman, Freedom Newspapers, Providence, R.I.; Margo Cobb, WBLZ-TV Bangor, Me.; Frank Flynn, WINK-TV Tallahassee, Fla.; William G. Moll, KENS-TV San Antonio, Tex.; Cullie Tarleton, WBTV(TV) Charlotte, N.C., and Glen C. Wright, KIRO-TV Seattle. Cobb and Flynn are incumbents.

The new members will take their seats at the June NAB board meeting

joins TeleRep, Chicago, as account executive.

Jon E. Horton, general sales manager, KPWR(FM) Los Angeles, named VP and marketing director of parent, Emmis Broadcasting Corp., Indianapolis-based owner of four FM stations.

Brad R. Magill, corporate/business attorney, Kleinbard, Bell, Becker, Philadelphia law firm, joins Direct Response Broadcasting Network, Philadelphia-based direct marketing firm, as VP and general counsel.

Allan Reed, VP and media planning director, DDB Needham, New York, joins Bozell, Jacobs, Kenyon & Eckhardt Inc., Boston, as media director.

Chuck Hanrahan, William Burke, Robert A. Friedman and William Shaw, group sales managers, Petry, New York, named VP's and group sales managers.

Christine Graves Sams, from MMT Sales, Los Angeles, joins WCOL(AM)-WXGT(TV) Columbus, Ohio, as general sales manager.

Alan Chartrand, local sales manager, WSSH(FM) Lowell, Mass., named general sales manager. **Sally Ankeny Reiley**, media director, McDougall Associates, Peabody, Mass., joins WSSH as account executive.

Terrell Peters, from KGAK(AM)-KQNM(FM) Gallup, N.M., joins KITE(FM) Portland, Tex., as general sales manager.

John Rizzuti, national sales manager, WFAA-TV Dallas, named local sales manager. **Kathy Clements**, retail services coordinator, replaces Rizzuti as national sales manager.

Peter Lauer, account executive, KFI(AM)-KOST(FM) Los Angeles, named local sales manager.

Patrice O. Christensen, account executive, WLS-AM-FM Chicago, named local sales manager.

Tim Jones, account executive, WFIE-TV Evansville, Ind., joins WEVV(TV) there as local sales manager.

Robert J. Hermes, sales executive, KECI-TV Missoula, Mont., joins KPAX-TV there as local sales manager.

John P. Antaya, account executive, WSPR(AM) Springfield, Mass., named local sales man-

ager.

Carey S. Davis, VP and station manager, WMCA(AM) New York, joins KYW(AM) Philadelphia as national sales manager. **Joel Adler**, account executive, KYW, named local sales manager.

Pat Parker, account executive, WSMV(TV) Nashville, named director, retail development.

Roger Moody, local/regional sales manager, WOVT(TV) Omaha, joins KPTM(TV) there as regional marketing director.

Mark Beall, from advertising sales department, American Cablevision, Kansas City, Mo., joins KZKC(TV) there as account executive.

George DeGonzague, sales executive, Capital Cablevision, Albany, N.Y., and **Pamela Boyd**, account executive, WGY(AM)-WGFM(FM) Albany, join WXXA-TV Albany as account executives.

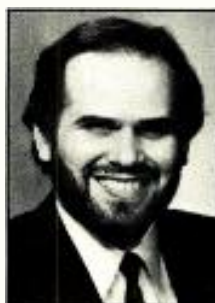
Programming

Albert A. Dorskind, president, development division, MCA Inc., Universal City, Calif., named chairman. **Lawrence D. Spungin**, executive VP, replaces Dorskind as president. **Stuart K. Mandel**, VP, MCA's Universal Television, named corporate VP, MCA, and director, industrial relations. **Marc Grayson**, VP, MCA TV, New York, named senior VP, marketing.

Michael Fuchs, chairman and CEO, HBO Inc., named executive VP of parent, Time Inc.



Fuchs



Landau

David M. Landau, senior VP, sales, United

Stations Radio Networks, New York, named executive VP, sales.

Appointed at Coca-Cola Telecommunications Inc., newly formed unit of Coca-Cola Television, Los Angeles: **Robert King**, president, domestic distribution, Coca-Cola Television's Columbia Pictures Television (CPT), to same capacity; **Michael Grossman**, senior VP, business affairs, CPT, to executive VP; **Tom Tardio**, VP, administration and controls, CPT Distribution, to VP, strategic planning and operations; **Lance Taylor**, VP, current programs, CPT, to VP, creative affairs.

Appointments at Worldvision Enterprises Inc., New York-based TV program distributor: **Ben De Augusta**, VP, operations, to senior VP, operations; **Mitch Black**, director, operations, to VP, operations; **Brian P. O'Sullivan Jr.**, central division manager, Worldvision Home Video, Chicago, to central division account executive, Worldvision Enterprises. Appointments at Evergreen Programs Inc., New York-based subsidiary of Worldvision Enterprises: **Burt Rosenburgh**, VP, to executive VP and general manager; **Martin D. Weisman**, account executive, to VP; **Jim Kauss**, Midwest affiliate sales manager, FNN, Chicago, to central division account executive, Evergreen Programs, Chicago.

Andrew W. Brilliant, VP, business and legal affairs, and **Thomas A. Conway**, VP, finance and administration, ESPN Inc., Bristol, Conn., named senior VP's.

