

# Broadcasting Oct 27

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58th Year 1986  
EXCLUSIVE INTERVIEW  
**CBS's Laurence A. Tisch**  
ANNUAL REPORT  
**State of the art:  
Technology**

# Why WYAY chooses to use the best: “There’s no one who’s better at developing a winning strategy.”

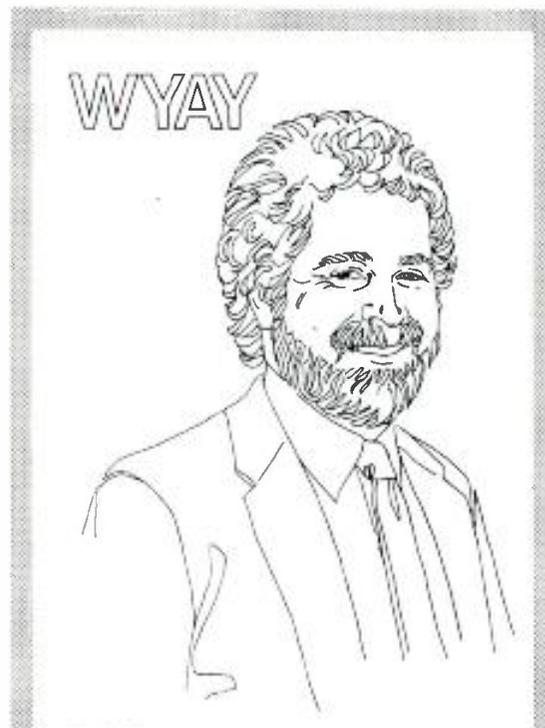
“When Katz (now NewCity Communications) came into Atlanta two years ago, we knew we’d need all of the right tools to win in this market. And, having The Research Group on our team was one of our most important tools.

We work with them at all of our stations. And, they have been invaluable to us. There’s no one in this business who is better at translating the research data into usable ideas—a plan that really works. And, we’ve seen the proof right here at Y-106. We were in a real ‘David and Goliath’ battle with WKHX. Two years ago they had a 10.0 share 12+ and we had a 1.1.\* Now, in the most recent Arbitron, we’re up to a 6.1 and WKHX is down to a 5.3.\*\*

It has worked because The Research Group has provided us with the framework to make this whole thing happen. Their research clearly pointed the way to a winning strategy for Y-106. And, it gave us the confidence to stick with it. They’re the best and that’s why we use them.”

\*Spring 1984 Arbitron. 12+ AQH share. M-S, 6A-12M, MSA.

\*\*Spring 1986 Arbitron. 12+ AQH share. M-S, 6A-12M, MSA.



*Bob Green  
Vice President and General Manager  
WYAY-FM Radio*

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*Radio’s Strategic Research Team*

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# Broadcasting Oct 27

## "At Large" with CBS's Laurence Tisch A look back at MIPCOM; a look ahead to SMPTE "State of the Art" report on technology

**IN COMMAND** □ Laurence Tisch, acting chief executive officer at CBS, is moving quickly to put his stamp on a leaner company. **PAGE 43.**

**LOOKING FOR FAT** □ NBC chief Robert Wright explains his request for divisions to undergo exercise in cutting budgets by 5%. **PAGE 44.**

**NOV. 4 FATE** □ Outcome of midterm elections will determine makeup of key committees affecting Fifth Estate. **PAGE 45.**

**TISCH TALKS** □ In this "At Large" with BROADCASTING editors, CBS acting chief executive officer, Laurence Tisch, discusses the changes going on at the company and his vision for the future. **PAGE 50.**

**TECHNOLOGY STATE OF THE ART** □ Equipment manufacturers are taking lead in many areas in providing direction broadcast technology is going. **PAGE 70.** Tentative decision on AM standard could bring hi-fi to medium. **PAGE 80.** Broadcasters continue fight to retain UHF spectrum. **PAGE 89.** ABC and NBC lay groundwork for coverage of 1988 Olympics. **PAGE 90.**

**FRANCE IN THE FALL** □ Second MIPCOM show in Cannes proves rousing success. **PAGE 94.**

**FIRST CASUALTIES** □ CBS jettisons *Better Days*, *Together We Stand* and *Twilight Zone* from its schedule. **PAGE 99.**

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**SMPTE SHOW** □ Society of Motion Picture and Television Engineers opens technical conference this week in New York. **PAGE 107.**

**BOARD APPROVAL** □ Senate approves nominations of Kenneth Towery and Daniel Brenner to seats on Corporation for Public Broadcasting board while Sonia Landau's nomination is held up. **PAGE 114.**

**EAST BOUND** □ A bigger Atlantic Cable Show set to open this week in Atlantic City. **PAGE 121.**

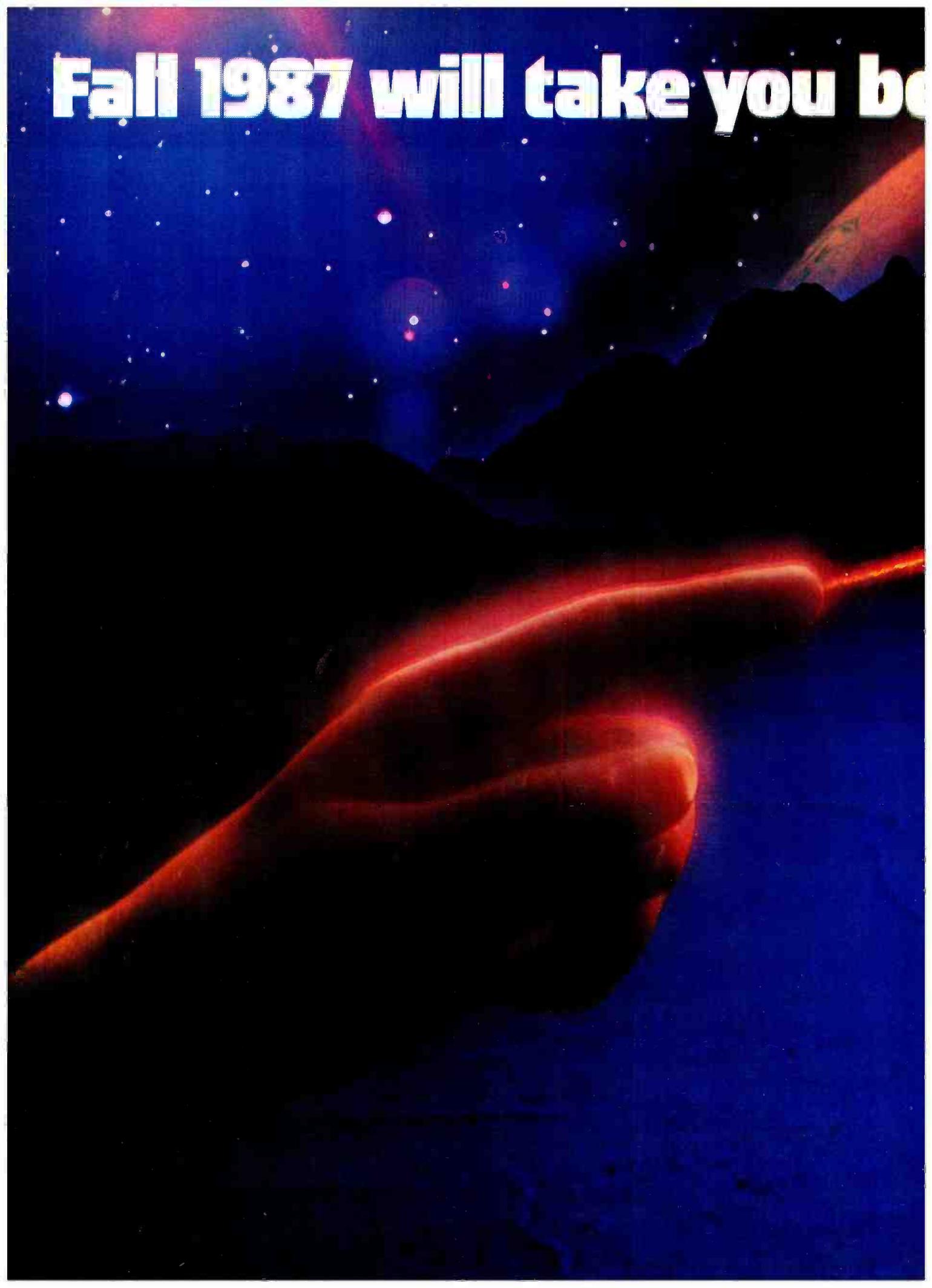
**MAKING THINGS RUN RIGHT** □ NBC's president, operations and technical services, Mike Sherlock, has helped turn that network's plant, one of the oldest, into one of the most innovative. **PAGE 143.**

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- A worldwide institution — over 70 years of popularity. And an awareness level of 9 out of every 10 people.
- Delivers women, men, teens and kids — in early fringe, late night and weekends.
- Available in both hours and half-hours.
- Hosted by Jack Palance.

## **Ripley's** **Believe It or Not!**

It will make a believer out of you.

A Haley/Rastar Production  
In association with



# SPANISH BARTER PROGRAMMING NEVER LOOKED SO GOOD!

NetSpan is now offering for 1987 two new musical series that will bring to your station and its advertisers the most exciting lineup of Latino artists ever to light up the television screen.

## ESPECTACULAR 1987



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ISABEL PANTOJA

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Following the smash success of *Espectacular 1985* and *Espectacular 1986*—here comes *Espectacular 1987*, all-new hour-long programs featuring fabulous one-man

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EMMANUEL

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A brand new series of 12 hour-long programs that brings European, South American and Caribbean artists together for the first time.

Unsurpassed production values underscore brilliant

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Both series are being offered on an advertiser-supported basis, and both are ideal vehicles for reaching the unusually high percentage of women viewers who regularly watch Spanish language television. If you are a Spanish-language station or an Anglo station in a community with a large Hispanic population, you

owe it to your viewers to bring them both of these superb series.

Hurry. Join WNJU-TV 47 New York, KVEA 52 Los Angeles, WCIU-TV 26 Chicago and other stations across the U.S.—plus the Tempo Satellite cable systems—in programming these outstanding NetSpan series.

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Hosted by  
**JOHN DAVIDSON**

Executive Producer  
**RICK ROSNER**

Produced by  
**SCOTT STERNBERG**

Directed by  
**BOB LOUDIN**

With  
**HAF**

You're The Season's #1 NEW Syndic

*Movie*

Stations

WOOD  
MARES

Revised by EDMAN    Written by ROY BATTOCCHIO    RICK SHAW    SCOTT STERNBERG    RICK ROSNER

Strip! \* Back... And Better Than Ever!

Hit!

**ORION**<sup>®</sup>  
TELEVISION SYNDICATION

## Upping ownerships

Word has it that FCC Mass Media Bureau is considering, on its own motion, proposal to modify multiple ownership rules to permit single entity to own 24 radio stations in same service. Rule currently limits ownership to 12 AM's and 12 FM's. Bureau is apparently operating under theory that congressional concern that caused FCC to pull back from intention to abolish limits altogether (BROADCASTING, Oct. 6, 1984) was focused exclusively on TV.

## Under wire

Strong desire by Kohlberg Kravis Roberts & Co. to complete liquidation of two companies it had taken private, Storer Communications and Wometco, has already produced several headlines and could well produce more. Some say KKR has given Storer's chief executive officer, Terry Lee, option to purchase company's remaining TV station, WTVG(TV) Toledo, Ohio, for price in neighborhood of \$50 million. As for remainder of Storer Cable, serving over one million basic subscribers, KKR is reportedly thinking about dividing ownership of systems into smaller limited partnerships. Move, it is said, would preserve certain tax advantages that would otherwise disappear if systems were not sold by year's end. Smaller size would also make subsequent disposal of systems easier.

## Feds at work

Justice Department investigation into possible antitrust violations by cable operators and programmers in connection with programmers' scrambling of satellite signals and providing of service to home satellite market has taken on new dimension. Investigators are now calling in multichannel microwave operators to hear about their problems in acquiring rights to cable programming. One operator spent five hours with investigators in Washington last Thursday.

## Titsch will be pleased

FCC commissioners, who have regularly attended annual Kennedy Center Honors galas in Washington as guests of CBS, may be shut out this December since new agency policy forbids acceptance of entertainment from parties with business before agency. Network traditionally has provided each commissioner with two

tickets for gala and dinner-dance afterward. Tickets this year range in price for outsiders from \$500 to \$3,125 each. "We probably won't be attending this year," said Jerald Fritz, chief of staff to FCC Chairman Mark Fowler. "FCC rules don't permit that."

## Way out

FCC could soon be faced with precedent-setting decision if Westinghouse Broadcasting and General Electric—new owner of NBC—merge their radio properties and NBC networks into new company (BROADCASTING, Oct. 20). If merger scenario holds as written, its approval would allow GE, which, to comply with commission rules, needs to sell five NBC radio stations in three markets where it co-owns television outlets, to retain minority interest in them as part of new configuration. Merger proposal under discussion appears to contain some wrinkles such as GE and Group W, which would also hold minority interest, having no voting stock in new entity and majority interest going public. In event both parties go forward with plan, FCC, which generally does not consider nonvoting stock as constituting ownership, would need to decide whether GE is honoring its commitment to divest.

It's safe bet that companies such as Capital Cities, which is required to sell properties due to 1985 acquisition of ABC, would keep close eye on any FCC action concerning Group W/GE merger.

## Flying colors

NBC has completed network acceptance tests of M-II half-inch videotape recorders from Matsushita and, according to source, new technology has met or exceeded all published technical specifications. Result of tests on production model recorders were sent last week to chief engineers at all NBC affiliates for their perusal—affiliates have offer from Matsushita for one-third discount on M-II. Network itself has so far taken delivery of 30 studio and 30 portable recorders, will receive total of 212 units costing \$3.4 million by end of year, and has placed second order for 236 decks costing \$4.5 million for delivery in first quarter, 1987.

One impact of implementation of M-II at NBC News, which expects full conversion of all domestic bureaus by next summer, could well be reduction in size of news crews. Although such shrinkage

could be subject to other considerations, including objections from technical unions, NBC News source told BROADCASTING that once M-II is fully in place "ultimately maybe half the coverage units will have a single technical [person]."

## Half-inch venture

Scripps Howard Broadcasting has become first known broadcaster—besides NBC (see above)—to order Matsushita's new M-II half-inch recorders. Group station purchase, using "dip of toe" approach, is for total of 16 studio and field recorders valued at half-million dollars.

## Patrick view

At FCC Commissioner Dennis Patrick's prodding, Association of Independent Television Stations and American Bar Association have reportedly agreed to host seminar in Washington Dec. 4 on property rights and broadcasting. Patrick's keynote speech is expected to be critical of cable's compulsory license and will question wisdom of FCC's repeal of syndicated exclusivity rule.

## Going up

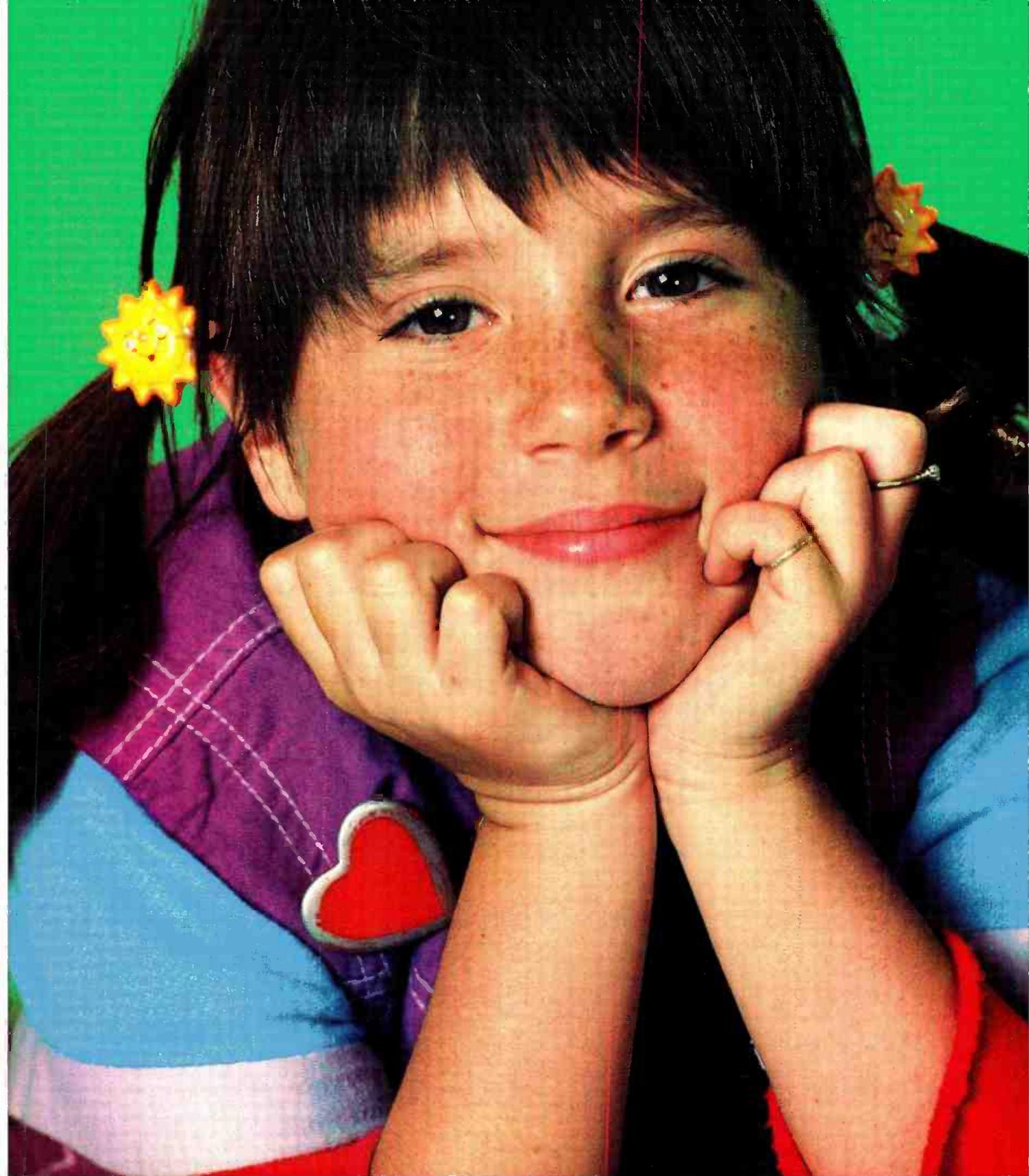
Leading candidate to replace Jules Haimovitz as president of Viacom's Entertainment Group (see page 10) is Paul Hughes, currently president, Viacom Broadcast Group. Hughes's background is advertising sales and station management, and he does not have much in way of program production experience. But sources last week said Hughes was top choice to fill entertainment group spot because he is "an ace manager."

## Look before leap

Dow Jones & Company, parent of *The Wall Street Journal*, is conducting two market studies of feasibility of establishing satellite-delivered financial news network for easy listening and other adult-formatted FM stations, with determination expected by year's end. Company has been successful with its seven-year-old *Wall Street Journal Report* that offers stations—mostly AM outlets in top 50 markets as well as number of "affluent" secondary markets—17 two-minute reports each weekday and six one-minute reports on weekends.

New FM-oriented network, which would be "softer" and more "abbreviated" than current service.

# PUNKY Brewster



**YOU  
COULD MAKE  
A DECISION  
THAT WILL AFFECT  
THE FUTURE  
OF AMERICA'S  
CHILDREN.**

# THE FACTS:

- You can have a show with 44 new adventures (88 episodes in total) with the cast that has made it so popular.
- You can have a show that has a loyal following of fans and a backlog of fan letters 60,000 deep!
- You can have a show about a small-for-her-age girl, with lots of spunk, who faces the problems and frustrations of growing up that most children will face.
- You can have a show that's entertaining, a show with lots of heart.

# THE DECISION:



I want  
"Punky Brewster."

**PUNKY  
BREWSTER**

Available Fall '87



# Cablecastings

## Package deals

As part of his campaign to shape a competitive home satellite marketplace through pressure rather than legislation, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) asked all the major cable programmers whether they planned to make their satellite signals available to home dish owners in program packages and through third-party distributors. The home satellite industry sees packages and third-party distribution as keys to insuring dish owners' access to programming at reasonable prices.

According to Tom Rogers, senior counsel to the subcommittee, two-thirds of the programmers had responded by last week. Although some positions were "extremely general," he said, all but Viacom International (Showtime/The Movie Channel and MTV Networks) "indicated a willingness to participate in multiple program packages."

In the Viacom letter, Ronald Lightstone, senior vice president, corporate and legal affairs, skirted the question of whether Showtime/TMC and MTV Networks would deal with third-party packagers. Lightstone, instead, talked about Showtime/TMC's plan to offer, in addition to Showtime and TMC, a package of 10 basic cable services through its new Satellite Direct Inc. subsidiary. The implication was that none of the Showtime/TMC services would be available to other packagers.

In contrast to Viacom, Terence McGuirk, vice president, special projects, Turner Broadcasting System, said TBS's CNN and CNN Headline News are already available through HBO and Showtime/The Movie Channel and TBS plans to offer them as part of its own package. "Seeking the broadest possible distribution of its service, TBS is willing to cooperate with any responsible and economically rational effort to package program service, provided additionally such packager meets normal and reasonable business standards of reputation, experience, service quality and the like."

Even though ESPN doesn't expect to start full-time scrambling prior to March 1987, said William Grimes, president and chief executive officer, the sports network has already completed an agreement with Showtime/TMC to be included in SDI's basic TVRO package.

"We intend to make every effort to insure that our retail distributors offer our services as part of a program package as well as on an a la carte basis," he said. "Additionally, ESPN anticipates entering arrangements with a number of qualified distributors in an effort to insure dish owners a choice of purchase options. In all cases, the ESPN service will be provided to our authorized distributors at rates which will enable them to make ESPN available to consumers at competitive prices."

Tom Rogeberg, senior vice president, administration and operations, CBN Cable Network, said the network intends to scramble its satellite signal using Video-

cipher II by the end of the year. "We are currently being marketed in cable operator-distributed packages, and are in the process of writing contracts for the same purpose with a premium-channel-led package and a programmer cooperative. Also, we are now seeking proposals for other third party distribution to TVRO's."

Nickolas Davatzes, president, Arts & Entertainment, said that the network has not firmed up its scrambling. But, if and when it scrambles, he said, it "seems certain that the M/A-Com technology will be used...[and the satellite signal] will definitely be made available for distribution to the home TVRO market."

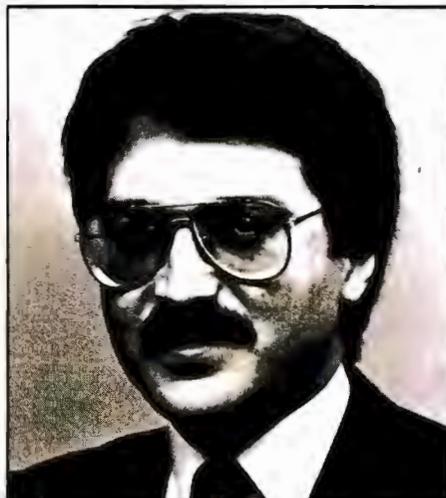
Because A & E doesn't have the marketing capability to sell direct, he said, it will offer its TVRO service through "Showtime, HBO, cable operators or other qualified third party" distributors on a nonexclusive basis "both in packages with other cable program services as well as an a la carte basis."

John Hendricks, chairman and chief executive officer of the Discovery Channel, said the service will announce its scrambling plans in the near future. Like A & E, Discovery said it would make its signal available through other distributors, including cable programmers, cable affiliates and "other packagers."

John F. Cooke, of the Disney Channel, said the network is talking to the National Rural Electric Cooperative Association regarding their packaging of the Disney Channel along with other programming services. "We hope that those discussions with the NRECA result in a marketing and packaging agreement."

## New title

Jules Haimovitz, president of the Viacom Entertainment Group since July 1985, has been named to the newly created position of president of the Viacom Networks Group, effective last Thursday (Oct. 23). Haimovitz, who joined Viacom in 1976 as director of planning and administration for pay televi-



Haimovitz

sion, and who Viacom said was instrumental in the creation of Showtime, will have responsibility for the operations of Showtime/The Movie Channel Inc., and MTV Networks.

The appointment follows the resignation of Showtime/The Movie Channel Inc. chairman and chief executive officer, Neil Austrian, two weeks ago. At that time, there was speculation within Showtime that Haimovitz was among those being considered to replace Austrian (BROADCASTING, Oct. 20).

According to Viacom spokesman David Fluhrer, Haimovitz will participate in the search for Austrian's successor, who will probably have the title of president of Showtime/TMC, rather than chairman, as Austrian did. In the meantime, Viacom expects to announce "shortly," possibly this week, Haimovitz's successor as Entertainment Group president.

Kenneth F. Gorman, chairman of the group and executive vice president of its parent company, Viacom International Inc., called Haimovitz "a pioneer of cable television programming" and said he "joins our Networks Group at a time of renewed commitment to this vital segment of the communications and entertainment industry. Advertiser-supported cable television will experience sustained growth in the coming years and pay television—through a number of strategies led by programming exclusivity and the development of pay-per-view networks—is poised for explosive growth in the near future."

## Weather coverage

The Weather Channel has signed new affiliation contracts which it said will increase its reach by more than 1.2 million households. Contracts were written last month with systems serving 710,000 subscribers, said Sandra McGovern, vice president of affiliate sales and marketing for TWC. Another 525,000 subscribers were added during the first two weeks of October, and McGovern projects that by the end of the year, the 24-hour-a-day service will reach 23 million households. She said the "recent growth spurt" is attributed to three factors: deregulation, TWC's programming changes last June and the addition of new affiliates from cable operations throughout the West.

TWC also said last week that the Nielsen third-quarter viewer report will show a 50% increase in TWC's viewership, compared to last year's third-quarter figures. Cumulative weekly viewership during this period increased by 800,000 households, TWC said, adding that the audience growth was apparent in all time periods, with early morning viewing levels "virtually doubling."

## Turnerisms

Ted Turner, speaking in Beverly Hills, Calif., last week at the Pitzer College national issues forum dinner and afterward at a press

**Sikes on must carry.** National Telecommunications and Information Administration Director Al Sikes restated his interest in seeing the development of a more procompetitive telecommunications environment in a speech at a Federal Communications Bar Association luncheon last week. He suggested that lifting the restrictions prohibiting the Bell operating companies from offering certain information services is one way to accomplish that goal. He also reiterated his view that there is a need for "fairness" in any public policy, adding that: "Maybe there never should have been a set of rules that required cable television companies to carry signals of all the local TV stations. But there were, and lots of people made investments based on those rules."

conference, touched on a sweeping array of topics, including his personal wealth, the future of his financial empire and the Goodwill Games.

Turner's fiscal woes were a recurring theme throughout a nearly 40-minute long speech and question-and-answer session with the audience that followed. Describing his \$26-million loss on his \$35-million investment in the recent Goodwill Games as "probably the most money that anybody ever lost on a sports event in history," Turner said he is turning his attention to ways to gain the interest of television viewers in Western nations for the American Goodwill Games in four years. In 1990, he said, "it's going to be a much larger financial commitment." As to whether he would continue with the games if the next set is also a financial disaster, Turner later told reporters: "We will cross that bridge when we come to it. I hope the bridge is (still) out."

Asked where Turner will be in five years, he replied, "Another day older and deeper in debt. We'll probably have a partner if we are. . . I hope I'm still solvent." Turner said later he is holding discussions with several potential partners, but he declined to name

them.

Having appeared on the *Forbes* list of the most wealthy Americans, Turner said the magazine's value of his worth "at more than \$280 million" is "not very accurate." How much money does he have? "I don't know how much I'm worth," he said.

### Cable and children

On the occasion of National Children's Television Awareness Week, Oct. 12-18, the cable industry celebrated its contribution to "the positive uses of television" and to helping "parents and children maximize TV's potential as an educational tool."

A study of the New York market released by the National Cable Television Association compared the volume of children's programming over a five-week period this year and 10 years ago.

Spring 1976 and spring 1986 *TV Guide* listings in New York showed a 142% increase (from 936.75 hours to 2,265 hours) of children's programming—with 98% of that increase due to the introduction of satellite-delivered cable services. In 1986, 10 cable services provided 57% of children's pro-

gramming, NCTA claimed.

Children's fare available during prime time rose by 359%. "In 1976, prior to the advent of cable services, television in the New York market offered 20.25 hours of prime time children's programming," said the NCTA. "In 1986, a total of 93 hours. . . was available." The study, "Children's Television Programming in New York, 1976 and 1986: A Case Study of Programming Availability, October 1986," is available from the Research & Policy Analysis Department of NCTA, Washington.

### Junior critics

Nickelodeon, one of MTV Networks' four programming services, will debut its new movie review program for children, *Rated K: For Kids by Kids*, on Nov. 1 at 4 p.m. (NYT). The show will be hosted by four teen-agers, who will review, on a rotating basis, their "favorite and least favorite movies," including new releases, home video selections and pay cable titles, Nickelodeon said. Included with the critiques will be movie clips and behind-the-scenes looks at film production.

### Basketball buy

ESPN announced last week that it had signed a seven-figure deal with Nike Inc. to be the exclusive athletic shoe sponsor for the basic cable service's college basketball lineup for the coming season. Nike will also advertise in other ESPN programming, including College Football Association games, tennis, golf and ESPN's *SportsCenter*. ESPN plans to televise 146 college basketball games this season.

# BAF has SNVs

SNVs. Satellite News Vehicles. With working digital or analog SCPC, BAF's SNVs are the most high-tech, state-of-the-art news gathering/broadcasting vehicles available. For the broadcaster, BAF offers 24-hour voice circuits, guaranteed news block hours on Gstar transponders, as well as occasional

hours on other satellite formats. SNVs are custom outfitted to your individual requirements and may be leased or purchased individually or in fleet numbers.



## BAF

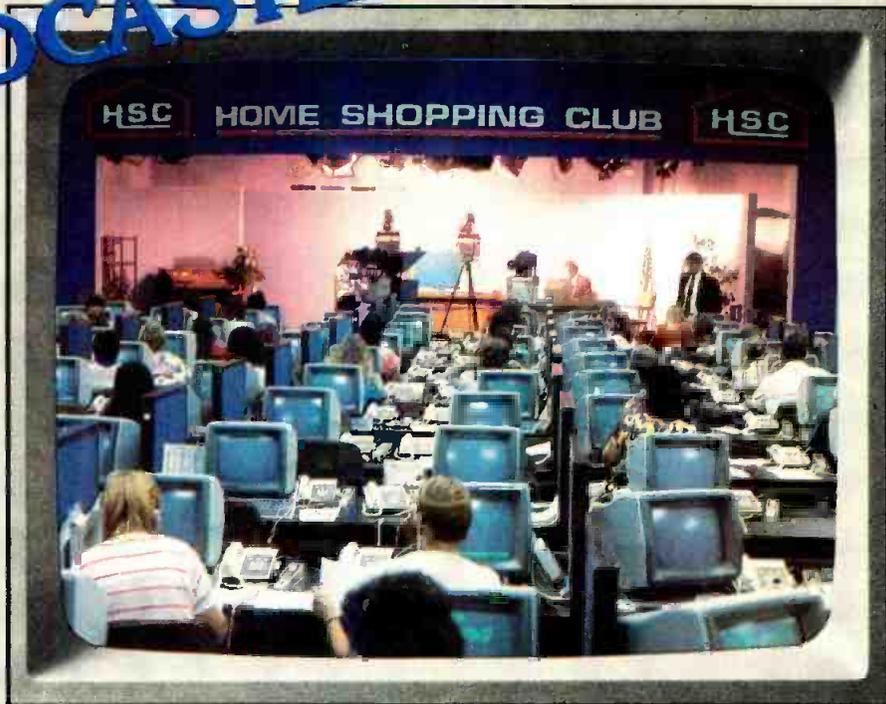
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# NOW FOR BROADCASTERS



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INNOVATIONS IN LIVING



**INNOVATIVE-LIVE-VIEWER ACTIVE**

## STRIP BLOCK OVERNIGHT WEEKENDS FULL TIME

- **HSN Is Now In Its 5th Year**
- **18 Million Packages Delivered**
- **500,000 Satisfied Buyers**
- **Best Bargains - Best Format**
- **Best Customer Service**

### **\$SHARE THE \$UCCE\$\$**

The Home Shopping Network brings "Millions in Bargains™" and "Thousands in Prizes™" to viewers across the nation, live, 24 hours a day. Home Shopping Network 2, "Innovations in Living™" is broadcast via SatCom IV Transponder 1. Programming originates from our 40,000 sq. ft. studio complex and uplink in the greater Tampa Bay area.

On a typical shopping day club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

### **AFFILIATE COMPENSATION**

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

### **MARKETING SUPPORT**

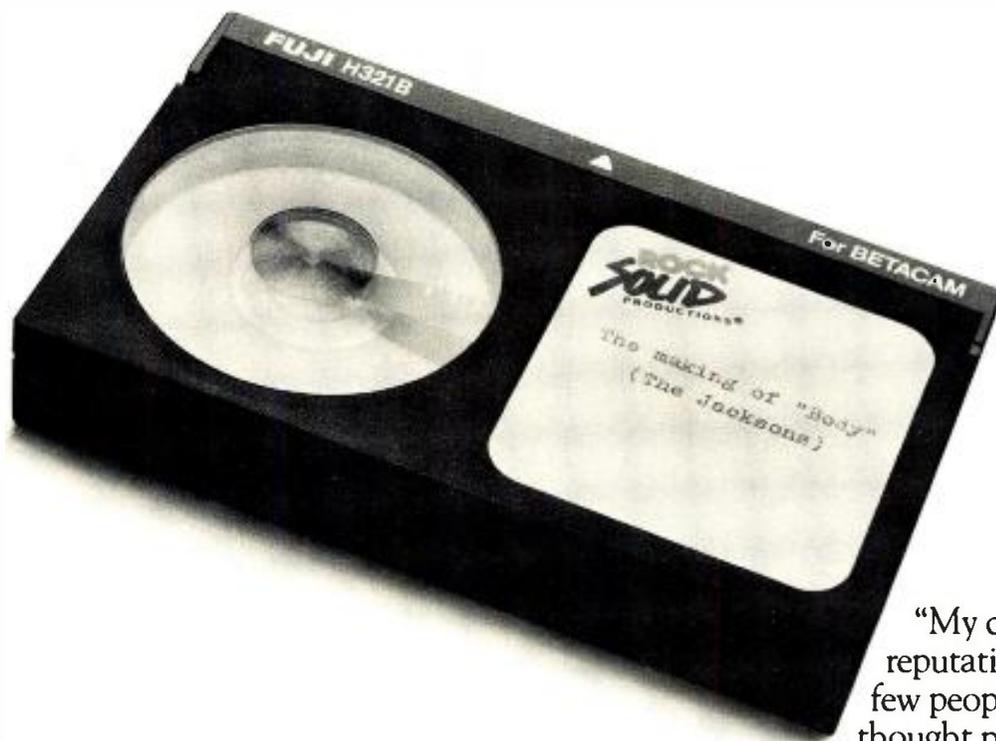
The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

**Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.**

Contact: Chuck Bohart, V.P. Corp. Development  
Executive Offices: The Home Shopping Network, Inc.  
1529 U.S. 19 South, Clearwater, Florida 33546-2792  
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455

**“If you’re crazy  
transfer tape  
you’d better be  
to use the**



“My company has built its reputation by doing something few people in this business even thought possible. We shoot and edit on tape and then transfer to film. Film is unforgiving when it comes to picking up imperfections in tape. So the tape itself has to be perfect.

**enough to  
to film,  
sane enough  
right tape.”**

—David Griffin, CEO, Rock Solid Productions  
talks about Fuji Betacam videocassettes.

“That’s why, for the past three years, we’ve used nothing but Fuji Betacam videocassettes. In fact, we’ve used Fuji exclusively since we’ve been in business. Because in all that time, we’ve never had to apologize for the quality of a film to an unforgiving client.”

 **FUJI** PROFESSIONAL  
VIDEOTAPE

# Business Briefly

## AdVantage

**Satellite fever.** Grey Advertising has created GreySat, unit that will plan, negotiate and execute media buys for clients who want to reach large portions of Europe through satellite television, radio and print. GreySat, based in London, is designed to capitalize on growing media opportunities for multinational advertising aimed at Pan-European market. Operation will be headed by Tony Pearson, vice chairman and executive media director in London. He said that by 1990 "we expect to have five satellites and 30 new channels that can be received by small rooftop dishes."

□

**Oh, tangled web.** Reynolds plastic wrap, product of consumer division of Reynolds Metals Co., is star of new television commercial that gives tangled, and playful, view of number of



competing home plastic wraps. Those brands are shown twisting out of control while Reynolds Plastic Wrap emerges in smooth rollout, exhibiting its ability to "cling where it is supposed to cling." Campaign is scheduled to start this week in 125 spot television markets. Target: women, 18-49. Agency for campaign is J. Walter Thompson/New York.

□

**Tough discussions.** There will be 10 workshops at Television Bureau of Advertising's 32d annual meeting in Los Angeles, Nov. 17-19. Discussions will relate to theme of this year's meeting, "Television In Today's Tougher Business Climate." Workshops will explore subjects including "Living With Pressures of Bottom Line," "Changing Role of Station Representatives," "How Management Can Keep Control of Negotiations" and "Applying Principles of Supply Side Economics to Station Operations."

□

**September advertising claims.** Nine challenges to national advertising, including three carried on television, were resolved during September by National Advertising Division of Council of Better Business Bureaus. NAD reviewed television commercial for Kraft Inc. (macaroni and cheese dinner) and found claims were substantiated. Modified were claims in commercial for Land O'Lakes Inc. (Lean Cream sour cream and Natural Dairy Blend). Murray Ohio Manufacturing Co. agreed to make changes in commercial for Street Machine bicycle if aired in children's television programing (handled by Children's Advertising Review Unit).

□

**SDI campaign.** American Conservative Trust, political action committee, is funding 10-day, TV and radio advertising campaign beginning Oct. 26. Ads (10- and 30-second spots) will air in seven states (California, Nevada, Colorado, Texas, North Carolina, Alabama and Florida) and are aimed at adults and voters. Two ads have been developed. One attacks candidates who are opponents of Strategic Defense Initiative (SDI), including Senator Alan Cranston (D-Calif.); Representative Tim Wirth (D-Colo.), who is running for Senate; Representatives Jim Wright (D-Tex.); John Bryant (D-Tex.), and Ronald D. Coleman (D-Tex.). Other spots are endorsements of candidates who support SDI, including Republican Senate candidates Jim Santini of Nevada, James Broyhill of North Carolina, Paula Hawkins of Florida and Jeremiah Denton of Alabama. Trust is planning to spend minimum of \$300,000 and is buying time for ads to run during prime time, on network affiliate stations, three times daily.

TV ONLY

**Jordache Enterprises** □ Jeans will be spotlighted in Christmas promotion beginning in mid-November for six weeks in 12 markets. Commercials will be carried in early fringe and special program segments. Target: No specific demographics. Agency: Winner Communications, New York.

**Rose's Stores** □ Advertiser, which uses television about 40 weeks per year, is gearing up for pre-Christmas drive with one-week flight in 12 Southern markets, principally in Virginia and Carolinas. Commercials will be slotted in all dayparts. Target: adults, 25-49. Agency: Scali, McCabe, Sloves/South, Atlanta.

**Porsche Cars North America** □ Auto dealer group is putting together eight-week flight in nine markets in West, beginning in early November. Commercials will run in all dayparts. Target: men, 25-54. Agency: Chiat/Day, San Francisco.

RADIO ONLY

**Sorrento Cheese** □ Advertiser will conduct campaign starting in late October for four weeks flighted over eight weeks in Washington, Baltimore and Philadelphia. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Levy, King & White Advertising, Buffalo, N.Y.

**Swift & Co.** □ Christmas promotion for meat products will kick off in early December for three weeks in 26 markets including Cleveland, Dallas, New York and Washington. Commercials will be scheduled in all time periods. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

RADIO & TV

**Rogers & Holland** □ In pre-Christmas advertising effort, jewelry firm will conduct four-week flight in four Midwestern markets, starting in late November. Commercials will be placed in all time segments. Target: adults, 25-54. Agency: Smith, Badofsky & Raffel, Chicago.

**Chick-Fil-A** □ Restaurant chain featuring chicken dishes launches three-week, pre-Christmas campaign in late November in 24 television markets, 26 radio markets and on several cable systems. Commercials will appear in drive periods on radio and in all time segments on television in markets

# AT&T IS IN SUCCESS STORIES

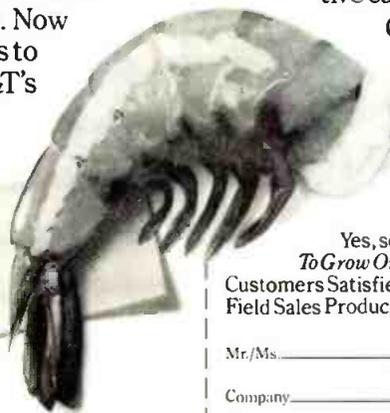


Learn how telecommunications and AT&T can help you write your own small business success story.

There's a telecommunications story behind some of America's biggest small business successes. Now you can learn how to apply the same big ideas to your small business—with a free copy of AT&T's *Telecommunications Ideas To Grow On*.

It'll show how your business can benefit from many of the available telecommunications services and

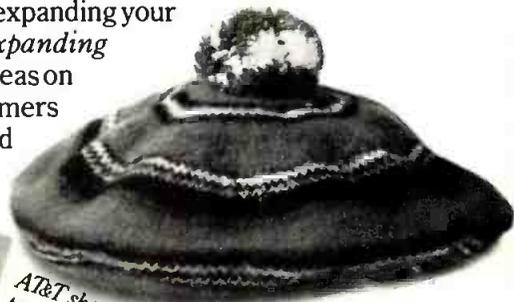
*AT&T helped The New England Shrimp Company bring in fresh bites from 38 inactive accounts and add 18 new ones with AT&T WATS—now they're on their way to becoming a jumbo-sized shrimp business.*



products. From long distance to data services. From telephones to computers to facsimile machines.

You'll get an introduction to telecommunications, a glossary, important AT&T toll-free numbers, plus any or all of the following booklets:

*Keeping Customers Satisfied*—suggestions for building brand loyalty and expanding your customer base. *Expanding Your Markets*—ideas on how to get customers to buy more and prospects to



*AT&T showed Scottish & Irish Imports, Ltd. how to use AT&T 800 Service and AT&T Long Distance Service to expand market coverage. Sales are now up 300% and their bonnie business is booming.*

buy. *Improving Field Sales Productivity*—tips that can help open more doors and close more sales at less cost. *Capitalizing on Money Management*—advice on putting together an effective cash management program.

Call 1 800 443-7047, Ext. 135 or send for your booklets... and learn how to bring out the success story in your business.

## BIG SMALL BUSINESS IDEAS. FREE.

Yes, send a free copy of AT&T's *Telecommunications Ideas To Grow On*. Please include (check one or more): 1.  Keeping Customers Satisfied 2.  Expanding Your Markets 3.  Improving Field Sales Productivity 4.  Capitalizing on Money Management

Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Type of Business \_\_\_\_\_

Mail to: AT&T, P.O. Box 1336, Ridgely, MD 21681

**OR CALL 1 800 443-7047, EXT. 135**



**AT&T**

The right choice.

# THE BEAR FACTS ABOUT LBS' NEXT KIDSHOW WINNER.



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

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

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

# THE ADVENTURES OF TEDDY RUXPIN™



Ruxpin™ to their roster of animated favorites.

- Powerful mini-series marketing plan will build big audiences for this winning kidshow:

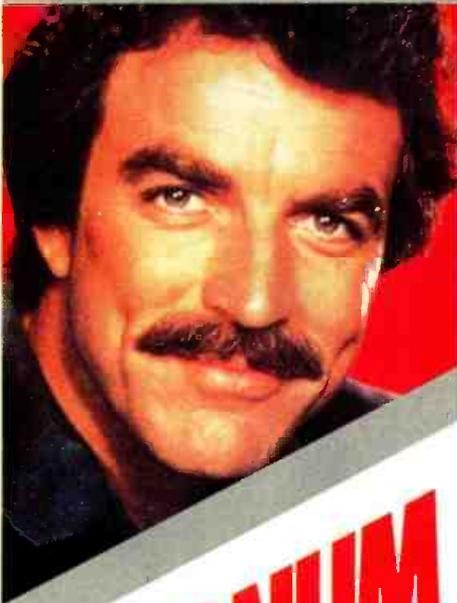
- 5-PART MINI-SERIES IN DEC. '86 AND APR. '87.
- HALF-HOUR STRIP STARTS FALL '87.

THE ADVENTURES OF TEDDY RUXPIN™  
From LBS in association with Worlds Of  
Wonder, Inc. and DIC Enterprises

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# LBS

LBS COMMUNICATIONS INC.  
875 Third Ave., NY, NY 10022, (212) 418-3000  
9220 Sunset Blvd., Suite 101-A,  
Los Angeles, CA 90069 (213) 859-1055  
625 N. Michigan Ave., Suite 1200,  
Chicago, IL 60611 (312) 943-0707



# MAGNUM UPDATE

## WASHINGTON

WJLA-TV 4PM M-F

- Still beating everything in the time period
- Rating climbs 33% over year ago, share up 35%
- Vaults over game show it replaced by 28% in share

# MCA TV

OUR HOURS WILL  
MAKE YOUR DAY.

Source: Nielsen Measured Market Overnights, August 18-September 12, 1986 and September 15-October 10, 1986. NSI October 1985.

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including Chattanooga; Charlotte, N.C., and South Bend, Ind. Target: adults, 18-49. Agency: Cargill, Wilson & Acree, Atlanta.

**Florida Dept. of Citrus** □ Fresh fruit will be spotlighted in first quarter 1987 campaign to be carried in 24 markets, including radio in some areas and television in others. Flights will be conducted for six to 10 weeks in markets including New York, Boston, Denver and Seattle. Commercials will run during daytime and early evening periods. Target: adults, 25-54. Agency: Fry/Hammond/Barr, Orlando, Fla.

## Rep Report

WLAX-TV La Crosse-Eau Claire, Wis., and WFVT-TV Roanoke, Va.: To Independent Television Sales (no previous rep).

WLS(AM)-WYTFM Chicago: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif.: To Republic Radio from McGavren Guild.

WZRZ(AM)-WSTZ(FM) Jackson, Miss.; WOSF-FM Williamsburg, Va.; KYXI(FM) Yuma, Ariz., and KBON(FM) Lake Arrowhead, Calif.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

WDDO(AM)-WPEZ(FM) Macon, Ga.: To Christal Radio from Select Radio.

WATZ-AM-FM Alpena, Mich.; WMGX(FM) Portland, Me., and WFEA(AM)-WZID(FM) Manchester, N.H.: To Katz Radio from Torbet.

WPVA(AM)-WKHK(FM) Colonial Heights, Va.: To Christal Radio from Hillier, Newmark, Wechsler & Howard.

WTSA-AM-FM Brattleboro, Vt.: To Hillier, Newmark, Wechsler & Howard from New England Spot Sales.

WORZ(FM) Daytona Beach, Fla.: To CBS Radio Representatives from Major Market Radio.

WBUC(AM)-WBTO-FM Buckhannon, W. Va.: To Commercial Media Sales (Pittsburgh area rep).

**Relocated.** Republic Radio has moved to new offices in New York at 1 Dag Hammarskjöld Plaza, 10017. Phone: (212) 572-9190.

**Selects new office.** Select Radio has moved into new offices in Los Angeles at 11111 Santa Monica Boulevard, 90025. Phone is (213) 444-3636.

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Sol Taishoff (1904-1982)

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Donald V. West, *vice president*  
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Phone: 202-638-1022

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Tim Thometz, *Western sales manager*

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Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226. Telex: 18406 harke nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Hanifati, Yukari Media Inc., 53-3-1 chome, Tsurukawa, Machida City, Tokyo, 194 01 Japan. Phone: (0427) 35-3531.

Founded 1931. Broadcasting-Telesharing \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.

# SURVIVAL RADIO

It really *is* a jungle out there. And in that jungle, Otari's MTR-10 audio machine gives you the ammunition you need to stay alive—like three speeds, micro-processor control, a built-in cue speaker, and an optional ten-memory autolocator.



The MTR-10's "creative arsenal" helps you keep pace in the tough, competitive world of broadcast.

Whether you're doing spots, editing, or working "live", this rugged machine provides the features you'll need for the recording tasks of tomorrow. As one of our customer's put it, "Everything I even *think* I want to do, I *can* do on this machine."

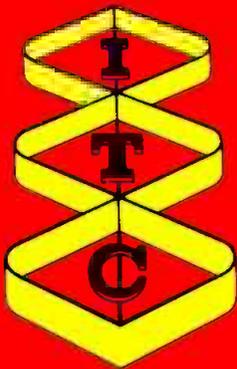
Now add Otari's legendary reliability and customer support, and your chances of survival become even more certain.

Has a good business decision ever been easier to make? From Otari: The Technology You Can Trust.

Contact your nearest Otari dealer for a demonstration, or call Otari Corporation, 2 Davis Drive, Belmont, CA 94002 (415) 592-8311 Telex: 9103764890

**OTARI**®



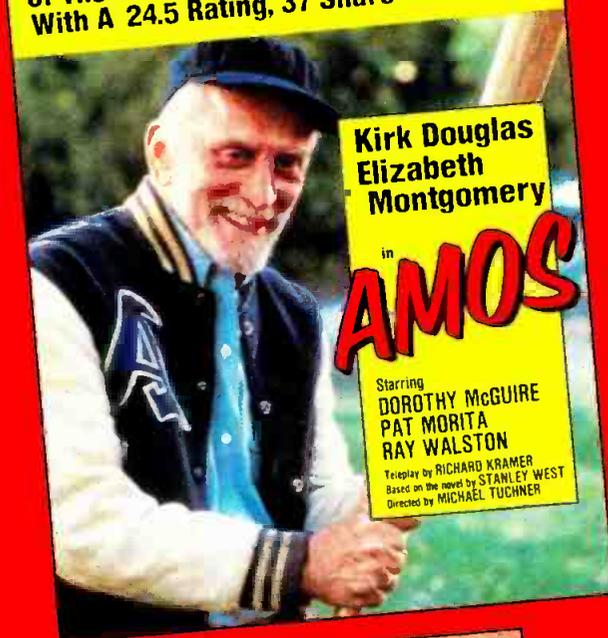


# ENTERTAINMENT

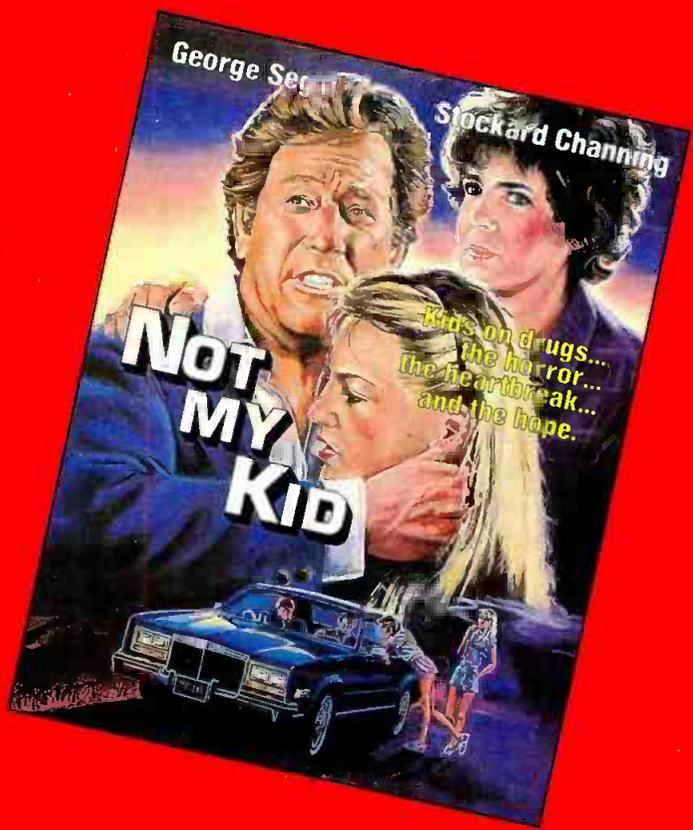
VOLUME SIX

## 16 Fabulous Motion Pictures!

One Of The Highest Rated Motion Pictures  
Of The 1985-86 Network Season  
With A 24.5 Rating, 37 Share



- Great Stars
  - Great Ratings
  - Great Motion Pictures
- ...And Most Can Be Aired Now!