Frank Baldassare, controller, USA Network, New York, named VP and controller. **Abby Aronsohn**, director, programming, Tribune Cable Communications, Chicago, joins USA Network as manager, Eastern regional affiliate relations.

Lisa Y. Karlin, arts and entertainment reporter, WCVB-TV Boston, joins NBC Radio's The Source, young adult network, as music correspondent.

Al Lanken, Southern regional sales manager, Blair Entertainment, Atlanta, named VP and Southeast regional sales manager.

Marla Ginsburg, director, creative affairs, New World Television, Los Angeles, named VP, creative affairs.

Victoria Traube, counsel, Stults & Marshall, New York law firm, joins Reeves Entertainment Group, Burbank, Calif., as VP, business affairs. **Karen Cease**, contract administration executive, MGM Television, Los Angeles, joins Reeves Entertainment as director, business affairs administration.

Judith W. Umlas, manager, European region, Tempo Enterprises, Tulsa, Okla., named VP, Eastern region. **Julianna Kremer**, program coordinator, named manager, international sales, European region. **Kathleen M. Clary**, law student, University of Tulsa, joins Tempo Television Inc. as sales and research manager.

Fred M. Dressler, president and CEO, Mile Hi Cablevision, Denver, joins American Television & Communications Corp., Englewood, Colo., as VP, programming.

Raul Torano, manager, regional sales representatives, UNIVISION-Spanish International Network, New York, adds duties as VP, corporate development and director, New York sales office. **Karen Anderson**, Miami

sales specialist, named director, spot sales.

Joshua Elbaum, director, European sales, Turner Broadcasting, London, joins ITC Entertainment Inc. there as VP, international sales.

Leslie Hill, co-managing director, HAT Group, Wrington, England, industrial services organization, joins Central Independent Television, London program distributor, as managing director.

Steven Ashley, associate director, scheduling, PBS, Washington, named director, scheduling. **Mike Quattrone**, director, broadcasting, noncommercial WHYY-FM-TV Philadelphia, joins PBS as program manager.

Jack Donahue, Western sales manager, Orbis Communications, Los Angeles, joins Republic Pictures Corp. there in same capacity.

Steve Schlow, former director, development, Metromedia Producers Corp., Los Angeles, joins WNEV-TV Boston as executive producer, programing.

Ron Farina, production manager, WIXT(TV) Syracuse, N.Y., named director, program operations. **Sherry Potter**, assistant production manager, named program director.

Lisa Tonacci, music director, WPLJ(FM) New York, joins KBTS-FM Austin, Tex., as program director.

Walt Barcus, general manager/broadcast instructor, noncommercial WKHS(FM) Worton, Mass., joins WNBH(AM) New Bedford, Mass., as program director.

Guy Leland, producer, *Ed Clancy Show*,

WTIX(AM) New Orleans, named production manager.

George Stone, announcer, WFMT(FM) Chicago, retires after eight years with station and 45 years in radio broadcasting.

Lauren Valle, from KKHT(FM) Houston, joins KZFX(FM) there as morning announcer.

News and Public Affairs

Greg Caputo, news director, Fox Broadcasting's WTTG(TV) Washington, named news director, co-owned WFLD-TV Chicago.

Larry Hatteberg, associate news director, KAKE-TV Wichita, Kan., named executive news director.

Kim Wanous, anchor, WAKA(TV) Selma, Ala., named news director.

Leonard Shapiro, deputy sports editor, *The Washington Post*, joins United Press International, Washington, as deputy managing editor, sports. **David Tucker**, executive sports editor, UPI, named assistant managing editor, news.

Roxanne Falls, satellite news feed producer, Florida Watch Satellite Network, Tampa, joins Group W's Newsfeed Network, Philadelphia, as producer. **Stu Levin**, former movie reviewer, KPIX(TV) San Francisco, joins Newsfeed Network's *The Entertainment Report* as reviewer.

Gregory A. Folz, director, public relations and advertising, St. Mary's Medical Center, Ev-

ansville, Ind., joins Medstar Communications Inc., Allentown, Pa., medicine and health news service, as VP, marketing.

Nick Ludington, United Nations reporter, Associated Press, New York, named chief, Middle East services, Washington. **Alexander G. Higgins**, World Services reporter, Washington, named chief correspondent, World Services.

Appointments at WCBS-TV New York's new *Channel 2 News at Noon*: **Paul Sagan**, executive producer, evening newscasts, adds duties as executive producer, noon news; **Bob Halper**, associate director, 5 p.m. news, to director; **Marilyn DeQuinzio**, researcher, "Troubleshooter" segments, to assignment editor; **Terry Wood-Timoney**, writer/producer, and **Steve Lange**, newswriter, to co-producers.

Miguel Angel Torres, former correspondent, United Press International, joins WJLU-TV Linden, N.J., as news director, responsible for *Informador 47*, nightly Spanish-language newscast.

Appointments at WXFL(TV) Tampa, Fla.: **John D'Amico**, 6 p.m. producer, to executive producer; **Rob Puglisi**, 11 p.m. producer, to 6 p.m. producer; **Greg Albrecht**, news director, WITN-TV Washington, N.C., to 11 p.m. producer.

Keith Shipman, sports reporter, KCPQ(TV) Tacoma, Wash., adds duties as public affairs coordinator. **Marcia Matthews**, administrative assistant to station manager, named public affairs assistant.