\*Source: Based on Nielsen Television Index, SIAs (Sept. 16, 1985-Feb. 23, 1986).  
Telecast by CBS-TV, Sun., Sept. 29, 1985, 9-11 P.M.  
Audience estimates subject to qualifications upon request.

**ENTERTAINMENT****VOLUME SIX****TV's Fastest Selling  
Motion Pictures****Already Sold In 39 Markets  
Including 8 Of The Top Ten**

Market	Station/Affiliation	Station Group Affiliation
Los Angeles	<b>KHJ-TV/IND</b>	RKO General, Inc.
Chicago	<b>WLS-TV/ABC</b>	Capital Cities/ABC, Inc.
Philadelphia	<b>WPVI-TV/ABC</b>	Capital Cities/ABC, Inc.
Boston/Needham	<b>WBZ-TV/NBC</b>	Westinghouse Bdcstng
Detroit	<b>WXYZ-TV/ABC</b>	Scripps-Howard Bdcstng
Dallas/Fort Worth	<b>KTVT/IND</b>	Gaylord Bdcstng Co.
Washington, DC	<b>WTTG/IND</b>	Fox Television
Houston	<b>KHTV/IND</b>	Gaylord Bdcstng Co.
Minneapolis/St. Paul	<b>KTMA-TV/IND</b>	KTMA Acquisition Corp.
Tampa/St. Petersburg	<b>WFTS-TV/IND</b>	Scripps-Howard Bdcstng
Indianapolis	<b>WTTV/IND</b>	Tel-Am Corp.
San Diego	<b>KFMB-TV/CBS</b>	Midwest Television, Inc.
Daytona Beach/ Orlando/Melbourne	<b>WMOD-TV/IND</b>	Southern Bdcstng
Fayetteville/ Raleigh-Durham	<b>WKFT-TV/IND</b>	Central Carolina Television
San Antonio	<b>KENS-TV/CBS</b>	Harte-Hanks Television
Dayton	<b>WHIO-TV/CBS</b>	Cox Communications, Inc.
Albuquerque/ Santa Fe	<b>KNMZ-TV/IND</b>	Channel 2 Associates
Green Bay	<b>WGBA-TV/IND</b>	Family Group Bdcstng
Roanoke/Lynchburg	<b>WVFT-TV/IND</b>	Family Group Bdcstng
Tucson	<b>KGUN-TV/ABC</b>	May Broadcasting Co.
Las Vegas/Henderson	<b>KVVU-TV/IND</b>	Meredith Bdcstng Corp.
Fort Wayne	<b>WKJG-TV/NBC</b>	Blade Communications
Rockford	<b>WQRF-TV/IND</b>	Family Group Bdcstng
LaCrosse/Eau Claire	<b>WLAX-TV/IND</b>	Family Group Bdcstng
Odessa/Midland	<b>KPEJ-TV/IND</b>	SWMM/ Odessa-Midland Corp.

**...and many more!**For Further Information Contact:  
Jim Stern (212) 371-6660**ENTERTAINMENT**  
115 East 57th Street  
New York, NY 10022

A commentary on TV commercials for radio stations from Steve Stockman, Custom Productions, Framingham, Mass.

## Powering your radio station through TV commercials

Some TV commercials are more powerful than others.

Think about all the commercials you've seen—for anything. Remember the Pepsi spot with Michael J. Fox in the library? Remember the American Express commercial with Ron Reagan? Remember the John Hancock "Real Life... Real Answers" commercials that look like an episode of *Hill Street Blues*?

How many times have you seen those commercials? Once? Three times? Ten times? How long did it take you to notice them?

Some commercials stick in the memory better than others. Some commercials you remember after just a couple of viewings because they say something of interest to you. They make you react either to their main point or the way they say it. You remember the product and the message because they're an intrinsic part of the spot.

Other commercials you remember after 10, 12 or 20 viewings, and then only because they grate on your nerves. Mary Lou Retton... was she plugging Lifesavers or batteries or what? You remember her, but not the message.

The difference between a TV campaign for a radio station that gets the call letters out (if that) and one that pounds a marketing message home and gets ratings results is "power."

"Power commercials" sink in with less repetition. The truth is that with a more powerful commercial a radio station can get away with a smaller buy, or get more results with a bigger buy. Power commercials are more efficient. They get the job done better and faster.

Here is a "power test" you can use—questions to ask yourself or your target audience when you're looking for a power commercial:

■ *What does this spot say to the target audience?* Some spots don't say anything. They just look nice and display the call letters. Bumper stickers do that for a lot less money. Power commercials have a clear point.

■ *Will they care?* Pretend you are in the target group (maybe you are). What does the message do for you? Will it make you tune in? Power commercials answer the question: "Why should I listen?"

■ *Is it focused?* How many messages does the spot try to deliver? It's tough enough getting people to remember the name of your station. Are they going to remember that WAAA is the station for "a fun morning team, information, sports, weather, music and traffic... and 'no-repeat Thursdays'?" Power commercials have a clear thesis statement.



Steve Stockman is president of Framingham, Mass.-based Custom Productions, a company dealing exclusively with custom television commercials for radio stations. Before starting Custom Productions, he was director of marketing, advertising and promotion for WAAF(FM) Worcester, Mass. (Boston), and national promotion director for Katz Broadcasting. This article is adapted from his new booklet, "More Powerful Commercials: Doing Your Own Custom Television Production."

■ *Is it believable?* Power commercials are credible.

■ *Is it powerful?* Is the message solid and communicated throughout the spot? Is it uncluttered by subplots or intrusive gags? In a power commercial the entire spot works for the radio station and its message.

■ *Does it feel like your station?* Some stations are loud and funny, some quiet and relaxing. A power commercial reflects the character and the personality of the station.

■ *Is it unique?* Recently an advertising trade publication attributed video personality Max Headroom's campaign for Coke to Pepsi. Why? Because it looks, sounds and feels just like Pepsi's "new generation" spots. Power commercials are unique.

The best commercials will pass the power test and turn your TV campaign into an unqualified success. The slightly less efficient spots may cost you money. The very worst, commercials, ones totally wrong for your audience, can cost you the ratings battle.

Here are some situations in which your best route to a power commercial is producing your own from scratch:

■ *Your station is unique, and you can't find a syndicated TV commercial that fits.* Syndicated spots are made to be run by a lot of stations, and they fit some better than others. Apply the power test to the TV commercials you see on reels. Don't compromise. The money you spend to run the spot is always going to be greater than the money you spend to produce it.

■ *You want to use research to help you de-*

*sign a spot.* Your research is important to you. You spent a lot of money on it. It should be used to influence the design of your TV commercial in much the same way it is used on the station. Your marketing strategy and the things that are most important to your target audience should determine the focus of your spot. Conducting research while your spot is developed, such as storyboard testing, can help you design a precise and powerful message.

■ *You want to address the competition directly on TV.* In many competitive situations, especially format changes, it can be to your advantage to refer to the competition in your TV spot. You can mention them by name, or as "Brand X."

■ *To attract attention you need a stunt—a particularly outrageous commercial that will generate talk in the community.* High-profile personality stations create outrageous bits and promotions that generate talk on the streets. Extend that outrageousness to your TV campaign.

■ *You want to localize your TV commercial, using shots of your city.* Sick of those radio spots shot in generic-looking, high-tech studios? Using a recognizable restaurant, park or street corner can add a local touch that people will remember.

■ *Promote a unique contest.* Your station has spent a lot of effort creating the ultimate contest for your market. Suck them in with a power spot based on your contest.

■ *You want to create an entire campaign, not just an individual spot.* Many big TV advertisers work on TV campaigns, not spots. They can be tied together loosely by a positioning statement and style such as the Pepsi "Choice of a New Generation" campaign; they might feature an identical format such as the Pizza Hut celebrity campaign, or they might be "episodes" with the same characters and settings, such as the Miller Lite "tastes great—less filling" series.

You don't need to change spots every week as some companies do. You can do an installment every ratings book, every six months or even every year.

■ *You want to promote your air personalities.* A well-done TV campaign can make a popular personality into a true local star. This is also a chance for station management to act as extras.

The power commercial, built from scratch, squeezes more of your station's message into its script, characters, action and settings.

Your commercial should start with the unique needs and desires of your radio station. There are no assumptions before the process begins that lead you toward a particular end. There's no pressure on you to bend your message to fit a spot that already exists—and prevent you from creating a power commercial for your station.

# Rocky Balboa, James Bond, Inspector Clouseau and Dick Cignarelli

You know Mr. Balboa, James  
and the Inspector.  
They are only the beginning  
of one of the most wonderful  
libraries of titles ever.

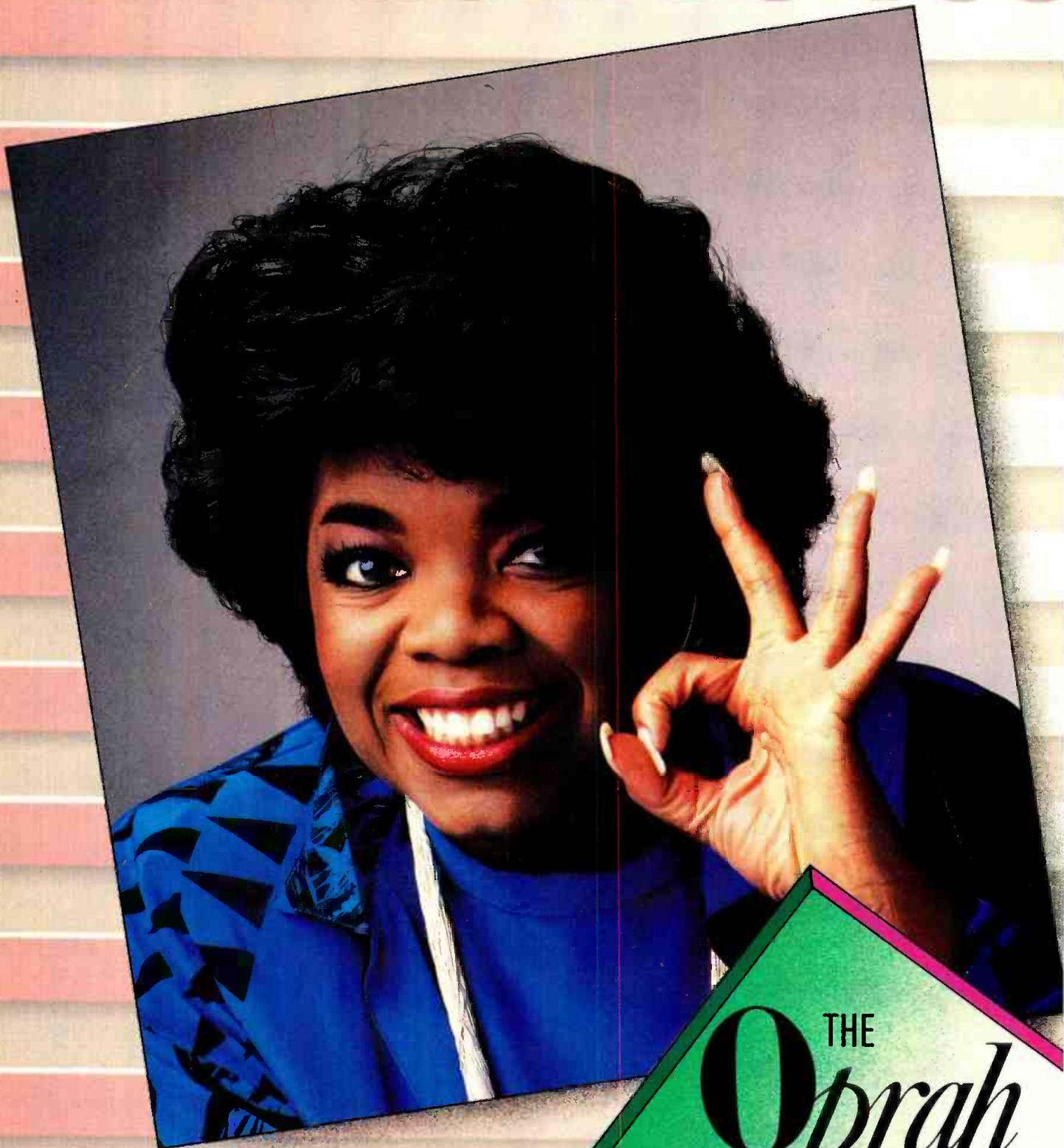
You know Dick Cignarelli, too.  
He's in charge of domestic  
syndication at MGM/UA.  
Good titles, good people, good company.

**Good Company.**



MGM/UA Television Syndication

**HOW DO YOU**



THE  
**Oprah**

**WINFREY SHOW**™

# SPELL SMASH HIT?

# OPRAH.



The season has just begun and already "THE OPRAH WINFREY SHOW" is #1 in 12 out of 13 metered markets. Oprah's engaging personality has caught the attention of viewers across the country. Just look at these success stories...

**CONTACT  
KING WORLD  
TODAY!**

- #1 New York, WABC
- #1 Los Angeles, KABC
- #1 Chicago, WLS
- #1 Philadelphia, WPVI
- #1 San Francisco, KGO
- #1 Boston, WBZ
- #1 Detroit, WXYZ
- #1 Washington, D.C., WUSA
- #1 Dallas, WFAA
- #1 Atlanta, WSB
- #1 Miami, WPLG
- #1 Denver, KUSA

Source: Nielsen Metered Overnights Sept. 8—Oct. 10 • Atlanta/Denver Oct. 6—Oct. 10

Produced By

**WLS-TV-Chicago**

Distributed By

**KINGWORLD**  
TM

National Advertising by

**CAMELOT**  
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# Datebook

## This week

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 761-1100.

**Oct. 25-28**—*Texas Association of Broadcasters* annual convention. Hilton Palacio del Rio, San Antonio, Tex.

**Oct. 26**—*National Association of Broadcasters* "100 plus" committee. O'Hare Hilton Airport hotel, Chicago.

**Oct. 26-27**—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

**Oct. 26-29**—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

**Oct. 27**—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

**Oct. 27-28**—*National Association of Broadcasters* "Hundred Plus Exchange," for small market TV stations. Chicago O'Hare Airport Hilton, Chicago.

**Oct. 27-29**—*National Association of Broadcasters* regional managers meeting. NAB, Washington.

**Oct. 27-Nov. 1**—Journalism Week, annual program sponsored by *University of Missouri-Columbia, School of Journalism*. Various locations at UM and in Columbia. Information: Bob Gassaway, (314) 442-3161, extension 225.

**Oct. 28-29**—"The Rise of Television Syndication" and

"The Business of Television Syndication," seminars sponsored by *Museum of Broadcasting*. Panelists include George Back, All American Television; Fred Silverman, Mallock Productions; Don Menchel, MCA Television, and Merrill Grant, Reeves Entertainment Group, MOB, New York. Information: Richard Rottkov, (212) 818-1200.

**Oct. 28**—Conference for journalists. "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 28**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research, New York Hilton. Information: (212) 867-6650.

**Oct. 28**—"Telecommunications for Development: Exploring New Strategies," international forum sponsored by *Intelsat, New York University, Economic Development Foundation and Intergovernmental Bureau for Informatics*. Loew's Summit hotel, New York. Information: (202) 944-7805.

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

**Oct. 29**—*Washington Metropolitan Cable Club* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Washington Marriott, Washington. Information: (202) 775-3550.

**Oct. 29**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert E. Mulholland, director, Television Information Office. Topic: "Why TV News Makes News." Copacabana, New York.

**Oct. 29**—Fourth annual Arthur Young Entertainment Symposium, "The Changing Dynamics of the Entertainment Industry," sponsored by Arthur Young, international accounting firm. Plaza hotel, New York. Information: (212) 407-1723.

**Oct. 29-30**—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 30**—Dinner sponsored by *Entertainment Industries Council*, honoring Grant Tinker, outgoing chairman of NBC. Sheraton Premiere hotel, Los Angeles. Information: (818) 840-3842.

**Oct. 30**—*National Association of Broadcasters* small market radio committee meeting. NAB, Washington.

**Oct. 30-31**—"Success in Radio and Television Sales and Promotion," sponsored by *California Broadcasters Association and Broadcast Promotion and Marketing Executives*. Hyatt Los Angeles Airport.

**Oct. 30**—*Advertising Women of New York* luncheon. Waldorf Astoria, New York.

**Oct. 30-Nov. 1**—*Alpha Epsilon Rho, National Broadcasting Society*, East Central regional convention. Appalachian State, Boone, N.C.

**Oct. 31**—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information: (818) 953-7575.

**Oct. 31**—*International Radio and Television Society* newsmaker luncheon. Speaker: Richard Wiley of Wiley, Rein & Fielding, Washington. Waldorf-Astoria, New York.

**Nov. 1**—*Academy of Television Arts and Sciences* all-

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\*Source: A.C. Nielsen MN overnights, week of 10/6/86 (latest available data).

\*\*Source: A.C. Nielsen MN overnights, Early Fringe, 9/15/85 through 10/10/86 (minimum 3 markets, latest available data).

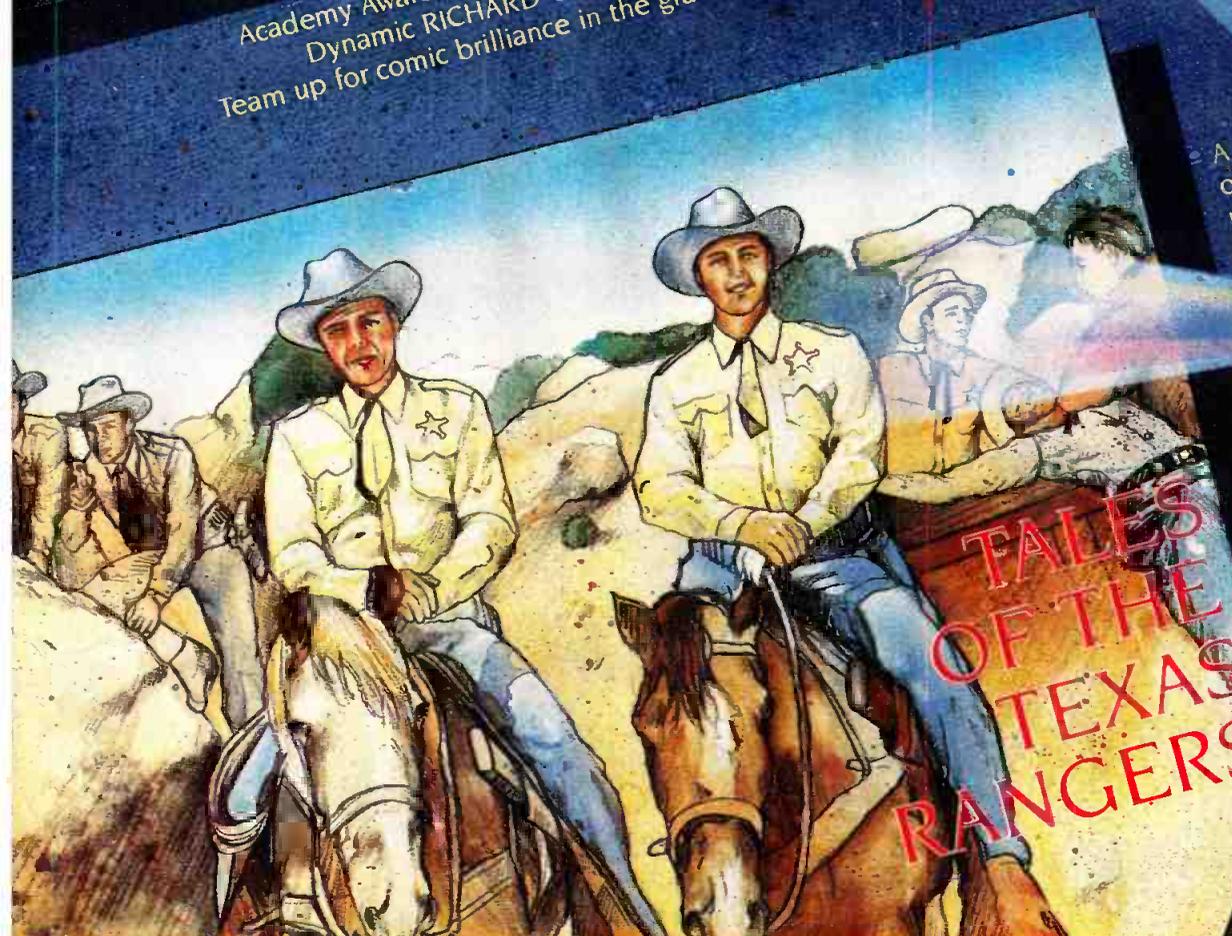
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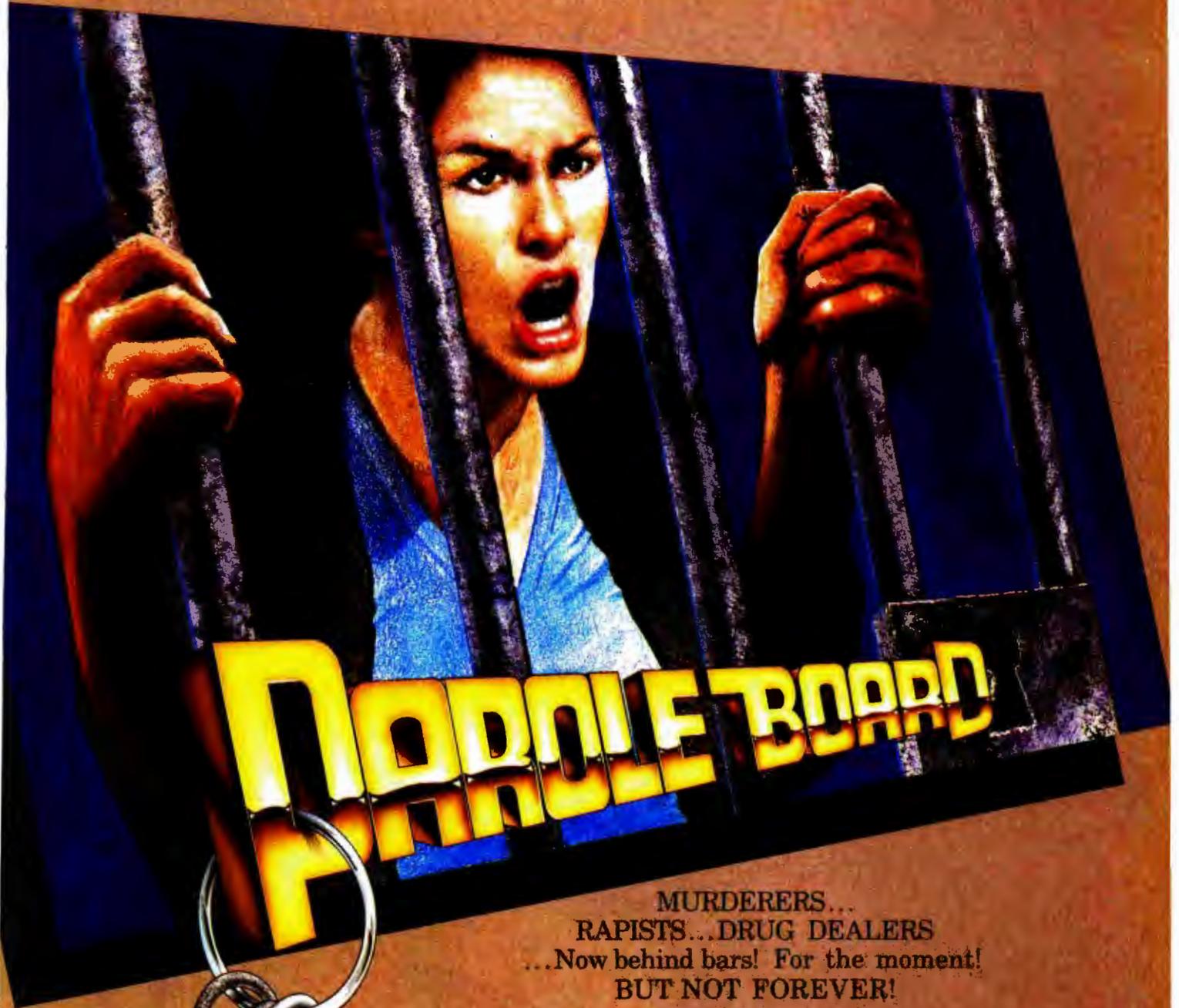
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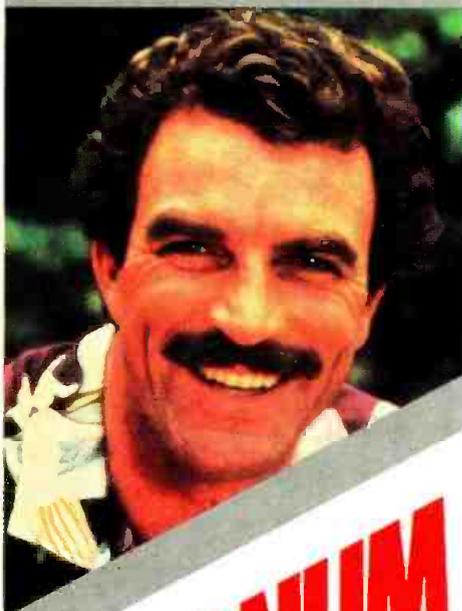
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# MAGNUM UPDATE

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Source: Nielsen Metered Market Overnights,  
September 15-October 10, 1986  
NSI October 1985.

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Angeles. Information: (213) 684-7024.

**Nov. 13-14**—14th annual Communications Law program, sponsored by *Practising Law Institute*, non-profit educational organization. New York Penta, New York. Information: (212) 765-5700.

**Nov. 13-15**—Broadcast sales training seminar, "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*. Century Plaza, Los Angeles.

**Nov. 13-15**—17th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

**Nov. 13-16**—*National Association of Farm Broadcasters* fall meeting. Westin Crown Center, Kansas City, Mo.

**Nov. 14**—29th *International Film & TV Festival of New York*, awards for TV programs, promos and music video. Sheraton Center, New York. Information: (914) 238-4481.

**Nov. 14**—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, 20005.

**Nov. 14-16**—Second annual Women in Film Festival, co-sponsored by *Women in Film* and *California First Bank*. Directors Guild of America, Los Angeles.

**Nov. 14-20**—"Audible Visions," East Coast radio theater conference coordinated by *Pennsylvania Radio*

## Errata

In Sept. 29 "Syndication Marketplace" item on **LBS Communications' Music Machine**, barter split should be **three-and-a-half minutes for stations**, and **three minutes for LBS** per half-hour episode.

□

Due to erroneous information, **BROADCASTING** incorrectly reported in Oct. 6 "Fates & Fortunes" that **John McKean**, news director, **KGGM-TV Albuquerque, N.M.**, had been named managing editor, **WTHR(TV) Indianapolis**.

*Theater, Friends of Radio Theater* and *Pennsylvania Council on the Arts*. International House, Philadelphia. Information: (717) 744-4432.

**Nov. 15**—*Caucus for Producers, Writers and Directors* final general membership meeting of 1986. Chasen's restaurant, Los Angeles.

**Nov. 15**—"Comedy Writing for TV and Film," seminar sponsored by *American Film Institute*. Parsons Exhibition Center, New York. Information: (212) 856-7690.

## Major Meetings

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center, Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

**Oct. 26-29**—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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

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

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

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

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

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

**Feb. 6-7, 1987**—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Feb. 7-10, 1987**—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

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

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

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

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

**April 1-5, 1987**—*Alpha Epsilon Rho, National Broadcasting Society*. 45th annual convention. Clarion hotel, St. Louis.

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

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

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

**May 17-20, 1987**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

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

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

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

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

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

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

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

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

**Aug. 30-Sept. 1, 1987**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

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

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

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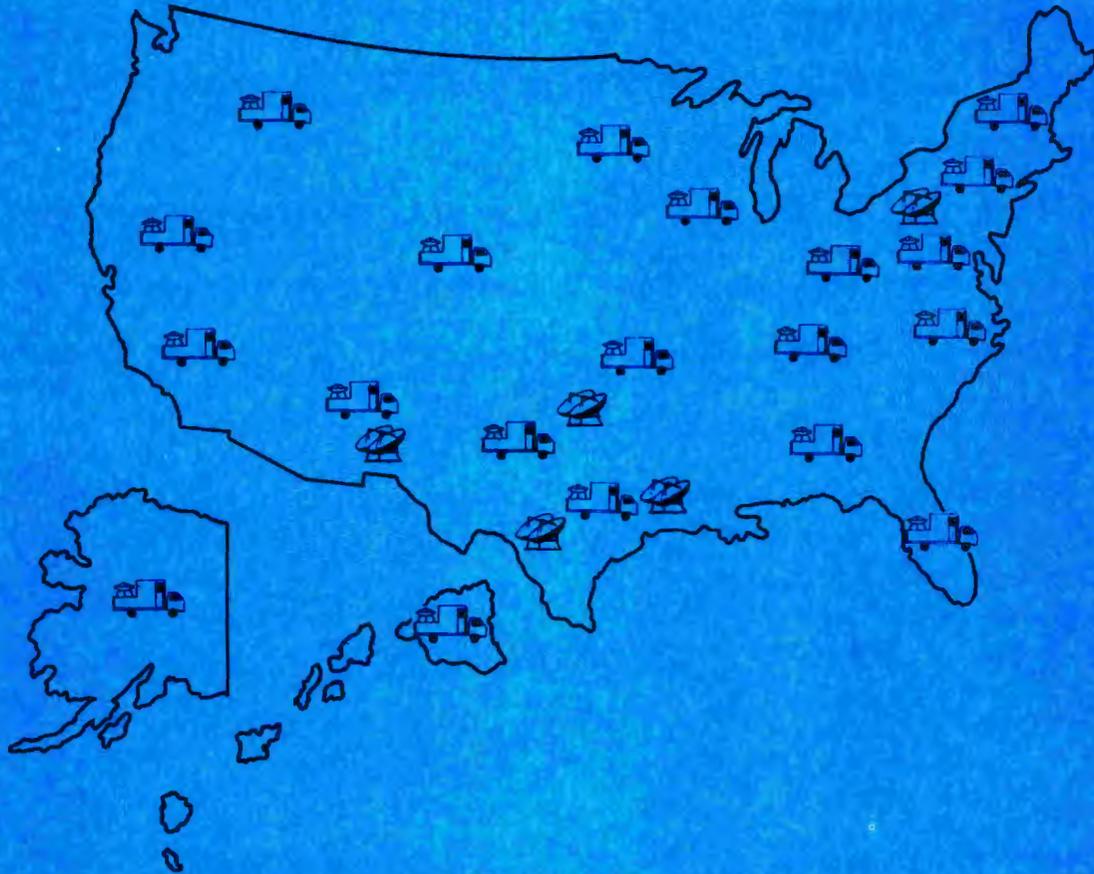
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# Broadcasting **4** Oct 27

Vol. 111 No. 17

TOP OF THE WEEK

## CBS reorganization in high gear

**Tisch now considering staying on as chief executive officer, if CBS board requests, which remains distinct possibility; meanwhile, Loews chairman moves to streamline company by concentrating on core businesses; more staff cutbacks to come; fate of Grant, Leahy may hinge on near-term prime time results; company eyes purchase of Miami television station**

The Tisch whirlwind continued to swirl through CBS last week. Six weeks into his new job as acting chief executive officer, it is apparent that Laurence Tisch is giving the company his personal imprint.

Last week's revelations: an expected elimination of 200 to 300 positions in the broadcast group plus other layoffs in corporate staff by year's end; the belief among CBS corporate executives that their colleagues overseeing the entertainment division are in danger of being replaced; the company's sale of most of its educational and professional publishing operations for \$500 million, and its interest in buying a VHF television station in Miami.

Tisch, in an "At Large" interview with BROADCASTING (see page 50), says that many of the changes he plans on making at the company will be completed within the next few weeks. He is doing so apparently with the approval of the company's board of directors, which may be prepared to make him the permanent successor to Thomas Wyman as chief executive officer.

The 63-year-old Loews chairman clearly is enjoying overseeing daily business operations once again. At Loews, where he is also chief executive officer, Tisch had been more involved with long-term investing. While confirmation was lacking for some of last week's reports, the absence of visible activity by the board's search committee, which is supposed to be seeking Wyman's permanent replacement, tended to confirm the suspicions about Tisch's remaining as CEO. As of last week, six weeks after Wyman's forced resignation, the search committee had reportedly held only one meeting—a short one following the company's board meeting several weeks ago.

While Tisch may stay at CBS, others in the company will be leaving. Several sources said last week that the CBS/Broadcast Group is slated for 200 to 300 more layoffs, in addition to the roughly 700 that



Grant



Leahy

took place in the past 12 months. Areas where cuts will be made, it is said, are to include management information services (MIS); finance, and advertising, promotion and press relations on the West Coast.

At the executive level it was widely said that the futures of Bud Grant, president of the entertainment division, and Tom Leahy, the executive vice president to whom Grant reports, were dependent on the performance of the television network for the remainder of the fourth quarter. Observers in Hollywood suggested that the performance of the prime time schedule once the World Series on NBC has been completed may reveal whether there will be changes at the executive level.

A continuing management review by Coopers & Lybrand aimed at improving efficiency and making cuts, where necessary, is expected to result in additional layoffs at the corporate level. Already moved last week was Timothy Reynolds, formerly vice president of finance for the broadcast group, moving to vice president of finance, programs, for the parent company. The position of vice president of finance for the network, formerly held by Bruce Nugent, will be combined with Reynolds' former post and will be filled by Jay Gold, formerly vice president of finance for CBS Songs. An agreement to sell the music publishing operations of the company was reportedly reached last week, with estimates of the sale price ranging from \$85 million to \$140 million.

A far larger divestiture by the company was announced last week with the \$500-mil-

lion sale of certain publishing operations to Harcourt Brace Jovanovich Inc. The operations, principally Holt Rinehart and Winston and W.B. Saunders, a medical publisher, constituted most of what had been the CBS educational and professional publishing division. The company said that while proceeds from the sale, which is subject to government and CBS board approval, "may be applied to working capital, the company remains interested in acquisitions, particularly in the field of television stations."

CBS's statement that it would invest in its broadcasting operations seemed confirmed by reports that the company was shopping for a television station in Miami. More than one reliable source said CBS is currently talking with Taft Broadcasting about purchasing the latter's WCIX-TV Miami, a VHF independent, and giving that station the CBS network affiliation currently enjoyed by co-located WTVJ(TV). The latter station was scheduled, up until last week, to have been sold, along with six other stations, to Lorimar-Telepictures (see page 46).

But the CBS action was considered strong enough to have contributed to Lorimar-Telepictures decision to drop WTVJ(TV) from the package station purchase. Observers think it is likely that CBS will get a station in Miami, since Wometco, WTVJ's owner, may be forced to negotiate the station's sale to CBS, rather than lose the affiliation agreement, which would significantly reduce the station's value.

The continuing layoffs, budget cutting and restructuring are, not surprisingly, leading to anxiety at the company, CBS officials

said. BROADCASTING received a letter, apparently from a CBS employe, threatening a class-action suit against the company on behalf of the many secretaries who have been dismissed. Last Thursday, Tisch, speaking to employes at CBS Entertainment in Los Angeles, felt compelled to deny rumors that the company was considering the reduction of dental and other employe benefits.

While much has been laid at the door of the acting chief executive officer, all his actions are subject to weekly review by the managing committee of the board of directors, established at the time of Wyman's dismissal. Tisch is chairman of that committee, whose other members are acting CBS Chairman William Paley, Michel Bergerac, Harold Brown and James Wolfensohn.

That committee has been kept informed, and perhaps gave advance approval of such major changes as the elimination two weeks ago of the entire CBS/Publishing Group's executive staff, including the dismissal of its president, Peter Derow. Said one senior company official: "To a certain extent this is

a board-run enterprise, and for that reason Tisch is less isolated than Wyman."

Small signs of board disaffection with Tisch's strategy were surfacing. One concerned the company's corporate giving policy, in which the board's public policy committee is actively involved. Recently the corporate contribution staff was cut from 10 to two people, and the company is discontinuing some projects, including its faculty-in-residence program. While CBS is fulfilling commitments made earlier and will "spend about what we expected to spend for the year," according to a senior executive, the question of how much, if any, CBS will give in the future will probably be reviewed by the board committee at its Nov. 12 meeting. Those who might argue against reducing future commitments include committee member Franklin Thomas, president of The Ford Foundation.

Aside from persistent reports that the alliance between Tisch and Paley had also begun to wear thin, Tisch appeared to be moving without opposition. □

reduction exercise.

As to further job cuts, Wright said, "you'll definitely see some activity on our part to contain ourselves at least to the size we are and perhaps somewhat smaller, but I don't think there'll be any dramatic change."

Some executives at the network confided last week that they were not totally in sympathy with Wright's approach, but they also said that Wright is the new boss, and it is his right to question the way business has been done if he feels there is a more efficient way of doing it. "He's just finding his way around, and people are nervously reacting to him," said one executive, asking not to be quoted by name. "He happened to show up at a time when we do our budgets and at a time when the network economy is dull." That timing, he added, coincidental or not, is good, "because Wright won't have budgets forced on him that he might have thought unacceptable."

That executive said there was some concern among the ranks that Wright's across-the-board approach to cuts was arbitrary, perhaps unfair to those units currently operating more efficiently than others. But he also said the resistance was overblown and no more than the usual tension and anxiety that come with new leadership.

Despite Grossman's reported initial concern with the budget exercise, a source within the news division said there was "no lack of cooperation" with the effort to find more efficient ways of doing business. He said that Grossman's concern with the budget was part of "the normal course of business... This is getting-to-know-you type of stuff."

The source also confirmed that despite the news president's concerns, the division was participating in the budget exercise to the same extent as the other divisions. The questions that Wright is asking, he said, are "legitimate."

At his press conference, Wright was asked if he would take the same hands-off approach to management that senior level officials at Capital Cities/ABC have said they embrace. "I would be 180 degrees from that," said Wright. The reason, he said, is that he does not have the background in the business that Capital Cities/ABC Chairman Thomas Murphy and President Daniel Burke have. "It's essential for me to understand the organization and why we do things and how we do things, and all the aspects if I'm going to add value to this business." He said he would be as involved in as many elements of the company "as time and reason permit."

On other subjects at the press conference, Wright said:

- He would consider spinning off the company's radio networks along with its radio stations in the proposed merger with the Group W radio stations, "if the right circumstances develop. If you own a network and you don't own any stations it's just a more difficult burden to maintain the strength of the network vis-a-vis all your affiliates."
- That NBC wants very much to renew its pact with National Football League, which expires at the end of the current season. "If we lose it," he said, "it won't be because we

## Wright stands fast on trimming NBC

**Exercise to pare budget meets with some hostility, but new NBC executive says action may reveal areas where company can operate more efficiently**

Despite NBC's position as a strong number one in prime time ratings and demographics and a leader or strong contender in other dayparts as well, it is probable that the network will reduce its staff in the coming months and may also have a smaller budget in 1987 than in 1986. NBC's new president and chief executive officer, Robert C. Wright, made those points perfectly clear during a press conference with reporters in New York last week.

Wright's comments came two days after a *New York Times* article reported that Wright had ordered all units and divisions within NBC to go through a budgeting exercise—to reduce next year's costs by as much as 5% below costs in the current fiscal year—and had encountered stiff resistance to the exercise. The paper said that NBC News President Larry Grossman had refused to participate in the exercise, quoting an unnamed source as saying Grossman believed it would be a "mistake" to put such reductions on paper.

Sources at the network confirmed the accuracy of the story. Grossman would not talk about the subject, except to say he believed the news division would receive the funds it needed to operate effectively in 1987. At his press conference, Wright denied that Grossman refused to participate in the exercise, as did other sources at both corporate and news division levels. Wright also stressed that he understood there were divisions, including entertainment, news and sports, where it was unlikely that 5% or anything near that figure could be cut because of programing, rights and talent fees locked in for the com-



Wright

ing year. At the press conference he noted that the entertainment division, for example, "has commitments which basically preclude any changes in 1987." But he added that "it's possible, on the other hand, to look at how we buy our entertainment product or license it or what elements we might produce versus that which we might license or buy, and that's part of the exercise."

Wright made it clear that cost control will continue to be a top priority on an ongoing basis. On the likelihood that the network's budget could be reduced next year by an overall 5%, he said: "I wish we could cut 20% because we'd be that much stronger, but it's not possible in many areas. So I think in some areas we can do things differently and probably save some money, and in other areas we're pretty much going to have to do what it is we've committed ourselves to do." He stressed that "I'm going to keep the heat on" when it comes to finding ways to cut costs. "I don't feel there's any alternative in this environment whatsoever." He said that no unit would be exempt from the budget-

want to, it'll just be because we've got some horrendous economic situation that we can't deal with," or if enough affiliates suggested they were no longer interested in supporting

the package.

■ That he expects to report to the board on NBC's activities perhaps once each quarter. □

## Midterm elections focus on Senate

**If Democrats wrest control from Republicans, it's likely Hollings will be back at helm of Commerce Committee; with Wirth running for Senate seat, chairmanship of House Telecommunications Subcommittee may go to Markey**

It's down to the wire as the general election draws near. At stake are all 435 seats in the House and 34 in the Senate. The outcome of this year's midterm elections will affect the Fifth Estate because of the likelihood that the composition of key House and Senate committees with jurisdiction over communications and copyright issues will change. For starters, there is the possibility that the Democrats will regain control of the Senate and its committee chairmanships. Even if the Republicans retain their majority, the retirement of Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and Copyright Subcommittee Chairman Charles McC. (Mac) Mathias (R-Md.) will lead to significant changes. And in the House, the departure of Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who is running for the Senate, will result in new leadership there.

The Republicans hold a 53 to 47 edge in the Senate. But since 22 of the 34 seats up for election are Republican, the GOP is at greater risk than the Democrats. The Democrats only need a net gain of four seats to assume control. If the chamber ends up with a 50-50 ratio, the GOP would remain in control because of the tie-breaking vote of Vice President George Bush. (In that instance the committee chairmanships would stay Republican.)

On the Senate Commerce Committee, several incumbents are up for reelection, including Republicans Bob Packwood of Oregon, Slade Gorton of Washington and Bob Kasten of Wisconsin. Both Packwood and Gorton sit on the Communications Subcommittee. Kasten chairs the Consumer Subcommittee, which has jurisdiction over the Federal Trade Commission. Of those races, Gorton appears to be the most vulnerable. He is being challenged by Brock Adams, former transportation secretary under President Jimmy Carter, and the contest has been described as a dead heat.

On the Democratic side, Ernest Hollings of South Carolina, the ranking minority member on Commerce, Daniel Inouye of Hawaii and Wendell Ford of Kentucky are running. They are members of the Communications Subcommittee and are considered secure in their bids for reelection.

If the Democrats wrest control of the Senate, Hollings is expected to chair Commerce once again. In that event, he would also be in line for the chairmanship of the Communications Subcommittee. If Hollings didn't as-

sume that post, next in line is Inouye. However, there is a greater likelihood that Inouye will opt to chair the Merchant Marine Subcommittee, which leaves Ford, who might take the seat. With Hollings at the helm, communications policy decisions could deviate from the path they have taken since Republicans took control of the committee in 1980. For the most part, Hollings has been a proponent of broadcasting and cable deregulation. He is, however, a staunch advocate of the fairness doctrine, and the broadcast industry's efforts to eliminate the doctrine would prove difficult.

Even if the Republicans retain control, the committee's makeup will be altered. John Danforth (R-Mo.) would be expected to remain chairman of Commerce, but due to Goldwater's retirement, there will be at least one shift in subcommittee leadership. Packwood would be expected to succeed Goldwater as chairman of the Communications Subcommittee. Since Packwood took a strong interest in communications issues when he led Commerce, he is likely to chair an active subcommittee. Louisiana Democrat Russell Long also is leaving, which means there will be two openings on the committee.

Goldwater's departure affects the lineup in other Senate committees as well. Judiciary Committee Chairman Strom Thurmond (R-S.C.) has said he wants to replace Goldwater on Armed Services. Thurmond's relinquishment and the retirement of Senators Mathias and Paul Laxalt (R-Nev.) give Utah Republican Orrin Hatch an opportunity to lead Judiciary. Hatch currently chairs the Labor and Human Resources Committee and has not officially said what he'll do. Most observers feel he would want to head Judiciary.

The broadcasting and cable industries are

not likely to relish the prospect of Hatch assuming that post. The senator is considered an ally of the motion picture industry which is often at odds with cable and broadcasters over copyright matters.

The fate of the Copyright Subcommittee itself is unclear. Mathias's departure as chairman has raised the question of whether the subcommittee will be reinstated next year. The subcommittee was defunct from 1976 until 1983 when it was revived. There is some speculation that if the Senate remains under Republican control, copyright issues will be handled by the parent Judiciary Committee. In Judiciary, Democrat Joseph Biden of Delaware would become chairman if his party takes over even though Edward Kennedy (D-Mass.) headed Judiciary before. Kennedy would be expected to chair Labor and Human Resources. As for a Democratic chairman of the Copyright Subcommittee, Patrick Leahy (D-Vt.) would be in line for that post if the subcommittee stays in business.

Other reorganization in Judiciary would occur as a result of the three vacancies created by Laxalt and Mathias, and by the death of Senator John P. East (R-N.C.). Committee incumbents seeking reelection are: Charles Grassley (R-Iowa), Jeremiah Denton (R-Ala.), Arlen Specter (R-Pa.) and Leahy. Denton and Specter are said to be facing a stiffer challenge than originally envisioned although they are reported to be holding their own. Barring upsets the incumbents are expected to return.

As for control of the Senate, two races are representative of the struggle between the two parties. In Colorado, a heated race has developed between Wirth and Republican Congressman Ken Kramer who are vying for the seat vacated by Democrat Gary Hart. The Wirth-Kramer contest is being characterized as a toss-up. Kramer's and Wirth's standings in the polls have shifted back and forth. If Wirth wins, there is speculation that he might seek a seat on the Senate Commerce Committee and continue to play a role in the development of communications policy.

Another toss-up race is under way in North Carolina where Senator James T.



Hollings



Markey

Broyhill (R), who was appointed to succeed East, is squaring off with former Democratic Governor Terry Sanford. Broyhill served in the House as ranking minority member of the Energy and Commerce Committee.

In the House, a picture of the Telecommunications, Consumer Protection and Finance Subcommittee in the 100th Congress is not as clear. There is talk about shifting the subcommittee's jurisdiction over consumer protection and finance to other subcommittees. Telecommunications might stand on its own or become part of another subcommittee. Two years ago the same discussion occurred, but Wirth's departure increases the chances for change. Among the scenarios mentioned would be the creation of a Finance and Trade Subcommittee, where consumer protection issues would fall under the purview of the Commerce, Transportation and Tourism Subcommittee chaired by James Florio (D-N.J.). However, there have been reports that Florio has expressed an interest in finance. Also, there is some probability that the Fossil and Synthetic Fuels Subcommittee and the Energy Conservation and Power Subcommittee might be merged and chaired by Representative Phil Sharp (D-Ind.).

Any inkling of what actually will happen isn't likely to surface until late January when the new Congress convenes. The House usually reorganizes its committees in late January.

Despite all that conjecture, the front runner for chairman of the Telecommunications

Subcommittee if it survives is Representative Edward Markey (D-Mass.). Markey's views on communications issues are not likely to stray far from Wirth's. Broadcasters are apt to be at odds with the Massachusetts Democrat on such issues as broadcasting deregulation and children's television. Markey is currently chairman of the Energy Conservation and Power Subcommittee, but has stated his desire to succeed Wirth (BROADCASTING, April 21).

There are reports that other members senior to Markey, such as Sharp and Florio, are interested in the post. Still another potential candidate is Al Swift (D-Wash.). Swift, said one source, "would have to jump a few bodies to get there." Nevertheless, his strong interest in telecommunications issues keeps his hat in the ring. The role seniority plays in determining subcommittee chairmanships, said one Hill aide, "is counting less and less."

For the most part, composition of Telecommunications's parent, the Energy and Commerce Committee, should remain about the same with John Dingell (D-Mich.) as its leader. Most, if not all, of the Commerce members are expected to be reelected. There will be three open seats on the Democratic side (Wirth, Barbara Mikulski [D-Md.], and Richard Shelby [D-Ala.] are running for the Senate) and a vacancy created by Broyhill's appointment to the Senate. Norman Lent (R-N.Y.), who became the ranking minority member on Commerce after Broyhill left, is expected to retain that post. And Matthew

Rinaldo (R-N.J.) is likely to continue as ranking minority member on Telecommunications whatever its final form will be.

The lineup in the House Copyright Subcommittee shouldn't experience much change, if any. Representative Robert Kastenmeier (D-Wis.) will continue his leadership of the subcommittee. There are no vacancies other than the seat held by Republican Thomas Kindness of Ohio, who is running for the Senate. As for the election and its impact on the subcommittee, Representative Howard Coble (R-N.C.) is facing a tough match. □

## PBS to study program practices

**Announcement comes in response to heat organization is getting, most recently over 'The Africans'**

The Public Broadcasting Service announced last Thursday (Oct. 23) that it will review its policies and standards governing selection of programs for national distribution to affiliates. The review was recommended by PBS President Bruce Christensen and authorized by the executive committee of the 35-member board, and was a reaction to recent criticism of PBS, although a PBS spokeswoman said the board had been considering such a move since last June.

"This step is necessary at this time because there are some who seek to discredit the programing on PBS," Christensen said. "Nothing is more important to public television than its program and editorial independence," he continued. "The PBS board is the properly constituted authority to examine any questions raised regarding the integrity of PBS's programing judgments. This review will permit them to do so."

PBS has been under attack on several fronts. Its fall series, *The Africans*, has generated much controversy since early September, when Lynn Cheney, chairman of the National Endowment for the Humanities, demanded that NEH's name be removed from the program's credits, claiming the show conflicts with the government agency's guidelines requiring objectivity and balance in the programs it helps fund (BROADCASTING, Sept. 8, 29). Republican members of Congress, led by Representatives Don Ritter (Pa.) and Michael Oxley (Ohio) and Senator Barry Goldwater (Ariz.), have pressed the Corporation for Public Broadcasting to conduct content analysis of PBS programing (BROADCASTING, Sept. 22), and Ritter introduced a bill on the issue in the last days of the 99th Congress (see story, page 114).

Accuracy in Media, a conservative Washington media watchdog, has repeatedly challenged PBS programing, claiming it contains liberal bias (BROADCASTING, Jan. 27). Last Thursday morning, AIM and eight other organizations (the National Conservative Foundation, Citizens for Reagan, the American Lebanese League, the Ethiopian Refu-

## Lorimar revises Storer station purchase

Faced with a possible loss of its CBS network affiliation, WTVJ(TV) Miami has been dropped from the seven-station purchase scheduled to have been made by Lorimar-Telepictures. Reliable sources told BROADCASTING that CBS officials have had preliminary discussions about purchasing co-located WCIX(TV), one of the five Taft Broadcasting independent stations up for sale, which would result in that VHF station becoming the new CBS outlet in Miami. CBS now also has the option to negotiate with Wometco about the purchase of WTVJ.

The revised purchase announced by Lorimar-Telepictures last week is for the six Storer television stations: WSBK-TV Boston, WJBK-TV Detroit, WJKW-TV Cleveland, WAGA-TV Atlanta, KCST-TV San Diego and WITI-TV Milwaukee. The purchase price has been reduced from \$1.85 billion to \$1.415 billion, reflecting the elimination of WTVJ from the deal (\$405 million), plus a \$30-million markdown on the remaining six stations. In addition, the sellers, an investment partnership headed by Kohlberg Kravis Roberts & Co., will acquire \$70 million in preferred stock in the new L-T subsidiary containing the six TV stations. Most observers said that would reduce the amount of cash the buyers would have to put up for the stations.

There may have been other considerations, in addition to the CBS complication, that led to the elimination of WTVJ—part of the Wometco station group also owned by KKR—from the originally announced transaction, including apparent problems with financing the purchase ("Closed Circuit," Sept. 15). Part of the purchase was to have been financed through the sale of stock in the Culver City, Calif.-based entertainment and advertising company. The price of L-T stock has recently declined. The company has also changed its mind about the degree of bank financing it would use and the corporate structure by which it proposes to operate the stations ("In Brief," July 7). Details of the purchase are expected soon in an anticipated filing with the SEC.