Appointments at WHO-TV Des Moines, Iowa:

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1987-88

The William Benton Fellowship Program at The University of Chicago, now entering its fifth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 2. Fellows will be notified by June 1. The 1987-88 Program begins September 21, 1987.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

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NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

Clark Jessen, executive producer, WTVX(TV) Fort Pierce, Fla., to executive producer; **Jean McGuire**, producer, KWQC(TV) Davenport, Iowa, to 10 p.m. producer; **Linda McEntee**, producer, WHO-TV, to weekend anchor and reporter; **Anita Boyd Walker**, anchor, WTVX, to "HealthTeam" anchor; **Kelly Eckerman**, weekend anchor and reporter, KWQC, to reporter.

Chris Houston, consumer reporter, KOB-TV Albuquerque, N.M., named assignment editor.

Walker Campbell, reporter, WCIV(TV) Charleston, S.C., named assignment editor. **David Lloyd**, news reporter, WTOG-TV Savannah, Ga., joins WCIV as weekend sportscaster.

Appointments at WSTM-TV Syracuse, N.Y.: **Paul Ennis**, producer, to managing editor; **Karen Frankola**, producer, Cable News Network, Atlanta, to executive news producer; **Lisa Sweitzer**, reporter and anchor, WGME-TV Portland, Me., to weeknight anchor; **Paula Garell**, news director, WMGC-TV Binghamton, N.Y., and **Christina Palmer**, video editor, WSTM-TV, to news producers.

Technology

Roger W. Cornett, VP and general manager, Belden Electronic Wire and Cable, Arlington Heights, Ill., named president, Belden Wire and Cable, newly formed division of Belden Electronic Wire and Cable, Richmond, Ind.

Ernie Heisser, national sales and marketing manager, magnetic media division, 3M, Minneapolis, joins VCA Teletronics, Leonia, N.J., as VP, sales and marketing.



Harris

Marylou Harris, operations manager, Capitol Satellite and Communications System, Raleigh, N.C., technologies division of Capitol Broadcasting, named general manager.

John S. Reiland, chief financial officer, Seismic Enterprises Inc., Houston, joins Houston International Teleport in same capacity.

Jay Lebowitz, traffic coordinator, noncommercial WNET(TV) Newark, N.J., joins BrightStar Communications Inc., New York satellite TV program carrier, as operations manager, North America.

G. Bickley Remy, Northeast regional sales manager, Texscan Corp., joins Jerrold division, General Instrument Corp., Hatboro, Pa., as manager, sales support/administration.

Martin (Sandy) Sandberg, former technical manager, ABC Inc., New York, joins Current Technology Inc., Richardson, Tex., manufacturer of electronic noise filtering devices, as manager, broadcast and cable sales.

James Van Eaton, engineering consultant, Compact Video, Burbank, Calif., joins DUBS Inc., Hollywood videotape duplication and distribution company, as director, engineering.

Chuck Martin, from Omega Video Inc., Lawndale, Calif., joins Odetics Inc., Anaheim, Calif., as Western regional manager, broadcast sales.

Appointments at Dynair Electronics Inc., San Diego manufacturer of audio/video/data signal routing and distribution equipment: **Al Wilson**, Western region manager, to central region manager; **Bob McAll**, former owner, Omnific Graphics, New York graphic production facility, to Eastern region manager; **Jim Moneyhun**, from Intergroup Video Systems Inc., Gainesville, Fla., to Western region manager.

Peter Kehoe, regional sales manager, Audio Kinetics Inc., Middletown, N.J., joins Studer Revox America Inc., New York, as mid-Atlantic regional manager.

Promotion and PR



Biegel

Leonard Biegel, VP and director, media relations, Burson-Marsteller, Washington, named senior VP and director, media relations.

June Burakoff-Smith, director, advertising and promotion, syndication, Columbia Pictures Television, Los Angeles, named VP, advertising, publicity and promotion, co-owned Coca-Cola Telecommunications Inc.

Mark Braff, director, communications, Cable-television Advertising Bureau, New York, joins Wishner Communications Ltd., New York public relations firm, as VP.

Shirley S. Browne, director, corporate public relations, United Van Lines, St. Louis, joins BHN/Public Relations there as senior consultant.

Deborah Hammond, manager, affiliate marketing, The Disney Channel, Burbank, Calif., named national promotion manager.

Terri Kilroy, marketing manager, Embassy Home Entertainment and creative advertising manager, Embassy Pictures, Los Angeles, joins Fries Distribution Co. there as manager, advertising and promotion.

Julie Ann Rubinstein, from WMCA(AM) New York, joins Caballero Spanish Media Inc. there as account executive, promotions.

Roxanne Nelson, promotion producer, writer and director, KARE(TV) Minneapolis, joins KHOU-TV Houston as senior promotion producer.

Bill M. Caravan, promotion specialist, non-commercial WPSX(TV) Clearfield, Pa., named head of promotion.

Allied Fields

Charles C. Earles, executive VP, George Moore & Associates, Dallas media broker, and former owner, Earledunn Broadcasting, Kennett, Mo., disbanded group of four AM

and four FM stations, forms Charles C. Earles Associates Inc., Kennett-based radio, TV and cable media brokerage.

Appointments at Voice of America, United States Information Agency, Washington: **Oscar Minoso**, acting coordinator, VOA's *Buenas Noches, America*, to deputy chief, field services branch; **Peter Jones**, senior editorial writer, policy department, VOA, to deputy chief, American republics division; **Negussie Mengesha**, senior editor, Amharic service, to chief, Amharic service; **Ravi Khanna**, VOA's Washington-based expert on Southeast Asia, to New Delhi correspondent.