A reason that none of the Storer stations were dropped from the package is that the sale of still another station, WTTV(TV) Bloomington (Indianapolis), Ind., to Lorimar-Telepictures for the assumption of \$85 million in debt is contingent upon all six Storer stations being purchased by L-T. Drexel Burnham Lambert, which is arranging the purchase and financing for L-T, has a significant ownership in WTTV, either directly or through employees and, it is widely believed, would like to see the station sold. The sale of the Miami station was not a prerequisite for the Bloomington transaction.

gees Education and Relief Foundation, the Lincoln Institute, Americans for a Safe Israel, the National Black Republican Council and the Committee for Accuracy in Middle East Reporting in America) held a press conference in Washington to state their opposition to *The Africans*.

Christensen said the review of PBS program standards will be conducted by a board committee and outside experts, none of whom had been named at press time. The reviewers will study current policies for selection of programs, how those policies have affected the PBS program schedule and what changes may be warranted. The group will report its findings to the full PBS board in December.

Christensen said he did not expect the re-

view to quiet ideological attacks. Irvine said he was "delighted that PBS is finally responding to the public clamor for some reexamination of its policies" but doubted the organization would carry out an objective investigation. "I would expect what we would get from PBS is a whitewash," he said. "This is like asking the Nazis to conduct their own examination of the gas chambers—to use a somewhat extreme analogy—or asking John Dean to investigate Watergate."

At the nine-organization press conference last Thursday, Irvine said the CPB board should "enforce" the section of the 1967 Public Broadcasting Act that says government-funded programs should be produced with strict adherence to objectivity and bal-

ance. He said he was told by CPB's acting general counsel that that requirement has been removed from CPB contracts with producers, a situation he called "scandalous." Irvine also said he has urged NEH to sue the co-producer of *The Africans*, WETA-TV Washington, to recover the \$600,000 NEH contributed to production of the show. Asked whether he would withdraw that demand in light of PBS's announcement, Irvine said: "I don't see why this action by PBS should change that at all. It would send a message to these contractors who seek money from NEH and CPB that they just can't say one thing in asking for the money and then go out and blithely do something entirely different, which is what they've been able to do." □

## Multichannel TV operators regroup

### Revived Microwave Communications Association meets in Washington to work for solutions to infant industry's problems, including opening up programming sources

Multichannel television (MCTV), also known as wireless cable and, not entirely accurately, as MMDS, is still in its early stages. But, with the right diet of cable programming, the pioneers of the over-the-air pay television medium believe it will grow and take its place alongside cable and broadcasting in the media mix of tomorrow.

The newly reconstituted Microwave Communications Association provided a forum for the pioneers and their qualified optimism at a three-day convention in Washington last week. Also among the 200 in attendance were suppliers of the equipment, programming and microwave channels used by the medium.

The first of the MCTV operators are offering service in Philadelphia, San Francisco, Cleveland, Washington and several smaller markets. And others are planning to introduce the series shortly in Milwaukee and Oklahoma City.

MCTV operators make use of some of the 30-plus microwave (2 ghz) channels to broadcast multiple channels of pay programming to subscribers. To receive the line-of-sight signals, subscribers must be equipped with special microwave antennas and receivers.

The FCC has divided the 2 ghz channels among three services: the Multipoint Distribution Service (MDS), the Instructional Television Fixed Service (ITFS) and the Operational Fixed Service (OFS). Pay programmers have always had access to the common carrier MDS channels, and, over the past several years, the FCC has relaxed its rules so they can also lease, under certain conditions, the ITFS and OFS channels.

MCTV is the heir-apparent to single-channel MDS, which, using the same basic technology, offers a single pay service (often Home Box Office or Showtime) to subscribers. Single-channel MDS prospered briefly in the late 1970's and early 1980's, but went

into a tailspin in 1982 as a result of cable competition and widespread theft of service. No one expects it to recover.

MCTV has been talked about since Microband Corp. of America proposed the service to the FCC in 1982 as a way of reversing the fortunes of single-channel MDS. But its introduction has been slowed by regulatory, technical and financial obstacles.

Today, MCTV operators and would-be operators still have the regulatory hassles and money problems, but they say the chief problem preventing them from either getting into business or competing on an equal footing with cable operators is the inability to secure programming rights to the services of such major cable programmers as Home Box Office. Asked why they can't get those rights, they point the finger at cable operators.

According to MCTV operators at the convention, MCTV services have been launched or are soon to be launched in several markets:

- In Philadelphia, Micro TV Inc. is providing a four-channel service (MTV, CNN, ESPN and Prism, the regional sports and entertainment network) for \$24.95 a month. President Bill Gross said he has temporarily stopped accepting new subscribers in June after reaching the 10,000 mark. He said he will resume marketing the service after he has completed adding several channels of programming to the service. He said he has 5,000 names on a waiting list.

- In San Francisco, Premier Communications has been offering a five-channel service (HBO, ESPN, CNN, WTBS(TV) Atlanta and WOR-TV New York) since August 1985. Because the service is not yet scrambled, said Premier's Jack Capuzelo, it is concentrating its marketing efforts on bulk customers (hotels, motels and apartment buildings), and on upgrading existing single-channel MDS bulk customers and signing up new ones. For the new service, he said, he charges \$6 or \$7 per month per hotel or motel room and \$10 a month per apartment unit.

- In Cleveland, Metropolitan Cablevision is selling an eight-channel service (Show-

time, CNN, WTBS, WOR-TV, ESPN, MTV, HitVideo USA and Score) for \$18.95 per month. James Theroux, president and chief executive officer, said that he is offering the service only within the city of Cleveland, which is not yet wired for cable. He declined to reveal his exact subscriber count, saying only that he "has thousands of subscribers" and is adding 100 a day. A consensus of some of Metropolitan's hardware and programming suppliers is that it serves between 2,000 and 5,000 homes.

- In Milwaukee, Specchio Developers is on the verge of launching a 14-channel service, including WTBS, WPIX(TV) New York, WGN-TV Chicago, HBO, SelecTV, Bravo, American Movie Classics, MTV, Nickelodeon, The Nostalgia Channel, CNN and ESPN. According to President Mike Specchio, the business plans calls for selling to multiunit dwellings and single-family homes. The bulk rate will vary with the size of the building being served, he said. Homes will be charged around \$16 a month for a "basic" package and \$6 a month for each pay service.

- In Oklahoma City, Multichannel Communications Inc. hopes to launch an 18-channel service, but must first get FCC permission to co-locate the transmission sites for each channel. Multichannel President Curt Bradley said that the regulatory hang-up has already delayed the service for several months and has the potential for delaying it for several more. Bradley said he has contracts for the heart of the programming lineup, including HBO, MTV, ESPN, CNN, Lifetime, WTBS, WOR-TV and WGN-TV.

Not every budding MCTV operation is in a big city. According to William Ternent of American Technologies and Information, ATI has four-channel systems up and running in San Luis Obispo, Calif.; Salina, Kan., and Hays, Kan. In addition, it has one under construction in Mobile, Ala.

The MCTV operators feel they need and are entitled to the same programming that cable operators get. But those at the MCA convention said that major cable programmers are not dealing with them. Among those cited for their recalcitrance were Home Box Of-

fic, Showtime/The Movie Channel, The Disney Channel, the USA Network and Home Box Office. HBO is said to be on some MCTV systems only because they had (or purchased) a single-channel MDS operation with pre-existing rights to carry the service. Premier's Capuzelo said HBO is cutting no new deals for the distribution of either of its services via microwave. Despite his long affiliation with HBO as a single-channel MDS operator, he said, HBO will not allow him to carry its companion Cinemax service as part of his MCTV programming.

The MCTV operators believe that the cable programmers are discriminating against them because of pressure from cable operators who fear the competition from MCTV. Jim Clark, sales manager, Conifer Inc., and newly elected president of MCA, said, "We have some suspicions that that is the case."

Without HBO and Showtime, it will be difficult for an MCTV operator to compete with cable operators, said ADI's Ternent. But neither will deal with MCTV, he said. "Interestingly, both are vertically integrated with [cable] MSOs," he said. "You have to make up your own mind as to what is going on." (HBO is owned by Time Inc., which also owns American Television & Communications, the second largest MSO; Showtime/TMC is owned by Viacom International, which also owns Viacom Cable, a top-25 MSO.)

Without competition from MCTV, said Ternent, cable operators will have a de facto monopoly of the distribution of cable programming. At the same time, they will be deregulated and able to charge consumers whatever they want, he said.

Clark said that one of the goals of the MCA will be to educate Congress and try to persuade it to bring pressure to bear on cable programmers to start dealing with MCTV operators. He said MCA may try to push for legislation.

At a panel session on programming, Omar Duwaik, president of MDA Inc., an MDS common carrier, and MCA's new vice president, said that during the waning days of the 99th Congress, he and others tried to attach a provision that would have required cable programmers to deal with third-party packagers of cable programming for the TVRO owners. Duwaik said they failed to attach the provision, and the Senate voted down, albeit narrowly, the TVRO legislation. Nonetheless, he said, if MCA members make their presence felt on Capitol Hill during the next session of Congress, they will get results. "I don't think it will continue for too long."

The good news in the programming arena is that other programmers will deal with MCTV. The programming session featured representatives of two cable programmers who were eager to sell to MCTV: Group W Satellite Communications (The Nashville Network and Home Team Sports) and MTV Networks (MTV, VH-1 and Nickelodeon). According to Duwaik, ESPN has temporarily stopped selling to MCTV, pending reformulation of its MCTV policy.

In the question-and-answer period following the presentations, the programmers' poli-

cies of charging MCTV operators more than cable operators was challenged. Tom Hawley, GWSC's representative, said the cable operators pay less because they are can qualify for "volume discounts, which are huge."

Sandy McGill, director of special markets, MTV Networks, said the rates for cable operators are lower because they were set earlier than those for MCTV and other special markets (TVRO, SMATV, hotels and motels). In August 1985, he said, "we came out with a set of [special market] rates we felt were competitive and that would suit the volume and scale of each of the separate markets." The rates were "based on a competitive structure and [they] couldn't, by nature, be identical" to the rates set years earlier for cable, he said.

Judging by the programming lineup of the MCTV operations already holding programming contracts, other cable programmers eager to sell to MCTV include Turner Broadcast-



ing System, Tempo Enterprises, United Video, Lifetime, Eastern Microwave, Rainbow Programming Services Co., the Nostalgia Channel and SelectTV. Hawley said the Discovery Channel, of which GWSC is a minority owner, is also willing to sell to MCTV.

Aside from the programming question, the industry's biggest problem may be in finding capital to finance construction of systems. Although the cost of building a 20-channel MCTV operation to serve 20,000 subscribers is nowhere near the cost of building a cable system to serve the same number of people, it still isn't inexpensive.

Metropolitan's Theroux said the it would be a grave mistake to enter the business undercapitalized. It will take \$10 million to serve 20,000 homes, he said. Reception equipment and installation cost about \$370 per home, he said. In addition, MCTV will need \$1.5 million to rent and equip the front and back offices and another \$2 million to cover the early operating losses. "It's tough to do it right," he said.

Theroux, as it happens, is one of the few without money problems. He is well financed by venture capital raised by TA Associates. Others are not so lucky. Mike Specio, for instance, spent more than \$2 million to buy out single-channel MDS operations in Milwaukee and Minneapolis, the cities where he hopes to make his MCTV mark.

He said he, like most everybody else in the business, is now looking for financing. The industry will take off, he said, at the same time cable did—when it was able to obtain long-term debt financing and stretch out the amortization.

At the top of MCA's regulatory agenda is to encourage the FCC into granting MMDS construction permits more speedily. The FCC has been tentatively selecting permittees for the two four-channel blocks in each market through lotteries for over a year. But, according to Clark, it has only awarded permits to a handful of the lottery winners. What's holding things up is the processing of lottery winners' interference analyses, which the FCC must review before awarding permits, he said.

At a convention panel session, two FCC officials addressed other regulatory issues confronting the industry. James Keegan, chief of the FCC Common Carrier Bureau's domestic facilities division, said his division hoped to draft a recommended order in December concluding a rulemaking that would give MDS operators the option of classifying themselves as common carriers or broadcasters for regulatory purposes. Keegan also said the comments in the proceeding favored the proposal.

Stuart Bedell, chief of the FCC Mass Media Bureau's distribution services branch, "guessed" that some instructional television fixed service operators would be permitted to operate at up to 100 watts instead of the 10 watts they are generally permitted. But Bedell said it "was pretty clear" that the commission wasn't planning to change its ground rules through rulemaking. Bedell said the current rules permitted the commission to authorize powers above 10 watts on a case-by-case basis. But Bedell also recommended that ITFS operators limit their requests for higher power to cases where it is really needed. "It's up to you not to bury us with paper," Bedell said.

The industry's regulatory agenda involves agencies other than the FCC. Charles Walsh, an attorney with Fleischman & Walsh and MCA's counsel, said the U.S. Copyright Office has launched a notice of inquiry seeking comment on whether satellite master antenna television and multipoint distribution systems should continue to be considered as "cable" systems under the copyright law. Walsh said it would behoove the industry to argue for retention of their status as a cable system because without that, MDS operators would not be able to take advantage of cable's compulsory license when it came to copyright obligations for carrying broadcast superstations. "Then you must bargain in the marketplace to carry those signals," Walsh said.

According to Clark, the MCA is a merger of two foundering associations—the MDS Industry Association, which held its last convention in October 1984, and the Microwave Communications Association, which last met in June 1985. Clark said the new group has temporarily kept the name of the latter association, but said that one of the first orders of business will be to pick a new one. □

## Indies angry over cable channel switching

### INTV vows to fight growing practice at systems of moving stations to higher channel assignments

Independent television operators have a new beef with the cable industry and appear to be on the verge of declaring war. They are distressed about a new marketing strategy used by a growing number of cable systems. Cable operators are realigning their channels to create a more appealing lineup to increase viewership, attract more local advertising and promote programming more easily. Consequently, some independent stations may be moved from lower channel assignments to a less desirable position on what they are calling the "upper stratosphere" of a cable system's channels. (According to research, services carried on channels below 13, particularly those adjacent to network affiliates and strong independent stations, are more heavily watched than services on higher channels.)

Alarm over this latest phenomenon surfaced during a board meeting of the Association of Independent Televisions Stations in Nashville two weeks ago. Following that meeting, INTV President Preston Padden returned to Washington ready to stop cable from what he called a "blatantly anticompetitive" practice.

In addition, he warned that such activity might preclude any further cooperation with cable on must carry. Cable is unhappy with the A/B switch provisions in the FCC's new must-carry rules and asked the broadcasting industry which also has problems with the concept, to join it in petitioning the FCC for reconsideration of that provision. INTV says cable "can't expect our help on the A/B switch" as long as these channel reassignments are occurring.

INTV leadership has been directly affected by this new marketing practice. In Oklahoma City, Cox Cable advised local network affiliates and independents that it is instituting a new channel arrangement on the first of next year. Ted Baze, president-general manager and part owner of KGMC-TV Oklahoma City, is INTV board secretary. His ch. 34 has been carried on Cox Cable's ch. 10 and will be moved to ch. 33.

"People have to go through the entire deal before they get to the independents," Baze said. "We wouldn't have a quarrel if they would put us on our own number," he added. Baze said local broadcasters are planning to meet with Cox officials and if that proves unsatisfactory, they'll approach the franchising authority. However, in summing up the situation, Don Richards, general manager of KAUT-TV Oklahoma City, noted, "it's their [cable's] train, they can run it anyway they want."

Cox said its primary reason for shifting channels was technical. The system was experiencing a serious ghosting problem, explained Jill Trione, director of communications and programming for the Cox system. She noted that Cox was moving affiliate and independent stations off their numbered channels as one way to cut down on ghost-

ing. "We'll still have a direct pick-up problem, but we choose services that would not cause as much damage." Under its new lineup, affiliates on channels 4, 5 and 9, would be carried on 7, 8 and 10, respectively. Instead, the station's program guide would be on ch. 4, the Financial News Network could be found on ch. 5 and C-SPAN would be carried on ch. 9.

Trione stressed that Cox wanted to be fair to the independents and felt that lumping them all on channels 30-34 was an equitable approach. She also said they put them together for customer convenience, so that viewers won't have to search for the independent stations. The system did not move some of the advertiser-supported services because it is interconnected with Multimedia's cable system there for selling local advertising.

Trione emphasized that Cox was devoting the next two months to informing its customers about the new channel lineup. "We're certainly going to do everything to let our customers know what we're doing," she said.

Another example cited by INTV was that of KSTW(TV) Seattle. That station is owned by Gaylord Broadcasting Co., and is broadcast over ch. 11 and carried on the same channel by most of the cable systems in the Seattle ADI. The station expects to be moved to the upper 20's, said Kevin Hale, KSTW's vice president and general manager. "For years, we've promoted ourselves as ch. 11, it's going to take a long time to get viewer patterns back to normal," Hale said.

"Our guys have had their belly full," Padden said, referring to INTV's view that the cable industry is a monopoly and that independent broadcasters are at its mercy. Padden indicated that INTV was ready to attack cable on other fronts as well. He suggested INTV might support the telephone industry's drive to become deregulated and offer information services in competition with cable. And he implied that cable's compulsory license would be in jeopardy.

Padden noted that his board's formal position would emerge after the FCC issues a final order on its new must-carry regulations. Technically, he noted, cable operators are complying with the must-carry compromise that INTV and other factions of the broadcasting industry reached with cable. That agreement says: "Systems are not required to carry stations on their channel positions, but must carry all qualified local stations in their entirety on the lowest priced tier."

Padden argued that shifting channels around is "grossly inconsistent" with the "spirit" of the agreement. The lowest priced tier, he said, was understood to mean basic service. "We made a deal for carriage on basic, which we considered to be the lowest numbered group of channels." But, since that agreement, Padden said, the nature of basic service has started changing.

Under the old must-carry rules, a VHF signal had to be carried on the same cable channel as its over-the-air designation. There were no other requirements concern-

ing channel positioning and basic was defined as the "lowest priced tier available to subscribers." The FCC's final order is not out, nevertheless, in a statement accompanying the new must-carry rule, the commission indicated that mandatory carriage would apply to "the lowest priced separately available tier of service." Unless the final order specifically states otherwise, independents will likely find it difficult to stop cable operators from realigning their channels.

"Channel positioning was never part of the deal. I don't know how they can argue for this now," said National Cable Television Association President James Mooney. He questioned the validity of INTV's complaint. "Where do they get off complaining that a ch. 22 is going to be put in a location in the mid-20's? Why should UHF signals be entitled to a channel on cable better than the one the FCC gave them?" Mooney asked. He suggested INTV was trying to use its signature to "ratchet up the deal," adding that he told INTV, "as politely as I could that their signature isn't worth that much."

Channel realignment "is not a national policy issue, it's a local issue," said Ed Allen, president of Western Communications, Walnut Creek, Calif., and an NCTA director. INTV invited Allen to address the board as an individual cable operator, not on behalf of NCTA. His primary mission was to present the cable industry's perspective on must carry, but wound up discussing channel positioning too.

INTV's complaints were not only being dismissed by the cable industry. The National Association of Broadcasters was reluctant to jump into the fray.

"It's a business practice that INTV is objecting to; channel positioning has nothing to do with the must-carry deal," said NAB President Eddie Fritts.

Channel realignment is a trend developing within the industry. At this point, operators are in a "transitional period," said Terry McGuirk, vice president for special projects for Turner broadcasting's WTBS(TV) Atlanta. WTBS and other ad-supported basic services have been trying to convince operators to consider shifting their channels to enable more effective promotion and increase viewership as well as local advertising revenue.

"We're going to see a lot of experimentation over the next year," McGuirk predicted. He said that much of the focus has been on the low-numbered channels. But there are other options being considered such as distributing network affiliates throughout the cable band. And there are some in the industry who insist that national channel alignment is essential to improving viewership of basic cable. In Los Angeles, the Southern California Cable Television Marketing Council will unveil a plan this week for a common channel lineup for the roughly 90 cable systems in the Los Angeles ADI. Under this plan the network affiliates and strong independent stations will stay where they are and the other independents would be carried on their broadcast channel designations. □



## Larry Tisch and the new realism at CBS

*Few initiates to the Fifth Estate have captured such interest—or caused such trepidation—as Laurence A. Tisch, the billionaire entrepreneur and investor who, on Sept. 10, became the acting chief executive officer of CBS, and who has spent most waking hours since shaping the company to a new, leaner, less complicated silhouette. Last Monday, Tisch agreed to meet with BROADCASTING editors for this candid “At Large” interview, in which he describes his plans for CBS’s immediate future and his hopes for the company’s long haul.*

**What attracted you to CBS in the first instance? Was it purely for investment possibilities, and do you now see something else in the company?**

Well, my original investment was purely for investment purposes. I’m still an investor in the company, but now that I have a role as acting chief executive, you see a lot more things than you can as an outsider. It’s been a fascinating experience in a very interesting business.

**Do you still see it as an investment opportunity?**

Definitely. We’re large investors in the company and we hope that the investment for the long run works out profitably.

**Would one be right or wrong in thinking that you might stay just long enough to see your investment in the company appreciate, and that you then might find it makes business sense to take your money elsewhere.**

No. Our stock has never been for sale and as far as I know, as long as I’m active at Loews Corp., it will never be for sale.

**What are your thoughts about selling any pieces of CBS? The re-**

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Clockwise from bottom left: 9 *San Francisco Examiner*, Rob Morse, columnist; 10 *Huron Daily Tribune*, Sandy Hogan, farm reporter; 11 *Clearwater (FL) Sun*, George Graham, editor; 12 *Laredo (TX) Morning Times*, Odie Arambula, editor; 13 *Seattle Post-Intelligencer*, Evelyn Iritani, business reporter; 14 *Albany (NY) Times-Union*, Lois Uttley, executive city editor.

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cords group, for example, or CBS/Fox.

CBS Records is an integral part of this company. It's been here a long time. It's got great management, it's got a great position in the industry, and we've certainly given no thought whatsoever to separating it from CBS.

**There has been talk that CBS is talking with its partners in Trintex [the joint venture with IBM and Sears to develop a videotex system] about ending that association.**

No, CBS will remain in Trintex. It's just a question of on what basis it will remain in Trintex.

**I would like to volunteer an impression about your lengthy tenure of five weeks, which is that you seem to want the company to concentrate on doing fewer things, while doing them very well, and while reducing the cost of doing them very well. Is that fair?**

I couldn't have said it better myself—what you said is exactly right. I don't think we should be a so-called conglomerate. I think this should be a media company with an emphasis on broadcasting, and we should do that very well. That's our purpose.

**There's another impression of your five weeks so far, which is that you seem to be doing all the heavy work before the new CEO comes in—that you want to clear up what has to be cleared, to get rid of the undergrowth, or whatever you feel is necessary. Why is it necessary to do that, as opposed to waiting for the new CEO to come in and set his own course?**

Well, I am the CEO now. I'm not here for a vacation. You know, if there's a job to be done, it's my duty to do it, and not leave the burden for somebody else to do the dirty work; that doesn't make sense to me. I mean, it's painful to do some of the things that we have to do. I don't enjoy it at all, but by the same token, the board asked me to be acting chief executive, and I think it's my obligation to carry out that function to the best of my ability.

**Does what you said about CBS Records hold true for the other assets of the company?**

Yes. Basically, we want to maintain the company as it is. Of course, we are a business and we have an obligation to the stockholders, and if somebody said to us that there was one particular unit that somebody wants much more than we do, I would present it to the board of directors. It's their decision to make.

This is not a black and white corporate world, you know. There are always areas of grey that come up from time to time. I think it's the role of the chief executive to present everything, alternatives, to the board, no matter what they are. I'm just one person out of 13 on the board.

I don't mean for you to infer anything from that, but I just don't like the idea of making blanket statements that this is holy or that's not holy.

**There does appear to be—at least when viewed from the outside—an air of crisis about CBS, partially because of the circumstances of your becoming CEO and because of the already announced cutbacks. Just how much trouble is CBS in, and how Draconian a program do you think will be required to get it back on track?**

Just to get the thing in perspective: CBS is in no trouble, none whatsoever. CBS, if you really look at it from a financial standpoint, is in great shape. Take any number you want for the value of the assets of this company—you name the number—and I'll multiply it for you. Name it.

**Two hundred.**

O.K. If you take the number of 200 and you say we have 24 million shares out, that's four billion, eight hundred million dollars of value in the company. There's \$660 million of debt, so you add the debt back and that gives you five billion four. So your debt to equity ratio becomes around 13% or 14%.

I mean, the whole thing becomes silly season when people talk about the financial problems at CBS. There are none. This is as strong as any company in this country.

**One of the reasons for the crisis atmosphere is the layoffs. Just after**

**you took over as acting CEO you said that if at all possible, you were going to try to do this through attrition rather than having layoffs.**

There are two parts to it. The layoffs that are taking place, or a great many of the layoffs taking place now, were already scheduled. These plans were presented to the board [by the former CEO, Thomas Wyman] back in April, May, June, July and September—mostly at the July board meeting. This is not new.

Now, it may be adjusted. Certain areas may feel it more than other areas. But basically, nothing is being done in this company that touches programing, news or broadcasting, media. There's nothing to do with anything that counts.

I mean, we're talking about our extraneous functions, that no company would have.

**Would that include the CBS Technology Center, for example?**

We closed the center, but we moved the people who were working on research products to the divisions. In other words, they took people who were working with broadcasting from the center to the broadcasting group, and they took people who were working with records to the record group.

**But you went from 90 people to perhaps 20.**

No, more. I think we'll end up with about 40.

But then we took away the administration that was duplicated, we took away grounds people up there. We're selling the real estate. That center was scheduled to be closed a year ago, before I came on board, and nothing had been done about it. They waffled back and forth.

**How much will you get for Stamford?**

Oh, it'll be many millions. I don't know the exact price, but many millions.

**Twenty?**

Oh, I'd say maybe a little less than that, but in that ballpark.

**Well, what do you plan in further cutbacks within the organization?**

Whatever is necessary to run the company in a normal, fairly efficient basis where the employees will be happy in running it. I've always found—and I've been in business a long time; I don't even realize how long it is now, but it must be 40 years—that the happiest employe is the one who comes to work and knows he has a job to do that day. Not the person who comes to work and says: "How am I going to spend the day today? Can I shuffle enough paper to make it look busy?" You wouldn't run your business that way. Why should CBS run its business that way?

**And do you find that CBS had been run that way in the past?**

No. Well, certain areas. Not all areas of CBS, but there were certain areas where there was tremendous redundancy. And this doesn't go to broadcasting, I'm not even talking about broadcasting or radio or TV. Just corporate in general. I think you could say that CBS thought it was General Motors or IBM or AT&T, considering the number of people in certain categories that had nothing to do with the operation of the businesses.

**How much do you anticipate you'll be able to generate in terms of an improved bottom line?**

I don't know yet.

**Is this the process that you're following through with Coopers & Lybrand?**

Yes. Coopers & Lybrand is doing a lot of work here. They're very capable people; they're very fair. We're trying to do it with a minimum of dislocation to the average employe. I think we're being generous involving corporate policy about layoffs, whether it's severance or anything that goes with it. And the climate in New York right now is such that people can get jobs. New York is a very healthy city, and the type of people that are being laid off here can get other jobs.

**Not at ABC.**

Well, we're not laying off engineers or people on the air or broad-

# TEST YOUR SYNDICATION KNOWLEDGE:

## *Syndication Trivia*



What is the First First-Run Sitcom Available for Stripping?



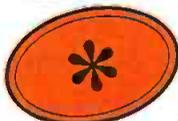
What First-Run Sitcom has 110 Episodes in the Can?



What First-Run Sitcom has Proven its Success in 75% of the U.S. this Summer?



What Successful First-Run Sitcom has been Renewed for its 7th Season on CBC?



What First-Run Sitcom is AVAILABLE NOW?

**TURN THE PAGE  
FOR THE ANSWERS:**





**Dialogue on the 35th floor.** CBS Acting Chief Executive Officer Laurence Tisch across the desk from BROADCASTING editors (l to r) Steve McClellan, Geoff Foisie and Don West, joined by Robert A. Beizer, Loews Corp.'s Washington-based counsel (Schnader, Harrison, Segal & Lewis) on FCC matters.

casters or in programing. We're laying off generalists, whether it's in finance or public relations—areas of that type where people can get other jobs. And, of course, they're not limited to ABC and NBC.

**Just to talk about the reason for these cuts. As you have said before, it's to take money that was being used to support the administrative structure and instead put it where it can be seen on the tube.**

That's right. We will stop at nothing to put on better programing. We will spend any amount of money for programing, for news, anything that reaches the American public. That is our obligation.

**Bud Grant, the president of CBS Entertainment, has said CBS Entertainment doesn't want to spend more than 3% or 4% more on Hollywood programing this coming year. Neal Pilson, whose domain includes sports, has been one of the most outspoken executives on holding down costs. So my question basically is, where is this extra money going to go if it's really not going to Hollywood and it's not going to the NFL and it's not going to go for more employees?**

Well, in the first place, there is no "extra" money as such. Take a look at what's happening with revenues at the networks. They're flat at best. When we say a 3% or 4% increase in cost, that comes right out of our bottom line. It's not that we're going to make more money. It's to try to provide first-class programing without going into the red. That's the problem facing the networks.

Wall Street hasn't yet caught up with what's happening at the network level. I'm not talking about the O&O's and I'm not talking about radio. I'm talking about network. And you saw ABC's statement; they're losing money on their network this year. I mean, who three or four years ago would have predicted that ABC would lose money in the operation of its network? It's hard to believe. This is a problem that we're all facing.

**What happened in publishing? What was the thought process that went into having both divisions within the publishing group report directly to you?**

We have two very capable executives—Harry McQuillin at publishing and Peter Diamandis in magazines—and there was no reason for an additional layer of overhead between them and the chief executive.

**One could argue, in essence, that in the broadcast group itself, you have television networks and you have the station operations. At Capcities/ABC, the corresponding two executives report directly to Daniel Burke. Have you thought about setting up a similar structure?**

We have good management in our broadcasting group, and we really feel that the way it's been running can continue. But like everything else, I'm new here, and I really haven't examined carefully whether that is the best possible way of running it or doing something like ABC did.

I'm inclined to think we will end up running it similar to the way

it's been in the past, with the president of broadcasting being responsible for all the functions in the broadcasting group. I don't see any reason to change it.

**Because that's a larger entity?**

I think it makes sense to keep it that way.

**The question is whether or not there will be an intermediate layer of executive vice presidents in the broadcast group. Between the division presidents and the group president.**

No, there's no need for an intermediate layer because right now you have Gene Jankowski [president of the broadcast group] and then you have Pilson and Bud Grant and [Howard] Stringer [acting president of CBS News] and [Thomas] Leahy [executive vice president for the TV network and CBS/Entertainment] reporting to him. I don't want to have an intermediate layer. I don't think there's any need for an intermediate layer there.

**Well, between the divisions and the group, there is that layer of executive vice presidents.**

You mean when you have the O&O's reporting to Pilson?

Right.

Well, I tell you. I don't think you can handle it much differently than that. Gene couldn't handle everybody reporting to him; he needs a couple of key executives that can pick up some of that. I don't think that's a problem, I really don't.

**So it's basically "if it ain't broke, don't fix it"?**

Not really, but partially. I think we have good people. I think Pilson does a good job. I think Stringer is doing a good job with news. You know, I just think it's working all right. I don't view changing it.

**Well, how quickly can you make the necessary corrections that you see the company needing, and how deeply are those corrections going to affect the broadcast group?**

It won't affect the broadcast group at all from a programing standpoint.

**Or from a personnel standpoint? People want to know if their jobs are secure.**

Whatever is happening here will be over in a couple of weeks; this isn't going to last forever. That's what Coopers & Lybrand is working on, to come up with a financial structure that will work or a public relations structure that will work. After that, you get down to the fine tuning, and then you can do it by attrition.

**Do you think CBS will look essentially different when you finish this initial process?**

No, I don't think so. I mean, you won't know it. Looking at the company, you may have fewer people in certain areas than you had

# Syndication Trivia

The Answers Are:

# Hangin' In

# THE PROVEN WINNER!

Improved time period share over May '86

- New York - WOR - 11:00 P.M.
- Detroit - WXYZ - 10:30 A.M.
- Houston - KTXH - 12 Noon
- Nashville - WZTV - 11:30 A.M.
- Greensboro - WGGT - 1:00 P.M.

Improved key demos over May '86

- Miami - WCIX - 6:30 P.M.
- Providence - WPRI - 4:00 P.M.
- Wash., D.C. - WDCA - 6:30 P.M.
- Austin - KBVO - 5:00 P.M.
- Macon - WMAZ - 5:00 P.M.

Improved over initial performance

- L.A. - KCOP - 11:30 A.M.
- Atlanta - WATL - 6:00 P.M.
- Green Bay - WXGZ - 11:30 A.M.
- Norfolk - WAVY - 4:30 P.M.
- Cleveland - WOIO - 2:30 P.M.



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before, but there will not be fewer people to speak of in the areas that are essential to our business. I mean, it doesn't make any difference to the viewer how many people CBS has in corporate public relations or in corporate investor relations, or things of that type. The main thing for the viewer is to make sure that we have the best correspondents available for news and that we have the best programming available for the network.

**Are your projections for 1987 that cash flow for CBS might be below what it is in 1986?**

It's conceivable. Sure. I think network profit will be down in 1987 from 1986. We hope to make it up in other areas. But it's conceivable that network profit could be down.

**As a middle-road projection for the company as a whole, do you think it's possible that it might have a smaller cash flow in 1987 than 1986? In publishing and the advertising marketplace?**

Publishing and magazines are holding up well. Music is doing very well. The O&O's should do better in '87, radio should do better in '87. It's a push. Network could be down in '87 or should be down in '87 based on the numbers we're seeing.

**What is your management philosophy and what are you looking for from the people who report to you?**

My philosophy is very simple. I like to be surrounded by good people, honorable, intelligent people; I like them to take the responsibility and do their thing. I am not interested in a lot of meetings, a lot of recording, all the folderol of a big corporation.

I think if people are given the opportunity to run their division or group, whatever you want to call it, and they're backed by the management at the top, whatever that may mean, I think they can do a much better job than if you had somebody looking over your shoulder every day.

If you want an example of how I operate, spend a day in Chicago. We took over an insurance company there in a bitter battle in 1974. I became chairman of the company, and immediately went about bringing in a new chief executive. We retained as many of the old people there as possible. And once the new chief executive was in place, my role was to go to a board meeting once a month—and I still do as chairman. But the company runs without me on a day-to-day basis. If the head of the insurance company has a problem, he may call me, but he's the boss.

That company [CNA Insurance] has gone from a net worth of \$100 million in 1974 to a net worth of \$3 billion today. It's the strongest insurance company in America. Loews has never taken five cents in dividends out of that company, and the people who are there are the team that was brought in to work with the new chief executive in 1975, and they're all still there.

**Should we expect that to be the pattern for CBS?**

I would hope to have something similar.

**Does that mean there will be a new CEO and that you will step aside?**

That's up to the board. That's strictly in the hands of the board.

**You would certainly have something to say about it.**

No. Whatever the board thinks is best for CBS; I'm at their service.

**You have changed, in our view, from a person who was an outside investor, dealing in an impersonal way with business considerations, to someone who has been captivated by the idea of the broadcasting business and is operating within it. In a way, you're now operating as a hired hand, presumably—that's what it says at the FCC.**

Oh, I am. No question. That is true.

**And yet you're not a typical hired hand, and I would doubt very much that if you didn't want to serve as CEO later than tomorrow afternoon, that any decisions of the board would have anything to do with it. So I'm wondering, do you want to stay?**

I haven't even thought about that. I'm just happy to do what I'm doing here, in the meantime.

**Well, how busy a search has gone on out there for a successor?**

The search committee is accepting names and recommendations and it has a meeting scheduled for next week.

**What is the job description for the new CEO?**

I haven't seen it yet.

**Would you have a hand in writing it?**

Well, I'd be glad to discuss it with the search committee when the time comes, but job descriptions are funny things. I mean, I've been in business a long time, and every time we've hired somebody, it's been outside the job description.

**What should he bring to the table?**

He's got to bring his integrity, an open mind, intelligence, all of the good things you'd want from anybody.

**We might hypothesize that the person who will be the next CEO would be somebody who has a bit more experience on the creative side, the talent side—some of the qualities that the board faulted your predecessor for not being attuned to.**

You know, when you get into the area of talent, it's just such a subjective thing. We were in the theater business for many years, and we did some business with Hollywood for many years, and I've never come across anybody that has a perfect record in talent, or even with high grades in talent. It's such a hit or miss business that anybody who tells you he's good at picking talent, he's kidding you. I think you need somebody with good common sense, and you hope it works out.

**We have editorialized with the hope that you would pick a broadcaster or someone who knows the broadcasting industry.**

That would certainly be a help, if we could find the right person in that industry—sure.

**There is a suggestion that there is something to running a broadcasting company that may be different from other businesses—that they may not be interchangeable parts with Pillsbury presidents.**

I don't agree with that, at least not in the five weeks I've been here. I don't think broadcasting requires any different talent than running a good business. Sure, there are facets of it that you have to pay more attention to. In the average business, you're not worried about talent or programming to the same extent, but if you're a sensible businessman you will make sure that you have the best people possible to pick up those functions.

No CEO is going to pick the talent here; it's his job to make sure that the head of entertainment is the best possible man for the job. Or that the head of the O&O stations is the best possible man for the job.

Of course, the advantage to being a broadcaster is that you can't get snowed as easily by the people you pick, but an intelligent businessman can pick that up in a pretty short time.

**Are you making any conscious effort to help to ameliorate the morale situation in the company, and the concerns that so many people have about insecurity?**

Well, you can't fool the people. You can't put out statements about the great morale and the security and then have 100 people leave that week. My hope is that we will be finished with these cutbacks or whatever they are in the next couple of weeks and that we can get back to the normal business operation. But I'd rather not say anything that this is the end of it when it really isn't.

I think the morale is pretty good. Now in certain areas where they expect changes, I can see where there would be problems with morale. But the problems of morale don't go to the heart of our business; I mean I think in the news division, the morale is good, in the programming division, the morale is good, the broadcasting areas, the morale is good.

**In general, are you prepared to say how major a commitment CBS will continue to make in the news area under your administration?**

That's the one thing I can commit to unequivocally. We will expend every effort to make the news division or the news area better than it's ever been. Now I don't know how far we'll succeed, but the will

# NEWS

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“ . . . fits our format perfectly.—Chuck Collins, News Director, WKQA FM, Peoria, IL ”

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is there, and the desire is there, and the effort will be made.

**And the willingness to allot the funds?**

The funds are the least of it. I mean, nobody has come to me in the five weeks I've been here and said to me, "Give me  $x$  millions of dollars and I'll give you a better something." I'd love that to happen; I'd love somebody to come into my office and say, "Look, if I had \$5 million (or \$10 million or \$20 million) I could deliver much better programming, much better broadcasts."

**Is that a challenge that you'd make in general to the employe base?**

Yes, I would love to hear it.

**How do you start a meeting with someone whose area you're questioning?**

I don't think there's any real formula to that. I don't remember any of the questions that I've asked people. I'm very informal.

**I've heard of two situations. One in which you allegedly spoke to the head of an area and said, "What can I do for you?" as though you were prepared to give them \$100 million if they really needed the \$100 million. And then you proceeded to cut the division in half, or something like that.**

Maybe I was right!

**Then I heard that Derow made an appointment with you to discuss a budget matter or budget options, and two minutes into the interview you said, "We really don't need to discuss that because you're fired and so are 14 or your people."**

No, Derow wasn't fired. He has a contract for a couple of years; he's going to receive his salary; he's going to act as a consultant to the company, but he wasn't fired. Derow is still on the payroll here. All we did with Derow was that I told him as nicely as I could—and it's certainly no reflection on Peter, and he knew it—but his job wasn't a job. It was a layer that wasn't necessary and I think that Peter would be the first to admit that.

Now I'm sorry for Peter. I think he's a very nice young man, a very intelligent young man. But it wasn't his fault that management put this layer in a few years ago, and started it. But it was just a layer that wasn't necessary. But I didn't fire him. He's still with us.

**You started to say that you were very informal.**

When I sit across the table from anybody, I'm not the boss. We're just having a discussion. I'm trying to elicit information, in a sense, for me to better understand their function, and perhaps for them to better understand where I'm coming from.

And if their case is such that they need more people, I'll say to hire more people. But if their case is such that I see and they see that they need fewer people, I'll say let's work with fewer people. But no one comes in there where I say to them automatically that they have to do  $x$  and  $x$  and  $x$ .

**Can you give any flagrant examples of overbudgeting or redundancy that you have encountered at CBS?**

Yes, I could. I could give you loads of them, but I just don't want to do it. It would hurt somebody.

**But it could be instructive.**

Well, it isn't instructive because there's always someone at the other end who is running that department who is still here, or something. It just doesn't help. But there are loads of them, I'll tell you—loads of areas of great redundancy.

**How involved are you in the plans being formulated for the CBS Morning News time block?**

I would say that I'm curious. I'm not involved in the programming of it as such.

**Curious enough to keep abreast of what's happening there?**

Yes. In the sense that time is running. It's now, what, toward the end of October and this program is supposed to go on the air in January and I sort of want to know if we're going to make it on time.

**What's going on?**

Well, I think we have a good man putting the program together, a fellow named Bob Shanks who was hired before I got here, and he's working very hard at putting the program together, and from what I've seen I think the program has merit.

**Is it pretty much in place as to what he hopes to accomplish?**

Well, I think it's getting in place. I'm not so sure that he's got the whole thing put together yet. I think he's got the outline of the program, and I think he's got to make his arrangements with the various people to fit into the slots.

**Do you have any intention of furthering or increasing the Loews stock holdings in CBS?**

No, no plans at all.

**Are you any more likely to sign a standstill agreement than you were before?**

No. I said from the first day that we wouldn't sign a standstill. There's no need for a standstill. We said we were going to buy 25% of the stock and we bought 25% of the stock. We've never done anything differently than we said.

**If I were either a stockholder or an employe of CBS, what should I expect from you? How much of the future are you going to occupy? If I were an affiliate, how long should I expect to see you as CEO of this company?**

Being CEO is not up to me; being CEO is up to the board. That one I have nothing to say about. Talking about the other thing, as a stockholder, all you have to know is that I will do my best to do what's right for the company, and if you look at the history of the companies that we've been attached to, I think they speak for themselves.

I mean if you had bought a share of Loews in 1959 for \$14 it would be worth over \$5,000 today. Besides the dividends, with all the splits and everything else. So I think the stockholders of Loews have done very, very well.

**Do you think the stockholders of CBS can anticipate similar action?**

Oh, I couldn't deliver that. Loews has gone in 27 years from a tiny company that had 100 theaters in 1959 and now it's a company that has assets close to \$20 billion.

**If I might take the role of a CBS affiliate, I'm wondering two things. First, it seems that I've given CBS News years and years to do something about that morning time block, and they haven't been able to score. So why should I continue to clear it?**

Well, you might not—some people have dropped it. I mean, it's our obligation and our job to give you a program that you can be proud of and would want to run. I'm not happy with the situation.

But I must say, however, on the other side of the equation, that I watch CBS News in the morning and I'm proud of it. I think it's a very good program. I don't know if any of you watch CBS News in the morning with Charlie Rose and Faith Daniels, but I think it's a very good program; they do a first-class job. But it's not getting the kind of audience that the affiliates desire; therefore, we're trying to do something about it. But it's certainly a program that CBS can be proud of.

**The second thing I'd want to know as an affiliate is what about the prime time situation? When is CBS going to become more competitive?**

That's a good question, and I don't know the answer. We're going to try everything possible to get better ratings for our prime time programs—to get new programs, to get innovative programs and do everything possible to bring in new programming and better ratings.

How long it's going to take and whether we'll be successful, I can't promise. But we're going to try—money isn't going to stand in the way, effort isn't going to stand in the way. Maybe we need a lot of everything, plus a little luck. But we have to do something, and we'll try everything.

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**Would you like to buy more?**

I think we should buy more over the next few years. I think we should get up to 23% or 24% of the market.

**Would you expect the marketplace to bottom out, or would you expect high multiples on television stations to decline further, making it more attractive for you to buy, or are you waiting for something else?**

I think prices right now are higher than I would want to pay for the coverage. And we're getting the coverage anyway—it's not something that we have to do because our affiliates are covering those cities for us, so I think we have to find the time when the economics are right.

**Do you have a sense of how the network television business will change over the next five years?**

Not really. We're in a state of flux. We have a possibility of a fourth network. That would be a major change in the industry. I think a lot



depends on the economics and the economy in the next couple of years.

**But what are you betting in terms of how much money the television network side of CBS's business will return to it in the next five years? Do you think it's going to continue to decline?**

No. It can't decline much more than it has because you get into a major loss position at some point with any further decline. I think we have to do everything possible now to earn a fair profit in our network; I think it's healthy for the affiliates and healthy for the industry. I'm not happy that ABC lost money this year or that ABC may lose money on their network next year—that's not good for the industry. I think the most important thing is to make sure that we have a healthy industry and that we can continue to provide first-class programming for the country. That's our obligation. We have to live up to that.

**But I take it that you must look at CBS optimistically.**

I look at it realistically.

**And what is that view?**

I think that the networks have a couple of tough years ahead of them. I think if you really went behind the scenes at the network, and you looked at the economics of the advertising expenditures over the last

10 years, and the relationship of the networks to that expenditure, you'd find that from the period of 1975 to 1985, network prices increased much faster than the rate of inflation. And just thinking as a businessman, you know that those things never continue for too long. There has to be a day of reckoning.

We've come up to the day of reckoning that started at the end of 1984 and into 1985. You had a flattening of expenditures on TV, but you had a continuation of the costs of programming, an increase in the cost of programming. So you reduce the profitability of the network to practically zero in the last few years. Now we have to wait another year or two years before you can really straighten out the cost of advertising on TV over a 15-year period, to bring it back into balance with the overall economy. Because you had this fast run-up—you had the economy going this way and TV going that way.

So now you flatten out TV and the economy is still moving up a little. When those lines get back together again sometime in the next few years, I think you can then start seeing a much healthier situation in TV. We've allowed couponing, direct mail and marriage mail and circulars and everything else to come in under us as a source of spending for the advertiser—because our rates went up so fast, we're paying for it now, and we're going to pay for it for another couple of years.

**Why should that be? The television network business, although it's had large overall profits, hasn't had extremely high profit margins, and in fact some people would say it has never been a three-network economy, that it's only been two and a half. So why shouldn't the pricing have allowed these competitors to come in?**

In the first place, when the networks started to do well, they never controlled their costs. So their costs went crazy, and as their pricing went crazy their costs went crazy. So they were never able to deliver the real value. They didn't make the money. It wasn't that they were profiteering, they just weren't running good businesses.

It would have been a much healthier situation if the networks had raised their rates in line with the rate of inflation and had kept their costs in line with the rate of inflation, but both shot up way beyond that. Now, the costs have continued to go up—well, they've slowed down somewhat—but they've continued to go up, while the advertising expenditure, which is not in our hands, has stopped growing. That's where we're caught, and I think that's going to last a couple of years.

So while I may be optimistic maybe five or 10 years out, I am not optimistic on network profits for the next two years. And when I say network profits, I'm taking all three networks and figuring their revenue and what their profit will be.

**Within that context, would you assess CBS's competitive position in the marketplace?**

Well, we're right in the middle. We're ahead of ABC and behind NBC. We're going to strive like hell to get back to number one because there's a certain momentum that goes with being number one that certainly helps your revenues and everything that goes with it. But it's going to take time to do it, and I don't know how long that will be.

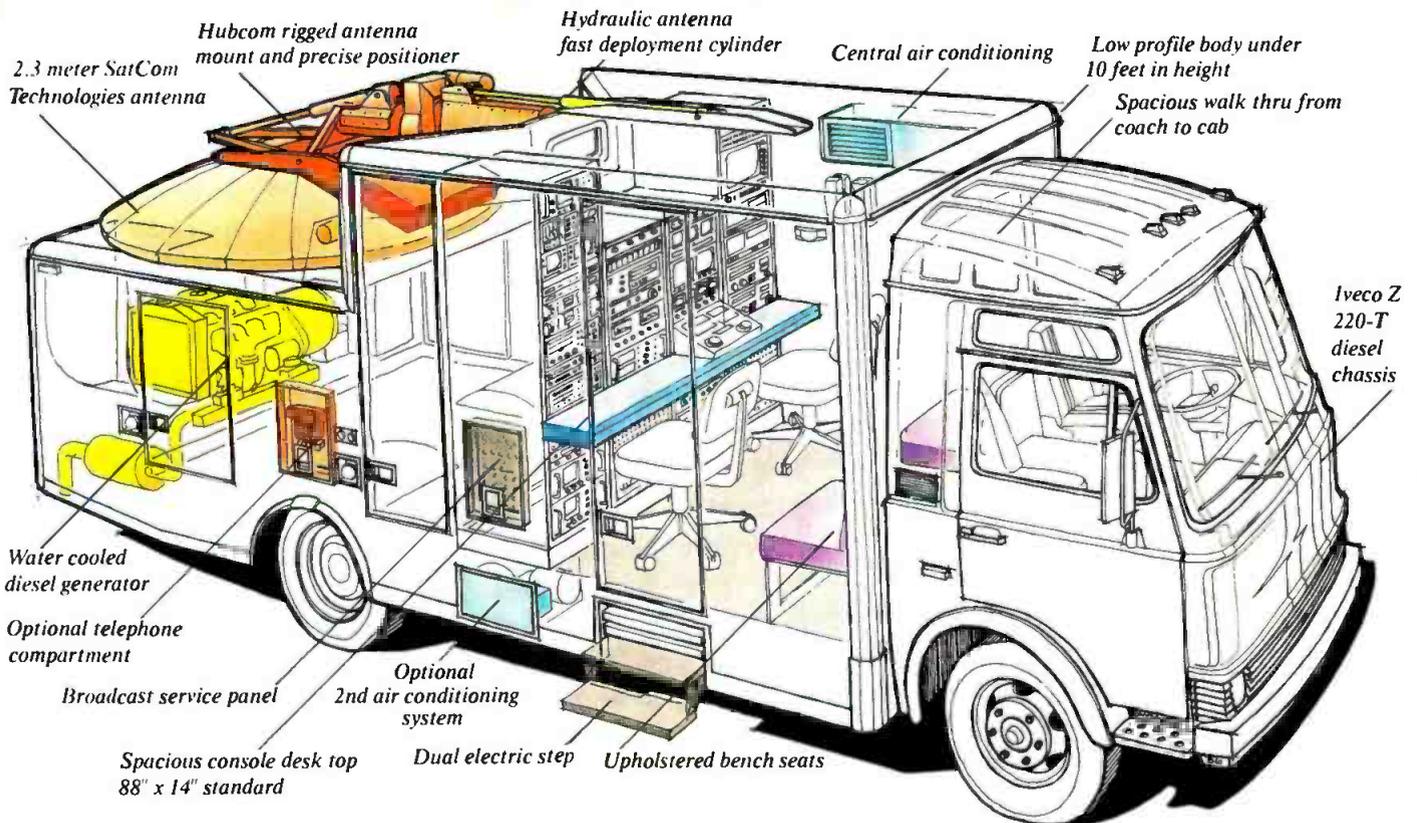
**One thing that might improve profitability at the networks, it has been said, is if the networks were to get more financial interests in the shows they run.**

Well, I've heard that and I don't know enough about it to refute it. But that's not a big problem. Sure, there's no reason why we shouldn't have financial interests because we're taking all the risks and all the gamble. But I don't think that is going to change the tide at the moment. It may help in the long run, and may lead to better programming and more investment by the networks in programming. But on a temporary basis, I don't think that's the big issue as far as profitability.

**And what is the big issue?**

Well, first we have to run the company efficiently. In the second place, we have to make sure that our cost increases don't exceed the rate of our revenue increases.

**Is there anything you can do to enlarge your market?**



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Better programming, bigger audience. But of course we all want that. And that's nothing unique to us; everybody is going to be doing the same thing, fighting for that market share. But other than that, I don't know what we can do to enlarge the market. I mean, we're still an American broadcasting company confined to the 50 states.

**Did the Turner takeover attempt cripple the company more than anything else?**

I don't think anything has crippled this company. I don't think that this company is crippled in any way. At least I don't find that here, I'll be honest with you. I don't find any sense of despair or any sense of deep-rooted problems. I don't see anything that would lead me to believe that Turner hurt this company. I mean, I don't know what people think in this company necessarily, but I don't think that Turner damaged this company at all.