Deaths

George L. Arms, 70, director, programming and development, Southern Educational Communications Association, Columbia, S.C., died Jan. 17 in Columbia. Autopsy was ordered to determine cause of death. In 1953, Arms helped establish first educational TV station in U.S., KUHT(TV) Houston. He served at KUHT until 1955 as director, creative services, as well as host and producer, *It's Five*, daily program. He later worked at noncommercial stations KETC(TV) St. Louis, KTCA-TV St. Paul and KOKH-TV Oklahoma City. Arms is survived by wife, Eleanor, son and three daughters.

Robert D. Hanna, 61, media broker and former station owner, died Jan. 14 of heart attack at his home in Las Vegas. After working for several stations in Kansas, Hanna moved to Dallas in 1960's where he was part owner of KVIL-AM-FM Highland Park, Tex., in 1968-1975. He later entered media brokerage business while gaining part-ownership in several radio stations. He is survived by wife, Judy, two sons, daughter and two step daughters.

Maurice J. Lamb, 70, retired chief engineer, WLIO(TV) Lima, Ohio, died of heart attack at St. Rita's Medical Center, Lima. Lamb helped begin operations of WLIO (then WIMA (TV)) in 1953 and remained as station's chief engineer until his retirement in 1984. He is survived by wife, Margaret, two sons and daughter.

Ray Bolger, 83, dancer and movie/TV actor, died Jan. 15 of cancer at Nazareth House, Los Angeles. Bolger was widely known for role as Scarecrow in 1939 movie classic, "The Wizard of Oz," which has been broadcast every year on network television since 1950's. In 1953-55, he starred in *The Ray Bolger Show*, situation comedy on ABC, and in *Washington Square*, NBC hour-long musical comedy series in 1956-57. He appeared with Jack Lemmon and Sada Thompson in 1976 TV version of John Osborne play, "The Entertainer." Bolger also made guest appearances on several other TV shows, including *The Partridge Family*, ABC sitcom of early 1970's. He is survived by his wife, Gwendolyn.

Paul Zarcony (on-air name, J.D. Holliday), 41, part-time announcer, WALK-AM-FM Patchogue, N.Y., died Jan. 18 at Suffolk County (N.Y.) Medical Center following automobile accident in Happague, N.Y. In 1980-81, Zarcony served as program director, WKTU(FM) (now WXRK(FM)) New York where he introduced modern progressive urban contemporary music format.

CNN's Reinhardt: leading and getting out of the way

For nearly half a century, Burt Reinhardt has been filming or videotaping important happenings around the world and speeding the images and the story to a news-hungry public. Now in his eighth year at CNN (and his fourth as president of the around-the-clock cable new service), Reinhardt is, by all accounts, still going strong, still bringing the public the pictures that make the news.

CNN, conceived and owned by Ted Turner, has become a fixture in electronic journalism, matching the news departments of the broadcast networks story for story, sometimes scooping them all. It's among the largest of the basic cable networks, reaching 38 million homes. (Its short-form companion service, CNN Headline News, reaches 23 million.)

Nonetheless, Reinhardt, the man responsible for it all since 1983, is virtually unknown outside the business of television newsgathering. Even those who work with him every day at CNN don't know him well. "He is not a hale fellow well met," says one colleague. "He is definitely not one of the boys," says another.

That Reinhardt is widely unknown is of his own doing. He works at keeping his profile low, rarely speaking to reporters. After having several requests for an interview turned down, BROADCASTING decided to go ahead with this profile without him.

According to the CNN executives (past and present), Reinhardt has led CNN to financial health through his tight-fisted control of costs, his willingness to delegate authority and his time-tested judgment of what's worth covering and what's not. "Burt is one of the toughest bottom-line managers in television," says Lou Dobbs, vice president-managing editor, business news. "We wouldn't be here today if not for his ability as a manager."

"Burt gives me great freedom on editorial assignments," says Ed Turner, executive vice president, who does most of the talking for the network. "He wants to know what we are covering and the estimated cost, but nothing is killed if it is a Class A story."

Reinhardt is not afraid to spend money on the right story at the right time. According to Reese Schonfeld, CNN's founding president and a long-time associate of Reinhardt, Reinhardt still adheres to an axiom he formulated when he was shooting film for the newsreels: "There is no way you can spend too much on the first day of a big story and there is no way you can spend enough on the second to catch up."

The executives don't begrudge Reinhardt's tight rein on costs because it has brought profitability and, with it, stability. "Because he made prudent use of the dollars



BURTON REINHARDT—president, CNN and CNN Headline News, and VP, news operations, Turner Broadcasting System Inc., Atlanta; b. April 19, 1920, New York; various capacities (assistant cameraman, assignment editor, news editor, managing editor), Fox Movietone Inc., 1939-63; managing editor, UPI Newsfilm, 1963-66; VP-general manager, UPI Newsfilm, 1966-67; executive VP and general manager, UPITN, 1967-75; VP, nontheatrical and educational division, Paramount Pictures, 1975-79; executive VP, CNN, 1979-83; present position since January 1983; married, with two children.

during lean times, we can now continually expand CNN's bureaus and add special units like science," says Ed Turner. "We have never had to lay off anybody for economic reasons." Some negatives do surface in conversations with the executives: overly cautious decisionmaking and lack of innovation in programing.