**Well, it certainly softened it up and added a lot to its debt, and made it very vulnerable to takeover.**

But let's be practical. ABC was sold and it didn't have a Mr. Turner. RCA was sold and it didn't have Mr. Turner. And CBS, without Mr. Turner, is now the only independent network.

**You don't think that was a critical factor, then.**

Well, in somebody's mind it may have been a critical factor, certainly in the press's mind it was a critical factor. But I don't see it in the operation of my department. The people in this company are not shell-shocked from Mr. Turner.

**I was just thinking financially.**

Well, financially I go back to what I said originally. We're in fabulous shape in this company financially. I mean, I like the shape we're in when I look at the balance sheet.

**You're not in fabulous shape if you're going to have to make as many changes as you're making to make it decent.**

No, wait a minute. It's my obligation to run a good company and to run it intelligently. It's not my obligation to waste money. I don't know how you run your magazine, but I am sure if you see redundancy in an area that's not productive, you're not going to keep it. Why should you be different than I? We're not doing anything dramatic here. We're not selling the building, we're not moving people around all over the place to save a little rent here or there.

**CBS was created and has existed for 60 years as a company with a certain difference, with a certain style and flair and class. And that's largely been attributed to the influence of Bill Paley and Frank Stanton. Does all that go out with the new broom?**

I hope not. Bill is still here and is as active as ever. No, no. I certainly hope not. We've got to keep this patina for the company—it's very important.

We have great people here, whether it's in the news or broadcasting, and I think that this company will re-emerge as number one. It should. We did it before. We had periods where we lost a lead, and we came back. I'm encouraged about the future of CBS from that standpoint.

**Some who take a cynical point of view think things don't get better, they get worse. Telephone service may be a case in point. And then one thinks about CBS. Can this company aspire to greater things in the future than it has known in the past? Realizing that many believe this has been the greatest broadcasting company of all, what can it hope for? And that's part of the CBS image, too—that's part of what the staff gets excited about.**

It certainly raises the challenge and the hurdle level.

**Is it realistic? You tell us, and I accept, that you're a realistic man. Is that realistic to hope for?**

Well, it's realistic in the sense that all we need to be better than the past is to have more appreciation by the audience. And even in its best days, CBS never had 50% of the viewing audience, so that there are goals out there that CBS never met in the past, that we can at least aspire to, which we may never achieve. I think there's a lot of room

to do good things.

**And make more money?**

I've always worked under the theory that if you do the right thing, the money takes care of itself; I've never worried about profits. Just run your company right and give the customer the right deal, give them the best product that you can possibly deliver, and the profits will come in. If we give them the best programming possible, somehow the bottom line will show the result.

**One of our preconceptions had you sitting in your office at Loews, alone in front of a Quotron, talking by telephone with the family about what deals to make. That was a very narrow picture that we're trying to broaden.**

Well, what happened was that I worked myself out of a job at Loews. I had no job. And I'm over here now for five weeks, and they don't even miss me. So when you have no job and you have an office to go to, you can either look at the walls or you can look at a Quotron machine.

**So you worked yourself into another job?**

I worked myself into another job. I'm enjoying it. But that's the way I operated at Loews, and anybody who could do their job did it. And I handed out all of the jobs, and everybody was doing their job and they didn't need me. Sure, they needed me four times a day to answer a question or have a meeting or something, but my door was always open, the same as my door is always open here. You want to come in, just walk in.

**The image that went with that was more of you acting as an investment analyst than as an operator, than as a businessman running a business.**

I've run businesses. I've been active in the markets, and I enjoy them all. I don't miss the market, I must tell you. Everybody asks me, where is my Quotron machine. I don't want a Quotron machine; I've got enough to do all day long here. I don't have an interest in the stock market. But if you said to me, you know, there's nothing for you to do, I'm not going to sit and look at the wall, I'll sit and look at the Quotron machine before I look at the wall.

But I'd rather run a business than look at the Quotron machine.

**If we were to ask for an interview a year from now, where would we find you?**

I haven't got a clue. I just hope I'm alive a year from now. If I'm alive and healthy, I'll see you any place.

**That's a given.**

I'll see you any place, I don't care where it is.

**When are we going to find out whether or not you stay as CEO?**

I don't have a clue on that one; I can't answer that. That's up to the board.

**It's up to the board, but may we assume you are enjoying the job?**

I am enjoying it. I'll never deny that. I'm enjoying what I'm doing and I think I'm doing a good job. You know, I don't want that to sound like a conceited statement in any way; don't get me wrong. But I think my relationships with the people here are good, and I think it's working. And I think it's going to be a happy relationship.

**So is it possible that if the board of directors of CBS said we really think the job you are doing here is valuable and that we don't think we can find anyone else who can do the job as well as you, or simply that there would be no need to look elsewhere, then you would consider staying as CEO?**

Well, I'd be lying if I said I wouldn't consider it. I'm not sure I would do it, but I'd be lying to you if I said I wouldn't consider it.

**Have you been bitten by the television business bug?**

I've been bitten by CBS. I think it's a fascinating company. I think it's got great potential and I think it's a great institution. I think it's a unique company. 

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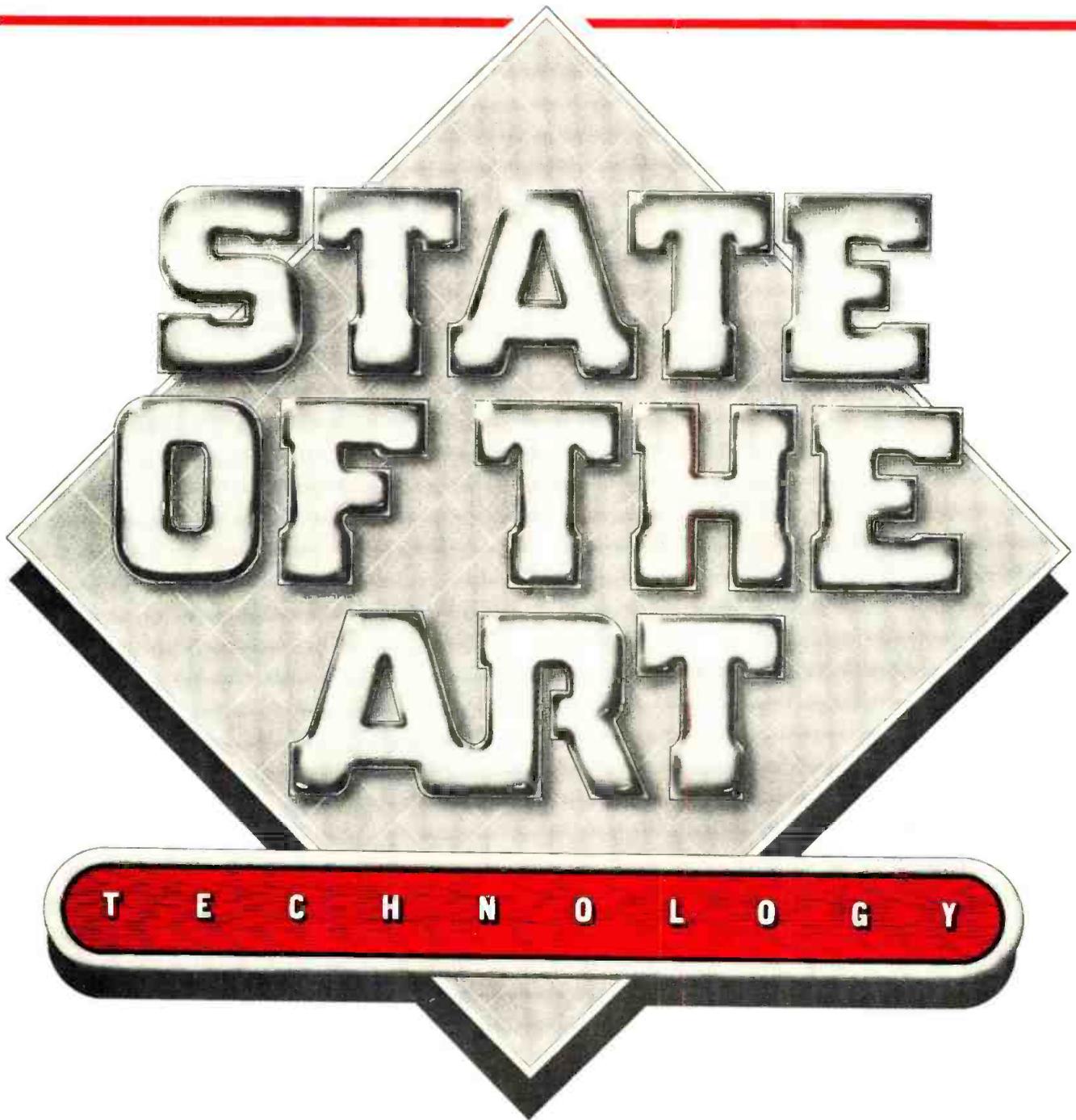


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# STATE OF THE ART

T E C H N O L O G Y

## Broadcasters' influence on technology waning

**Unlike years past, when equipment makers followed lead of broadcasters, today there are new customers calling the shots; closing down of network and group research centers has lessened influence also**

For many years, when broadcasters talked, equipment manufacturers listened. Today, they are still listening, but the voice of the broadcaster is only one of many that manufacturers must hear to remain competitive.

For some of the largest video equipment companies, professional nonbroadcast users make up as much as half of their total video

market, and the industry is witnessing a growing reversal in the flow of new technologies, now running from consumer-industrial markets down to broadcast. It used to go the other way.

But the broadcasters' diminished role in the marketplace may still be good enough, according to a number of key broadcasters and equipment manufacturers questioned by BROADCASTING. The industry's choice of new gear today is wider than ever, and manufacturers continue to prize the prestigious broadcast market and its special needs.

Still, the long-time avenues of communication between broadcasters and manufac-

turers continue their transformation. With today's atmosphere of fiscal conservatism and financial uncertainty, many see the historically important source of user information, the commercial networks, shrinking their development labs and growing less able to devote resources to develop designs and press their approach with manufacturers. Other broadcasters, such as station group owners, are uncertain whether their own financial status will allow them to pick up the slack.

And the technology itself is also no longer the driving force it once appeared to be. While manufacturers are expected to contin-

ue their advance in broadcast technology, new developments are increasingly driven by what the market is perceived to need, rather than what appears possible in the laboratory. But who will point tomorrow's technology in the right direction?

■  
"The marketplace for professional TV equipment has broadened substantially," noted Charles Steinberg, an Ampex executive for more than two decades and its president and chief executive officer since last month. "Ten or 20 years ago it was just broadcast; now it's a multitude of users—smaller stations, cable organizations, also TV for industrial applications. Many customers that just didn't exist 10 years ago now represent one-third to one-half of Ampex's business. And these new customers have more of an influence on us."

William Connolly, president of Sony Communications Products, said his company's sales are about evenly split between broadcast and corporate video, and has recently combined the formerly separate broadcast and professional divisions to reflect the confluence of those shares. "In the past five years, there's been a tremendous growth on the business-industrial side," he said. "[Broadcast] TV is not a growth industry."

Harris Corp., another firm historically dominated by broadcast interests, has also seen nonbroadcast video products creep up to 25% of its total video sales, while broadcast markets remain essentially flat, according to James Koehn, general manager of the Harris Broadcast Division.

One result of the growth of professional video has been a gradual shift away from broadcasters' long-held role as originator of most new TV technologies.

According to Julius Barnathan, president of broadcast operations and engineering at Capcities/ABC, "If you go back into history, the broadcasters made equipment which was then made industrial, which was then made for the consumer. That's been the case up until 10 years ago. Then all of a sudden, somebody started to get into IC's [integrated circuits] for consumer electronics." With today's huge demand for consumer products, he explained, more technological development has begun at the consumer level, and the new techniques then find their way into professional and broadcast markets.

Perhaps the best examples of this reversal in the technology flow are the portable videotape products that have revolutionized TV broadcasting in the past decade. Although videotape recording began as a broadcast development in the 1950's, three-quarter-inch U-matic later emerged exclusively as an in-

dustrial product; broadcasters weren't even shown the development at first. More recently came half-inch videotape recording technology, developed primarily as a consumer product but later drawing the interest of broadcast and industrial markets.

Broadcasters see their input to the process lessened and wonder about the results. "The days of being the guiding light are gone," commented Renville McMann, vice president of advanced television at CBS Technology Center until the announcement of the center's closing last month as part of network budget cuts. "In the past, a lot more of the ideas for equipment originated with broadcasters. They had a need and their own labs, where they could get original stuff built and worked on. Now, with large industrial markets, manufacturers have large labs of



Ampex's Steinberg

Ampex's Steinberg, "the people we were calling on in past were the technical people, the chief engineer or engineering-operations heads. Today, it's totally different. Those people are still important, but they are not the sole contact. Now it's artistic people, news people, financial people."

The changes may not be all bad for broadcasters. Some say broadcasters now have an even greater field of new technologies to choose from. John Swanson, vice president of engineering at Cox Enterprises, said the influx of competitive Japanese firms has resulted in a "tremendous" availability of new gear as compared with that available in the past from the few major manufacturers then in business.

"The market is being driven by the needs of the customers," Swanson said. "Now



Sony's Connolly

their own, and are starting to develop gear and have ideas themselves for the kind of gear which should be developed. . . The broadcaster doesn't have nearly as much influence."

Another broadcast veteran, Tribune Broadcasting's Director of Engineering Otis Freeman, agreed: "I don't feel we have as much influence over the actual design of equipment as we did 20 years ago. They [manufacturers] listen, but I don't feel we have what we had 20 years ago. The networks were big players then; they set the style for what was done."

But manufacturers need not accept all responsibility for the change in the relationship. Broadcasters themselves now make purchasing decisions in far different ways than in the past, increasing the importance of extra-technical concerns and the consequent roles of nontechnical personnel in equipment buys.

"Within the broadcast operation," said

with the intense competition, I feel its a buyer's market. It used to be certain companies no longer in the business told you what you wanted. Japanese and American companies now are coming to us and saying: 'What would you like to see today, five years from today?'"

Broadcasters have also benefited from the technology flow from another nonbroadcast field, the high-end post-production market that manufacturers have targeted in recent years, Swanson added. "Graphics, sophisticated paint and editing systems have been developed for post-production markets," he said, "and have found a rather neat home with the broadcaster."

But one potentially dramatic change in broadcast engineering circles is causing concern for both broadcasters and manufacturers—the shrinking of network engineering design groups.

The most recent blow to network development capabilities was the closing last month

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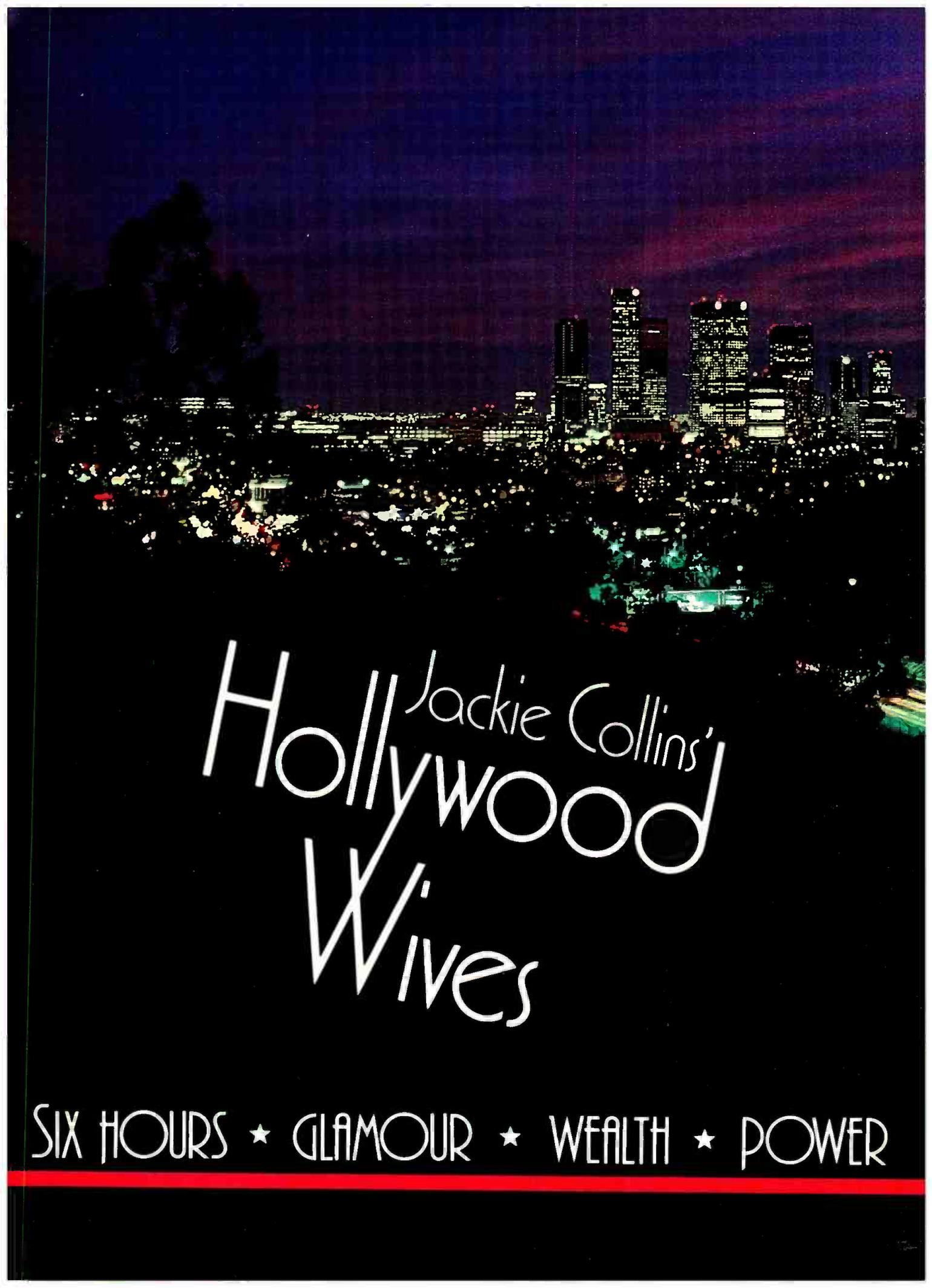
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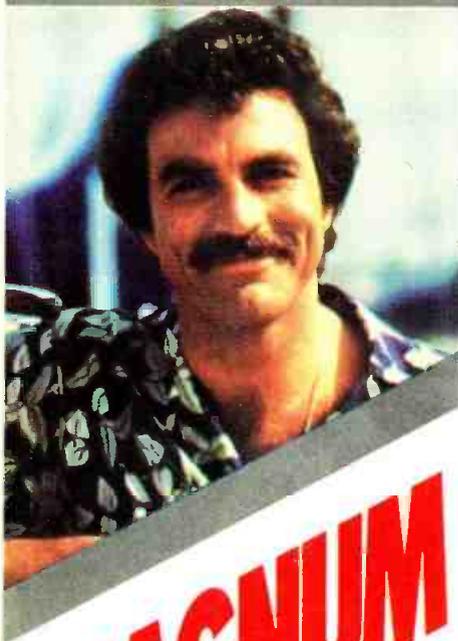
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# MAGNUM UPDATE

## LOS ANGELES

**KTLA 6PM M-F**

■ **Share soars 30%  
over a year ago**

■ **Rating up 17%  
over lead-in,  
year-ago and  
previous program**

■ **NFL football and  
baseball playoffs  
couldn't stop it**

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MAKE YOUR DAY.**

Source: Nielsen Metered Market Overnights,  
August 18-September 12, 1986 and  
September 15-October 10, 1986.  
NSI October 1985

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of the CBS Technology Center in Stamford, Conn., whose work led to numerous engineering innovations over the years. CBS operations and engineering have also seen some far-reaching cuts in recent months, as has Capacities/ABC, where engineering development had already been cut to a handful of personnel. So far untouched by the reductions is NBC, although rumors circulate steadily about its own impending losses. But the merging of RCA Laboratories with General Electric's research facilities and the loss last year of long-time industry leader RCA Broadcast, both of which had relationships with NBC-TV, may also result in some long-term weakening of the company's research abilities.

In the past, network development of broadcast technology has been an essential ingredient in the new product work of numerous manufacturers. "Manufacturers are more capable than they used to be, but in the old days, the opposite was true," said CBS's McMann. "Manufacturers were living off the reports of network labs; they'd read them and then design the equipment."

A sampling of recently developed technologies that benefited from engineering support at the networks, according to technical executives, includes items as diverse as studio cameras from Philips, ENG cameras from Ikegami ENG, RCA's CCD camera, Sony's slow-motion video systems, Ampex videotape control software, Matsushita's half-inch M-II videotape recorders, teletext products, signal processing gear and graphics and display systems.

But this could all change as the networks cut away their development capabilities and expect more of the manufacturers themselves. Said McMann: "The people currently in charge of all three networks are under such tremendous pressure because of the falloff in advertising and in the percentage of viewing audience. Their thinking is very short-range."

Barnathan believes "the era of 'let the networks do it' is going... The problem the networks face is we have been doing that and nobody else has been doing it in the industry and now the networks are having their profit margins squeezed" and are unable to continue the effort.

Also, the engineering planning capability remaining at the networks will most likely focus more sharply on technologies that can help reduce costs and increase efficiency, commenters agreed. ABC-TV's Robert Thomas, now director of equipment planning after joining the network in 1982 following three decades at RCA Broadcast, explained that when a new technology is suggested for a program now, the network must first look at the show's requirements and then carefully weigh the "production value" of the development against its cost. "It doesn't mean the nets are any less interested in advanced technology," said Thomas. "Efforts now are being directed toward developments which will reduce costs of the product by reducing maintenance or improving reliability, allowing fewer operators."

Cassette-based videotape recorders, such as digital video units entering the broadcast



ABC's Barnathan

market in the next few years, are a good example for Thomas of such a product, supplanting today's studio standard Type C one-inch videotape in quality and requiring less maintenance and expected to be competitive in cost.

ABC's Barnathan added: "We will still be in it in leading the way of those that will make us a better product and give the viewer something better to see. I don't think we're going to get out of that aspect. We're going to be looking at ways to be able to be more reliable and efficient."

NBC's vice president of engineering, Steve Bonica, sees a similar approach for his network. "Each of the programs we invest in and nurture has a very important goal, that it is important to the economic health and welfare of the company and the enhancement of the product we deliver," he said. Bonica also expressed confidence that NBC executives would continue to recognize and support that activity, even within an austere economic climate. "To develop hardware is fundamental to our engineering mission to improve the economic situation of the broadcaster. It has to do with the future."

Manufacturers watch the lessening of network engineering resources and see at least one other important result in addition to decreased product development—increasing limitations on systems engineering, the careful integrating of video and audio technologies at which the networks have so excelled in the past. According to Ampex's Steinberg, there may now be a greater reliance on



CBS's McMann

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outside organizations for systems design. "In the past, they had the capability to do it," he said, "but now are looking to outside organizations because it is a far more difficult job, more sophisticated. But more importantly, it's because they can't keep staffs on board."

Sony's Connolly, who went to the manufacturer after 23 years at CBS and who sees many network technical activities remaining relatively uniform for the time being, said manpower reductions might affect network systems design, with either manufacturers or newly emerging system design groups filling the gap. He is worried, he said, that a decline in network engineering could limit the "feedback" that aids manufacturers in the design of individual components and how they fit within an overall system, although this is not something he has yet seen.

Harris director of advanced development Robert Weirather also acknowledged a trend in that direction, although he said it is being manifested quite gradually.

ABC's Thomas sees the trend as well. "There has been somewhat less emphasis on advanced systems design," he said. For instance, ABC has never planned on wholesale conversion to a component plant, analog or digital, mainly because it doesn't feel

the advantages are great enough, but also because of the extremely complex systems redesign that would be required.

There are some station operators, on the other hand, who would not mourn the loss of network engineering development preeminence. For them, network technologies have done more to skew engineering developments because of what is viewed as the personal politics of product development that they argue have interfered with purely scientific developments and blinded manufacturers to the needs of broadcasters across the country and outside the network centers.

Large group broadcasters have played an important role in product development, despite their lack of network-style development laboratories. But like the networks today, their resources may simply not allow them to take on the greater responsibilities they would like.

At Cox Enterprises, Swanson said he sees a shift in the direction of research and development input to group broadcasters away from networks because of the latter's shrinking resources. But, Swanson added: "I'm a one-man staff and certainly don't have the time or resources or intelligence to tell the industry how it can determine future products. It's unfortunate; if I had the choice, I

would like to have someone. But I don't know that other group broadcasters are any better equipped."

Tribune's Freeman agreed: "We don't have the labs to do the evaluations like the networks... It's too costly to get involved in development."

Regardless of broadcasters' ability, or inability, to provide manufacturers with clearcut indications of how to meet their needs, broadcasters still believe they are viewed by the suppliers as an essential market to win over to their products.

"Broadcast is a market manufacturers would like to have," CBS's McMann said, "even if as only an advertising vehicle. It's still a prestige market... Companies' marketing people are always in and out of stations, listening for any scrap of information. If the broadcaster says he wants something, a lot of companies' will respond."

Barnathan sees that continuing interest as a result of the higher profit margin manufacturers achieve with broadcast sales, while industrial sales are comparatively low-cost and smaller in size.

If manufacturer interest in the market remains, input from the broadcast users will

## Digital fiber optics: the latest link

An experimental digital fiber optic link could soon replace the telephone landlines that have connected ABC-TV's facilities in New York and Washington since the late 1940's.

The network has been experimenting with fiber optics since 1980 and is now in the final stages of negotiations with AT&T, which will supply the fiber optic circuit to the network. The Washington-N.Y. path is used extensively by ABC News for various programs, including its *Nightly News*, *Good Morning America* and *Nightline*.

The project, described by Kenneth Michel, Capcities/ABC equipment planning engineer, at a technical conference in Washington, will deliver TV program material over a 45-megabit-per-second (mbs) AT&T digital fiber optic link using sophisticated bit-rate reduction techniques and codecs developed by manufacturer NEC. The AT&T intercity circuit, already in place, has a 180 megabit capacity, so four of the 45 mbs services can be multiplexed onto a single fiber.

ABC began its first experimentation with fiber optics during the 1980 winter Olympics in Lake Placid, N.Y., when it used the technology, although with the signal in an analog form, to transmit audio and video between the site of opening ceremonies and the network's master control center.