Reinhardt, a New York native, was only 19 when he signed on with the Fox Movietone newsreel operation there as an assistant cameraman in 1939. During the war, according to Schonfeld, Reinhardt served with the U.S. Army Signal Corps, which produced much of the combat footage. Reinhardt's official biography says he was a combat cameraman who "recorded McArthur's historic return to the Philippines" in October 1944, but it does not say whether he worked as a civilian or for the armed services.

By 1953, Reinhardt was news editor of Fox Movietone. But the newsreelers, which faced stiff competition from TV, were in decline. Fox Movietone was able to extend its life into the 1960's by offering footage to television stations in partnership with UPI through a company called UPI Movietone. When the end came for Fox Movietone in 1963, Reinhardt went to work for UPI, helping to create and manage UPI Newsfilm, which picked up where UPI Movietone had left off. In 1967, UPI Newsfilm merged with the London-based Independent Television News Ltd. to form UPITN.

Like UPI Newsfilm, UPITN was a marginal business. It managed to keep up with the broadcast networks in gathering news, but was hindered by a relatively crude distribution system—air freight. It began distributing electronically over AT&T long lines in 1973, but it was too little too late. A year later, UPITN sold its domestic operations to a competitor, Adolph Coors Co.'s Television News Inc.

Instead of joining TVN, which lasted only to 1975, Reinhardt moved to Los Angeles and got a job with Paramount Pictures as executive vice president for its nontheatrical and educational division, where, according to Ed Turner, he helped nurture the development of home video.

Schonfeld and Reinhardt go back to the mid-1950's when Schonfeld worked as a copy boy at UP Movietone. They continued working together at UPI Newsfilm and UPITN. When Ted Turner tapped Schonfeld to lead CNN in 1979, Schonfeld called on his old colleague Reinhardt to give him a hand. Schonfeld says he had talked with Reinhardt several times while he was at Paramount and "it was obvious he wanted to get back into news."

The powerful egos of Turner and Schonfeld were certain to clash, and did—many times. Schonfeld finally resigned (or was fired) in May 1982. Reinhardt, then executive vice president, immediately stepped in as acting president. The job was not made his permanently until January 1983. Turner says Ted Turner "wanted to make sure he and Reinhardt were of the same mind."

Although Reinhardt doesn't socialize much with the CNN employees, he is apparently well liked. All admire his evenhandedness. If he slashes a program's or a unit's budget, it is because he feels it is not making a contribution commensurate to its original budget. It's never anything personal. "He tries desperately to be fair," says Dobbs.

At 66, Reinhardt has reached the age when many think about or are forced to retire. But nobody expects Reinhardt to be going anywhere. Regular swimming keeps Reinhardt in good shape and looking at least 10 years younger than he is, Turner says. "CNN is his life," says Dobbs. "You are as likely to run into him on a Saturday morning or Sunday afternoon in his office as you are Monday through Friday. When he isn't at the network, he is watching the network. He outworks the hell out of anyone I know in the company."

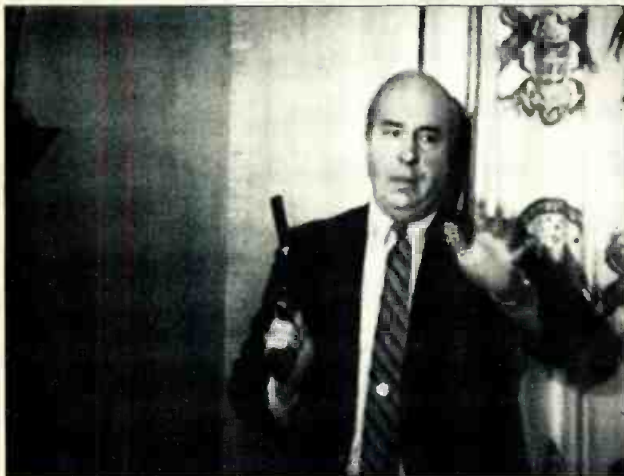
Even so, Reinhardt sometimes misses taking a more active role in the network's incessant news gathering. A few weeks ago, he and Turner were supervising coverage of a plane crash. Afterwards, Turner says, Reinhardt stopped by his office. "You know I just want to be out there with a phone in each hand finding out the story, but you can't do that," Reinhardt told Turner. "You have to let the others do that."

FCC has received another piece of congressional mail urging it to move promptly on completing action on must-carry rulemaking. Senator Ernest Hollings (D-S.C.), chairman of Senate Commerce Committee, and Senator Daniel K. Inouye (D-Hawaii), chairman of panel's Communications Subcommittee, said they were concerned that public continues "to lack the benefit" of commission

Media suicide. R. Budd Dwyer, Pennsylvania state treasurer recently convicted for his part in a bribery scandal, shot himself to death last Thursday in front of broadcast cameras and microphones and a room of about 20 journalists.

Dwyer called a press conference at his Harrisburg, Pa., office on the eve of his scheduled sentencing at U.S. District Court in Williamsport, Pa. He faced a maximum 55 years in prison and \$55,000-dollar fine for convictions on charges of conspiracy, perjury, mail fraud and interstate transportation in aid of racketeering. It was expected that Dwyer would announce his resignation during the press conference.

The conference opened with a rambling 45-minute statement from Dwyer, during which he often attacked the media and U.S. judicial system. TV camera crews began to pack their equipment as Dwyer handed press releases to journalists. Paul



Dwyer on WHP-TV Harrisburg, Pa.

Vathis, an Associated Press photographer, witnessed Dwyer turn to the crews and say, "You don't want to take down your equipment yet." He then handed envelopes to his aides which were later found to be instructions for his funeral arrangements. Dwyer then took a large manila envelope out of his brief case on his desk. There were cries of "Don't Budd, don't Budd," as he pulled a .357 Magnum revolver out of the envelope, placed the barrel of the revolver in his mouth and fired. He was pronounced dead on the scene at 11:31 a.m.

By 11:45, WHTM-TV, Harrisburg's ABC affiliate, had broken into programing to report the suicide with other local stations soon following. At CBS affiliate WHP-TV Harrisburg, the videotape of the press conference was shown up to the point that the revolver was taken out of the envelope. The station then went to audio only, as Dwyer pulled the trigger. According to WHP-TV managing editor Pat Carroll, the decision was made to edit out pictures of the shooting since children might be viewing during the report, home from school because of snow cancellations. WHTM-TV, however, showed the entire scene. A statement released by WHTM-TV's news director, Jon McCall, soon after the first report, said the station had "received several complaints because children were home" at the time of the report, but that it was his opinion "that an overwhelming news event holds the interest of the nation, and that interest dictated our response to it which, while graphic, is not exploitive." McCall said WHTM-TV used the same footage again during their 6 p.m. and 11 p.m. newscasts that evening and thereafter would not repeat it.

decision on must-carry. They noted that matter has been pending before commission "for well over a year," and said they find such delay "difficult to understand." They said that in their "long experience with the commission," they can remember "numerous and more complex proceedings that have been resolved in far less time." Commission's original must-carry rules were declared unconstitutional by U.S. Court of Appeals in 1985. Commission adopted new set but then stayed their effectiveness in light of protests and threats of appeal by opponents. Representative John Dingell (D-Mich.) has already informed commission he wants it to move fast on petitions for reconsideration (BROADCASTING, Jan. 12).

In opening round of battle that will probably end up in federal courts, **Satellite Broadcast Networks**, New York-based start-up company, **rejected last week ABC's demand that it stop satellite distribution of ABC-owned WABC-TV New York to backyard dish owners** on ground that practice is violation of copyright law. SBN plans call for putting signals of WABC-TV, WXIA-TV Atlanta (NBC affiliate) and WBBM-TV Chicago (CBS owned) on RCA Americom Satcom II-R, scrambling signals and selling them to dish owners for \$50 per month. WABC-TV and WXIA-TV are already on satellite; WBBM-TV is to go on within next two weeks. SBN believes it can engage in business under compulsory license that permits cable systems to retransmit network broadcast signals to subscribers. Question that court may ultimately have to decide: Is SBN's service, as it claims, "wireless cable system"? ABC is considering suit; SBN is bracing for one.

Nielsen national overnights, according to NBC, put **Jan. 22 installment of Cosby Show as highest rated half-hour of any regularly scheduled sitcom** since 1964. Previous record holder was March 25, 1964, broadcast of *Beverly Hillbillies*. Last week's *Cosby* pulled 41.3 rating/56 share, beating show's own record 39.0 rating. *Beverly Hillbillies* episode's record rating was 42.2.

FCC is seeking public comment on appellate court's instruction that agency consider whether enforcement of **fairness doctrine is constitutional or contrary to public interest.** Court of Appeals in Washington remanded case in which Meredith Corp., licensee of WTVH(TV) Syracuse, N.Y., is appealing commission finding that station had violated doctrine (BROADCASTING, Jan. 19). Court noted that FCC had issued report in 1985 concluding that doctrine didn't meet public interest standard and asserting that if it had power to do so, it would hold doctrine to be unconstitutional. Court instructed agency to consider Meredith's constitutional arguments against doctrine. Court also said FCC could avoid constitutional issue if it concluded, in light of its fairness report, that it may or should not enforce doctrine because it is contrary to public interest. Diane Killory, FCC general counsel, said agency didn't have to seek public comment on remand, but did so "because of the importance of the issue." Comments are due Feb. 25.

Bid of \$1.5 billion by News Corp. to purchase Australian-based media company, **Herald & Weekly Times Ltd.**, received help when target company's board rejected competing offer by **John Fairfax Ltd.** Although cash consideration offered in latter bid was slightly higher, Herald & Weekly board said News Corp.'s option of either cash or News Corp. securities was superior. It is believed that majority of Herald & Weekly shareholders have already agreed to tender under News Corp. offer. At same time, Australian Broadcasting Tribunal said it was investigating whether News Corp. purchase would violate law limiting foreign ownership of broadcasting properties to 15%—News Corp.'s chairman and largest shareholder, Rupert Murdoch, is U.S. citizen while Herald & Weekly owns several television stations. Tribunal said it would not allow News Corp. to vote any of tendered shares until after it completes hearing, scheduled to begin on Feb. 2.

Lorimar-Telepictures announced last Friday it would make certain adjustments in its **"bad debt reserves" and "income forecast"** resulting reduction of third-quarter operating income by \$37 million,

higher than many analysts were projecting. Company spokesperson declined to provide breakdown of charge against income.

Voice of America's estimated audience size is said to have reached new high—130 million adults, worldwide, who listen at least once each week. This was said to be increase of 11 million over 1985. However, U.S. Information Agency, VOA's parent organization, in announcing figure, said increase reflected more recent data from Soviet Union, East Europe, parts of Africa, Caribbean and China. Still, USIA said audience may actually be larger than report indicates since new estimate does not include audiences for Radio Marti (broadcasting to Cuba), VOA Europe or rebroadcasts of VOA programs. What's more, VOA Director Richard W. Carlson said new estimate would probably be substantially larger if complete information on VOA audience in China were available. Carlson, who recently visited Peoples Republic of China, said: "We believe there are millions more listeners in China than audience surveys reveal." But he said latest survey "marks a milestone in worldwide recognition of VOA as a leading international broadcaster."

Soviet Union has stopped jamming British Broadcasting Corp.'s Russian-language broadcasts. But it continues to jam broadcasts of other foreign services, including Voice of America and Board for International Broadcasting's Radio Liberty. Soviet Foreign Ministry spokesman said halt in jamming BBC was effort to promote cultural and information exchanges. As for other western stations, he said, "Unfortunately, some stations broadcast biased information that can sometimes be considered interference in other countries' internal affairs." Soviets began jamming in 1948, ceased it in 1963 but resumed in 1968, when Soviet troops moved into Czechoslovakia. Jamming was stopped again in 1973, then resumed again in 1980, apparently as result of attention world was focusing on Solidarity movement in Poland. U.S. Information Agency Director Charles Z. Wick at Iceland summit in October had urged his Soviet



Marking 'Today' In honor of the 35th anniversary of NBC's Today show on Jan. 14, the network hosted a party in New York for some 800. NBC will air an hour-long prime time celebration of the show's anniversary, Today at 35, next Saturday, Jan. 31, at 10 p.m. Among those present were (above) Robert Wright, NBC president and chief executive officer, Today creator Sylvester (Pat) Weaver and Jack Lescolie, former Today feature reporter.

counterpart to cease jamming VOA broadcasts. As part of that plea, he offered to facilitate Soviet broadcasts on American AM stations in return for similar treatment for American broadcasts on Russian stations. Wick had expected to be able to begin substantive negotiations with Soviets by end of year. But last week, USIA spokesman said that, while matter is "still under active consideration," preparatory discussions within government have "taken longer than expected." But, he said, "We hope to be able to begin talks with Soviets soon."

Effort by CapCities/ABC to erect new 23-story, corporate headquarters on New York's Upper West side has prompted law suit by area residents. West 67th Street Committee spokesman, Bruce Simon, said it's concerned about building's size and density, addition of "thousands" of employees and cars to area and that demolition plans are proceeding "in violation of asbestos removal and other city regulations."

Late Friday afternoon, **Milt Grant**, president of Grant Broadcasting Systems, was **continuing to testify in Philadelphia bankruptcy court.** GBS officials were also working to reach agreement with their major programming creditor, Viacom Enterprises. Court filings showed Grant owed Viacom almost three times as much as any other syndicator. Viacom filed separate motion claiming it had already terminated its programming contracts and asking for return of product. Any final agreement between GBS and the syndicator must be approved by bankruptcy court judge, David Sherrill.

Tom McCoy, National Association of Broadcasters' vice president for broadcaster-congressional relations, **resigned** Jan. 16. McCoy's resignation stems from restructuring in NAB's government relations department, said to be part of overall effort by NAB to incorporate some cost-saving measures. **Dennis McIntosh**, legislative director with NAB, is expected to succeed McCoy.

Theodore C. Streibert, 87, first director of the United States Information Agency, died Jan. 18 of cancer at his home in Laurel Hollow, Syosset, N.Y. Streibert left position as assistant dean, Harvard Business School, in 1933, to become assistant to Alfred J. McCosker, president of Bamberger Broadcasting, owner of WOR(AM) New York. Within one year, Streibert succeeded McCosker as president of corporation when latter became chairman of board. In 1935, Streibert was elected to board of directors and was named vice president and general manager of WOR next year. He was appointed director of newly formed USIA in 1953 by President Dwight D. Eisenhower. After leaving government service in 1957, Streibert served as vice president of Time-Life Broadcasting Inc. and later was president, Radio Free Europe Fund.



High hopes for HDTV. Demonstrations of broadcast high-definition television on Capitol Hill in Washington attracted several congressmen and dozens of their staffers last Wednesday, Jan. 21. Also on hand were CapCities/ABC Chairman Thomas Murphy and President Daniel Burke (above, left, with back to screen) who told BROADCASTING that HDTV images were "beautiful," but described technology as "scary" because it could "change the business as we know it." Among visiting congressmen were Senators Albert Gore Jr. (D-Tenn.), Daniel Evans (R-Wash.) and Tom Harkin (D-Iowa), and Representatives Lindy Boggs (D-La.), Fred Grandy (R-Iowa) and Robert Roe (D-N.J.). The HDTV panel and demonstrations, sponsored by the National Association of Broadcasters and the Association of Maximum Service Telecasters, also drew the staff of Senators Bob Packwood (R-Ore.), Jim Sasser (D-Tenn.) and John Melcher (D-Mont.), and Representatives Al Swift (D-Wash.), Mickey Leland (D-Tex.), Bob Carr (D-Mich.), Bernard Dwyer (D-N.J.), Richard Gephardt (D-Mo.) and Don Ritter (R-Pa.). Also on hand were several members of the PBS board of directors and NBC's Tom Rogers, former senior counsel for House Telecommunications Subcommittee.

Editorials

It's the FCC's baby

Whatever the FCC has been trying to do about the fairness doctrine, it has at last been given a clear course to steer. It has been told by the appellate court in Washington to decide whether the doctrine violates the First Amendment. It can duck that assignment, the court stated, only by finding that the doctrine is contrary to the public interest and cannot be enforced.

Either way, the court said, citing the finding of another panel of the same court in another case, it is within the FCC's power to vanquish the doctrine or keep it. The other panel, in a case decided last year (BROADCASTING, Sept. 22, 1986), held that the fairness doctrine was not codified in law when Congress, in 1959, inserted references to it in an amendment excluding news broadcasts from the equal-time law. The FCC was unwilling to make so decisive a finding in its 1985 Fairness Report. As the court has now said, the commission "felt intense political, if not legal, pressure from Congress" and "chose not to reach a final conclusion regarding the origins of the doctrine." It can't take that way out now.

All of the above stems from an appeal taken by Meredith Broadcasting from an FCC decision that Meredith's WTVH(TV) Syracuse, N.Y., had violated the fairness doctrine. Another appeal, taken by the Radio-Television News Directors Association against the FCC's 1985 Fairness Report itself, failed to produce the desired finding by the court that the doctrine is unconstitutional. But the court agreed to decide whether the FCC acted "arbitrarily and capriciously in failing to institute a rulemaking" to decide the doctrine's constitutionality.

The FCC needn't wait for the court to hear argument and make a ruling on the point left in the RTNDA case before acting on its orders in *Meredith*. If the commissioners who voted for the 1985 report hate the doctrine with the passion they expressed then, they must in good conscience throw the doctrine out now. True, the political heat from the Hill will rise to volcanic temperatures. The FCC will just have to take it.

Stern measures

In the past, television broadcasters have traditionally rejected advertising for birth control devices, choosing to avoid offending a large and vocal public. In the present, it is a tradition worth challenging.

Today, the opposition may or may not be as vocal, but the stakes are different. The growing epidemic of AIDS has brought unprecedented urgency to the need for health education and the dissemination of information. The case for advertising condoms need not be extended to all methods of birth control here; the central issue is one of public health—the containment of a dangerous disease—rather than contraception. In the disease's wake, questions of offending public taste are rightly being balanced against those of promoting public health and safety. To that end, KRON-TV San Francisco and WRTV(TV) Indianapolis have announced they will accept advertisements for condoms, in the process risking the public criticism of those with religiously or ethically based aversions to the practice of contraception. The risk, station executives feel, is worth taking. This page would agree.

Discretion is rightly the better part of these stations' approach to an extremely delicate subject. WRTV has said it will only air commercials that present the disease prevention aspect of the product, and then only after 11:30 at night. KRON-TV will take

advertisements on a six-month trial, and only spots that meet continuity standards and are judged to be in good taste. The ads will not be placed in or near programming directed to children. Moreover, the KRON-TV test is in effect a public service campaign, with the station donating all revenue from the ads to AIDS research and requiring the advertiser to make an additional donation equal to the cost of the advertising time.

The matching donations are a commendable charitable gesture, but they should not be viewed as the price of conducting business for either station or advertiser. KRON-TV would deserve no less praise for its decision were it keeping the dollars paid for the service provided (as WRTV is doing), in this case the advertising of a legal product.

While viewer response cannot be predicted with any certainty (it is encouraging to note that a recent NBC/*Wall Street Journal* poll showed 79% of the respondents approved of condom ads as a way to help prevent the spread of AIDS), the decision by both stations is to be commended in principle, and the example is one that broadcasters should give serious consideration to following in practice.

Finished business

The death of John Bartlow Martin, a writer and one-time diplomat, in Chicago a couple of weeks ago must be remarked in a footnote to broadcasting history. Martin, a speech writer at the time, propelled Newton Minow into national prominence with the phrase, "vast wasteland," featured in Minow's get-tough introductory speech as FCC chairman in 1961.

Coincidentally, Minow is featured in an article in the latest issue of *Television Quarterly*, the journal of the National Academy of Television Arts and Sciences. Minow says he would make the speech again. He omitted mention of what he has done lately, as a member of the CBS board, to make the wasteland flower.

Minow also settles an old score, as quoted in the *Quarterly*: "I was astonished at the power of BROADCASTING Magazine. In fact, I took delight, after I was there [at the FCC] a while and began to understand the situation, in deliberately giving scoops to their competitor."

The biggest scoop of all in Minow's FCC career was printed in BROADCASTING's issue of Feb. 11, 1963—that he would leave the FCC at the end of the next May. He left June 1.

Seems like old times.



Drawn for BROADCASTING by Jack Schmidt
 "This is roving weatherman Jeffrey Burton with an update of our earlier report of occasional flurries."

Wometco Cable TV, Inc.

(a company organized by Kohlberg Kravis Roberts & Co.)

has been acquired by a joint venture
formed by

Robert M. Bass Group, Inc.

and

Taft Broadcasting Company

*The undersigned acted as financial advisor to
Kohlberg Kravis Roberts & Co. and Wometco Cable TV, Inc.
and assisted in the negotiations leading to this transaction.*

Shearson Lehman Brothers Inc.

January 26, 1987

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