The experimentation later turned to digital technology, largely because of its improved signal quality over long-haul transmission. The application of the digital fiber optic technology to broadcast TV during the 1984 summer Olympics was a first, according to the network.

Despite its advantages digital transmission leaves the quality of program material critically dependent on the capability of analog-to-digital and digital-to-analog conversion circuitry, so much of ABC's subsequent work has concentrated on improving these code-decode circuits (codecs) used for the link, Michel explained. And while early work, such as at the 1984 Olympics, was with fiber optics using a 90 mbs data rate, the network also ultimately settled on the use of 45 mbs, which, unlike 90 mbs, is offered as a standard intercity digital service.

The first test of 45 mbs codecs, according to Michel, was

conducted between ABC's Washington news bureau and New York, with participation from AT&T Communications, Bell Labs and NEC, which supplied its experimental codec. A fiber link using the NEC codec was again used during election night, 1984, in a preliminary operational test.

Within several months, serious discussion began between ABC and AT&T concerning implementation of a 45 mbs service between New York and Washington, with concerns turning to the selection of an appropriate codec for the service. Network testing of codecs from AT&T and NEC (another company, ABL, proposed a codec which was not tested during this period) began in January 1986, and, according to Michel, the work indicated that the video performance of the AT&T code would not be suitable for ABC's applications, while the NEC codec was judged to be acceptable for the NTSC transmissions.

Michel is quick to point out that with the network now completing its transition to satellite network interconnect, it has little interest in returning to the common-carrier-supplied services like those used in its former interconnect system, and so sees fiber optics more as a supplement than a replacement of its satellite system. For ABC, there are also areas of concern including the long-term reliability of the fiber circuits, maintenance response time and the difficulty in locating faults.

With that in mind, AT&T and ABC are currently continuing negotiations on starting the fiber link. The network was hoping to begin the service in early to mid-November, but it still has not resolved the question of who will supply the terminal equipment and maintain and monitor the digital data stream.

ABC doesn't have the capability to monitor the digital data format, it argues, and believes AT&T should take on responsibility for the codecs.

If the service starts, Michel added, the existing analog circuits would be left intact as a backup for at least the first 90 days of the trial. After a year, during which the joint venture would work to determine the fiber service's standard parameters and specifications, AT&T would file for a general tariff to offer a permanent 45 mbs service between New York and Washington.



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remain important, perhaps more than ever due to the increasing complexity of the industry's diverse needs. "In the case of some companies," ABC's Thomas said, "response to users' needs is much better compared to earlier times. The really successful companies are the ones that discuss user needs at early stages of product development, keep users informed and seek their input when the products are available."

Steinberg called close work with broadcast customers one of Ampex's "great virtues" and cited past work with networks such as ABC on technologies including slow motion or special effects. "It's still the same today," he added. Concurring was Connolly, who called interaction with the end user "the only sensible way to develop products. . . . You cannot build products in a vacuum."

Harris's Weirather also emphasized that company's "customer-involved" approach to new technologies. "Previously, engineers sat and looked at circuits and tried to decide how to do something" that broadcasters would want, Weirather said. "Today, we say, let's invite some broadcasters in and throw ideas at them and see how they react. . . . Otherwise we could spend a lot of time doing the wrong things."

But customer involvement in product development may also have its limitations, said Koehn of the Harris Broadcast Division. "Customers are dealing with today's problems, not those of five to 10 years down the line, as a manufacturer must. That's true in any industry."

But the effort to maintain rapport with broadcasters is not likely to end soon. "Our involvement with users is a one-way street," Weirather said. "It will only increase; we will not go back into the ivory tower."

Yet because broadcast is no longer the only video market, manufacturers may now be less willing to develop highly specialized items that hold little promise of profit out-

side a few uses. Thomas of ABC said: "A lot of things the networks are no longer doing are one of a kind anyway, and manufacturers are not willing to go through development just to sell 10 of something. Examples are race car cameras, or cameras for any special point of view or used in such small numbers."

Cox's Swanson said that manufacturers face greater financial risks in spending large development sums in a relatively small market such as broadcast. "Manufacturers don't come out with something no one's going to buy. They can't afford to make a major mistake in manufacturing, unlike users, who at least have the latitude of lying back."

Broadcast engineers realize as well that technology may no longer be the fundamental influence it once was. Steinberg explained: "In the past, quality was the limiting factor, so it became the driving force. That's not so any more. You can do anything with technology if you have the right financial resources. But does it make sense economically?"

According to Connolly of Sony, "The old idea of technology driving the marketplace is a myth. Technology responds to the marketplace. The customers determine the features built into a product line. The most dramatic change over the last 20 years [in the broadcast-manufacturer relationship], has been that 20 years ago, technology was sufficiently young that you were technology-limited, it was a question of what you could do. The change has been extremely dramatic; it's no longer what can you do, but what should you do. That's a big distinction. Now that you can do almost anything" how is a choice to be made?

ABC's Thomas agreed and cited international disputes over high-definition television technology as an example of economic and political concerns overriding technological ones. Fiber optics, by contrast, are

an example of science adapting to "social" requirements, in this case fitting more information in the same bandwidth.

Barnathan added: "What has happened to us, unfortunately, is there's been a tremendous capability in the technology, so many inventions that have no need or can't find a user. The market must lead the technology."

But most believe if broadcasters are to point in the direction they believe technology should go to meet market needs, they must have the resources and staff to explore the many possibilities.

CBS's McMann, whose own development work was abruptly ended last month with the closing of the CBS Technology Center, expressed his concern that such advanced research capabilities would be difficult to rebuild after they are dismantled. "You are throwing away years of knowledge. Yes, you can rebuild, but will it be as good as it was? There is something to be said for experience."

"Some day broadcasters will wake up with a terrible shock," McMann added, "because this money machine is being replaced [by competing media]. Our work was a defense mechanism, but it also was to open our eyes to what's going on and try to make CBS a leader. In the short range, you will probably see no difference. The question is what we will see five to 10 years from now, because most of this work is for the long run."

His pessimistic conclusion: "If we had no TV, just radio, and we had the same mentality we do today, there never would be any TV. They wouldn't permit the money to be spent. Paley and Sarnoff had the insight TV could be something, but no one knew for sure. It's the same thing in the future. The company has to be looking at [new technologies] and put enough money into them. . . . These guys are not worried about that. They're worried about what the profit will be for next year." □

## The ongoing struggle for hi-fi AM

**Latest advance in the battle to improve the medium may be found in new transmission-reception standards being advocated by NRSC**

Hi-fi AM radio? As unlikely as that may seem to broadcasters and their listeners, it is the promise of the voluntary AM transmission-reception standard tentatively adopted by National Radio Systems Committee last month.

If the standard is widely implemented by broadcasters and receiver manufacturers, the hi-fi gap between AM and FM that has been widening since the early 1960's will be narrowed to a point where only the most discriminating listeners will be able to tell the difference.

But will the standard be widely implemented? Although the signs so far are all positive, it's still too early to make any predictions. The standard's acceptance by the NRSC, which comprises leading broadcast-

ers and receiver manufacturers, means the standard carries the endorsement of the major elements of the broadcasting and consumer electronics industry, but it doesn't guarantee that anybody will put the standard in play.

Some broadcasters may balk, fearing that operating with the standard on the promise of new listeners in the long term may cause them to lose listeners in the short term. For receiver manufacturers, the chief hang-up may be the lack of an AM stereo standard. "I don't think many receiver manufacturers would build a mono [standard] wideband receiver," said Eb Tingley, the Electronic Industries Association's representative on the NRSC. "You can't sell good audio to the public unless it's in stereo."

The NRSC standard is still considered a draft. The NRSC is collecting comments from all interested parties until Dec. 15. If no changes are warranted, it will become final on Jan. 12, 1987.

Because the standard is voluntary, it's really only as valuable as the broadcasters' and the receiver manufacturers' willingness to implement it. The National Association of Broadcasters, which has backed the NRSC's work from the beginning, is already working for the standard's early implementation. In a letter to NAB board members earlier this month, NAB Radio Board Chairman Bev Brown, KGAS(AM) Carthage, Tex., urged them to express support for the standard in comments to the NRSC. "Once the standard has become effective, I plan to contact every AM radio station in the country, urge them to adopt the standard, and, hopefully, advise them of full NAB board support," he said. "For the NRSC process to be successful, the implementation of these standards should be as rapid as possible."

The NAB believes so strongly in the standard that, as a last resort, it may ask the FCC to act. In comments filed at the FCC, NAB said: "It may be, after the NRSC standard is

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# ANNOUNCEMENT

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## **Thomson-CSF And Comark Communications, Inc.**

On August 1, 1986 Comark Communications Inc., was acquired by Thomson-CSF. The management of both organizations believe that the marriage of these two innovative companies will foster significant new technologies for the U.S. Broadcast equipment industry.

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decided upon, that implementation cannot occur without being 'codified' in the FCC rules," the NAB said in comments filed with the FCC last spring. "Should this be the case, NAB will urge the commission, at the proper time, to consider adopting the results of the NRSC's work as part of its rules."

According to John Marino, vice president, engineering, NewCity Communications Inc., owner of four AM's, and NRSC co-chairman, the NRSC decided not to seek an FCC standard so that the committee could change the standard as needed in the years ahead without having to go through an FCC rulemaking. One committee member, who asked not be identified, said the reason

was political. Some NRSC members didn't want to be locked into a standard by the FCC, he said.

AM has been trapped in a cycle of degenerating fidelity for decades. To mitigate interference from other stations, receiver manufacturers have been making AM radios with less and less frequency response. To compensate for the lack of frequency response in the receivers, AM broadcasters have been boosting or pre-emphasizing the high frequencies of the audio. The more pre-emphasis the broadcasters use, the more interference they cause and the narrower the frequency response of radios becomes.

The NRSC has proposed a standard curve

for pre-emphasizing the high frequencies before transmission and a complementary standard curve for attenuating or de-emphasizing them in the radio set. To use the NAB's analogy, pre-emphasis is similar to turning up the treble on a stereo receiver. De-emphasis is like turning up the bass.

Just as important, the NRSC has proposed that broadcasters limit the audio bandwidth of all programing to 10 khz.

According to the draft standard released at the NAB radio convention in New Orleans last month, if broadcasters adhere to the standard pre-emphasis curve, interference caused by excessive pre-emphasis will be limited. And if, at the same time, receiver manufacturers incorporate the complementary de-emphasis curve in radios, AM signals and receivers will be, for the first time, fully compatible with each other.

Implementation of the curves will create a system in which "AM broadcast stations will know with certainty the likely audio response characteristics of AM receivers in order to facilitate a consistent tailoring of AM station sound, and AM receiver manufacturers will know with certainty the likely audio response characteristics of AM broadcasters so that the audio response of an AM receiver can be tailored accordingly," the draft standard said. "A 'matching' of pre-emphasis and de-emphasis is expected to improve the consumers' overall satisfaction with the technical quality of AM radio."

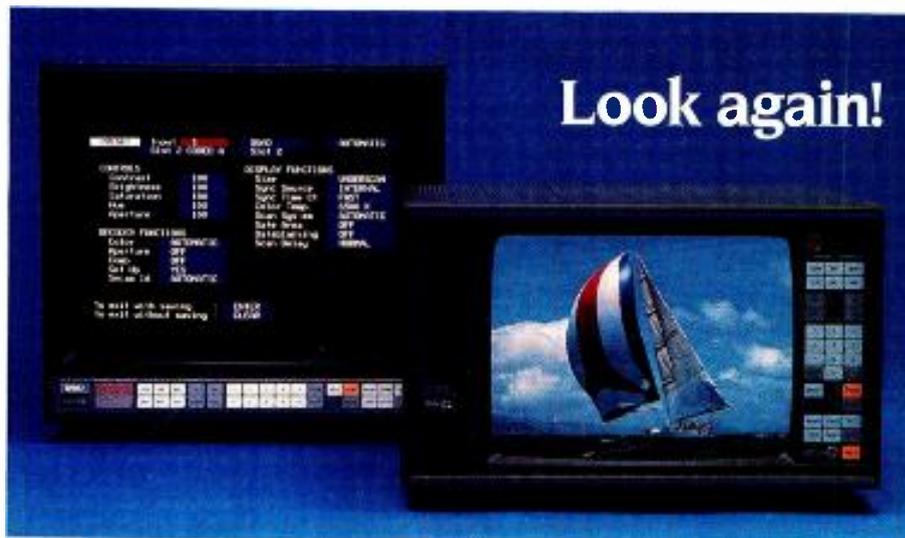
The limitation on audio bandwidth is designed to eliminate second-adjacent channel interference, which would otherwise disrupt listening on the wideband radios envisioned by the standard. A station and its second-adjacent neighbor are 20 khz apart. If one or both broadcast signals with more than 10 khz of bandwidth, the new breed of wideband radios will detect both where their signals overlap, making enjoyable listening to one station impossible. If both stations limit themselves to 10 khz, such mutual interference is eliminated.

Broadcasters have had about six weeks to study the NRSC standard and, according to NRSC co-chairman Marino, the response so far has been good. Major group broadcasters such as Group W Broadcasting and Capcities/ABC which were involved in the standard-setting process have indicated that they will use the pre-emphasis curve and limit their audio bandwidth, he said.

The initial response of the receiver manufacturers has also been positive. Delco Electronics, the General Motors subsidiary that is the largest domestic maker of radios, is committed to using the curve in at least its line of AM stereo receivers. At the NAB radio convention, a demonstration of the standardized system featured a Delco prototype with standard de-emphasis.

Bart Locanthi, an NRSC co-chairman who is leaving Pioneer North America Inc. to become a consultant to Pioneer and other receiver manufacturers, said that most Japanese manufacturers have been interested in building wideband AM radios. Now that there is a standard, he said, they will do it.

Despite the encouraging signs, wide-



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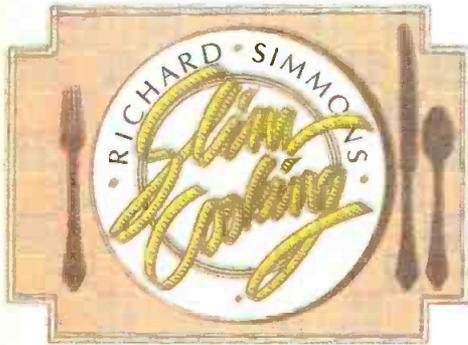
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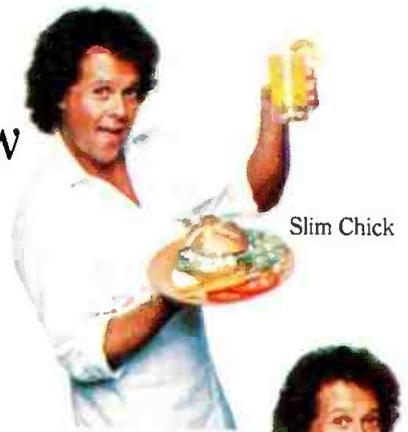
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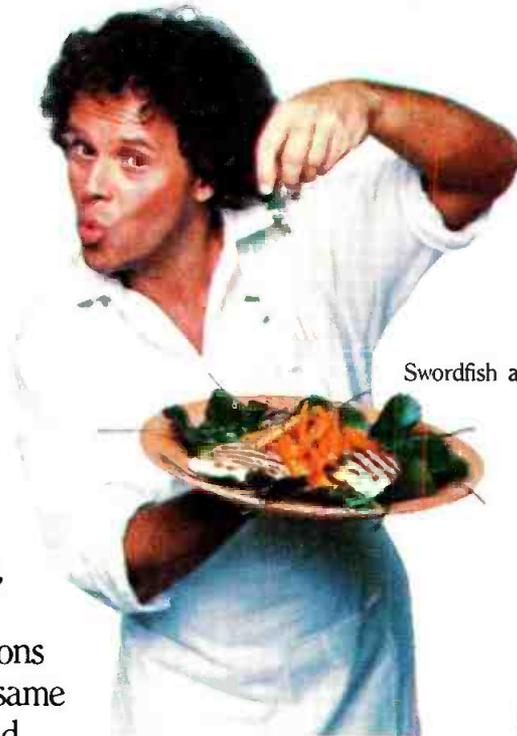
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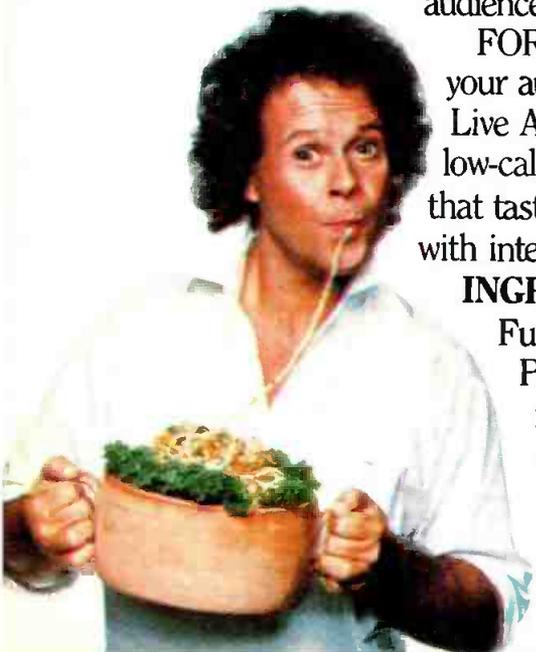
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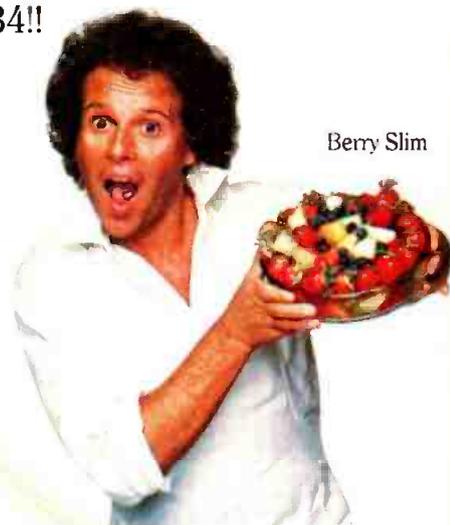
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spread implementation of the system is anything but a given. Bob Orban, of Orban Associates Inc., a San Francisco maker of audio processors for radio stations, said many receiver manufacturers may hesitate to build wideband receivers until they are convinced that broadcasters are going to limit pre-emphasis and audio bandwidth. If broadcasters aren't operating under the standard, he said, wideband radios would pick up excessive noise and interference and fail in the marketplace. "The manufacturers would lose millions," he said.

An engineer for a domestic maker of automobile radios, who asked that neither he nor his company be identified, said his company has yet to commit to adopting the standardized de-emphasis curve out of concern that wider radios would be more susceptible to electrical noise emanating from car ignition systems and other sources as well as to interference from adjacent and second-adjacent stations. He expressed some skepticism that enough AM broadcasters would adhere to the 10 khz limit to mitigate the second-adjacent problem.

Bill Gilbert, of Delco, said many manufacturers may put off building radios to the standard until the AM stereo standard is established, figuring that it will be futile to try to sell high-performance wideband radios without stereo. Such thinking is worrisome to proponents of the NRSC standard because the future of AM stereo is still very much up in the air.

The FCC authorized AM stereo broad-



NAB's Ed Williams (l) and Michael Rau demonstrate the NRSC standard on pre-emphasis/de-emphasis to NAB's Engineering Advisory Committee.

casting in 1982, but it didn't set a standard, choosing instead to allow the "marketplace" to set a de facto one. The result of the decision, after four-and-a-half years, is no standard and relatively little stereo broadcasting. The marketplace standards battle has come to a stalemate with proponents of Motorola's C-Quam system on one side and those of Kahn Communications' single-sideband system on the other. Today, fewer than 10% of the nearly 5,000 AM stations in the U.S. are broadcasting in stereo.

Hope that the stalemate will be resolved and that AM stereo will finally take off currently centers on a report on the AM stereo

marketplace undertaken by the National Telecommunications and Information Administration (BROADCASTING, Sept. 15). If the study, which is due out around the end of the year, concludes that one of the systems clearly dominates the marketplace, it could go a long way toward establishing that system as the de facto standard and AM stereo as a permanent fixture in radio.

Although it would be difficult to find an AM broadcaster who didn't want to bring high fidelity to the medium, there are some who don't want to give anything up for it. Frank Kramer, director of radio engineering, Viacom Broadcasting, said some broadcasters may want "to continue running more pre-emphasis" than specified by the standard for the benefit of the millions of existing narrowband receivers in the field or to compensate for the loss of high frequencies in their antenna systems.

And what about Viacom? Kramer said the company has yet to make a commitment to employ the standard at its three AM's, but added that it likely will. The potential benefits are great, he said, and the costs are small.

Orban said other broadcasters may balk at limiting the audio bandwidth to 10 khz because of the paradox at the heart of it. "They are going to have to make their programming sound a little bit worse on the studio monitor speakers for the sake of making it sound better to the listener," he said.

NewCity's Marino said his task will be to make broadcasters understand that the benefits of the standard far outweigh any detriments caused by limiting the audio bandwidth to 10 khz. AM radios can't pass frequencies about 10 khz and, even if they could, most people couldn't hear them, he said. Some FM stations, he added, effectively cut off the high end of the program audio by compressing it to boost the signal's loudness.

In the end, Marino feels the industry may have to be forced into implementing the standard. "I have a feeling we will have to go to the FCC and the FCC has said it will help us," he said.

The logic of the situation seems to dictate that the broadcasters take the lead in implementation. According to the NAB, stations



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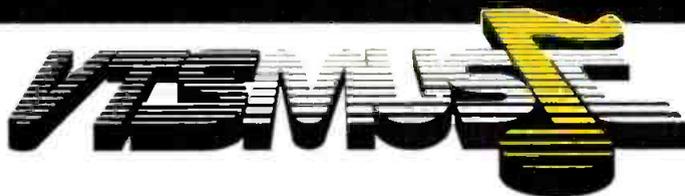
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will be able to implement the standard fairly inexpensively and quickly. Most stations will have to buy no more than \$500 worth of electronic components or circuit boards, it said, although some stations may also need a new audio processor.

For receivers manufacturers, it's not nearly as cheap or easy. According to several manufacturers, it will take a year or more for them to redesign a radio to incorporate the standard de-emphasis curve and get it into full-scale production. More important, as Orban pointed out, to market wideband radios without knowing whether most broadcasters are going to adopt the standard is to bear an unacceptable risk.

If the broadcasters and receiver manufacturer don't get trapped in a chicken-and-egg situation, where each side is waiting for the other to go first, standard wideband radios may start hitting the market in 1988. There seems to be no question about the benefits that would flow to AM.

In radio sets, high-fidelity is expressed as frequency response. Today, FM stereo receivers boast response of around 15 khz, while most AM radios claim no more than about 3 khz or 4 khz. With the widespread implementation of the standard, AM radios could go to 10 khz and, as far as most people are concerned, make the jump to high fidelity. For all practical purposes, according to some hearing experts, the fidelity gap between AM and FM would be virtually closed.

Bronwyn Jones, an audio expert at CBS Technology Center before it was shut down last month, said few people over the age of 30 are able to hear sounds over 10 khz. Most males start losing their ability to hear high frequencies in their late teens, she said, while most females lose it in their early 30's. According to one study, she said, loud noises, music and general noise pollution have accelerated hearing loss in recent decades.

In the real world, the ability to hear above 10 khz may be of little practical value. Jones said that low frequencies mask high frequencies so that the teen-ager with acute hearing listening to rock 'n' roll with a sustained heavy bass line still wouldn't be able to hear the highs. And Michael Rau, a staff engineer

## FM also out to improve service

It's hoped the NRSC standard and AM stereo will close the audio-quality gap between AM and FM and give the older service a chance to recover some of the audience (and revenues) lost to FM over the past two decades. But, in fact, it may be needed to insure the gap doesn't get any wider. FM is trying to improve itself, too.

Broadcasters' FM improvement efforts have been concentrated in the newly formed subcommittee of the National Association of Broadcasters Engineering Advisory Committee. According to Tom Keller, senior vice president, science and technology, NAB, the FM Transmission Subcommittee will devote its time and energy to helping to bring FMX to fruition, investigating the role of transmitting antennas in causing multipath reception problems, working with the International Radio Consultative Committee in developing a new "reference receiver" for use in allocations research, and studying a proposal to boost the power of Class A FM stations to a maximum of four kilowatts and the height of their antennas to 100 feet. According to Keller, a chairman for the new subcommittee has not yet been selected.

Perhaps the most important task on the subcommittee's agenda is to help FMX along. FMX, which was developed jointly by NAB and CBS to eliminate the noise penalty FM stations pay for broadcasting in stereo, calls for FM stations to broadcast a second relatively noise-free stereo difference channel in quadrature with the first. A new class of FMX radios would receive the second channel, providing stereo listening in areas where conventional service would have succumbed to noise.

The system has the potential of expanding the effective coverage of FM stereo stations three or four times—to that of its monophonic coverage. But independent tests of the system have revealed serious compatibility problems. In multipath reception conditions, the tests found, conventional FM radios do not fully reject the second FMX difference channel. The resulting crosstalk caused increased distortion, a worsening of the multipath effects and a loss of separation.

Keller acknowledges that the compatibility problem exists, but said technicians at the CBS Technology Center had been working on three different approaches to solving it when CBS shut down the center last month. The NAB, CBS and others desiring the invest in the technology have been meeting in recent weeks to decide "who will pay for [the continued development of the system] and who will own it," he said. Once that's settled, he said, the development can resume.

at the National Association of Broadcasters, said that in a car, engine and road noise attenuates the highs, making them more or less inaudible even to the best ears.

Charles Berlin, director of the Kresge Hearing Research Laboratories, part of the medical school of Louisiana State in New Orleans, said that if AM broadcasters can deliver 10 khz to the listeners, they will be at little disadvantage to their FM counterparts. Except for the people with "golden ears," he said, the difference between AM's 10 khz and FM's 15 khz would be negligible.

On the other hand, moving from 4 khz to

10 khz would be "a hell of a change," Berlin said. The highest key on a piano produces a fundamental frequency of 3.8 khz, he said, but every key produces "overtones" that occur at multiples of the fundamental frequencies and diminish in intensity the higher they get. It's the overtones that give instruments, particularly the human voice, their "richness," he said.

Viacom's Kramer concurs with others that few can hear frequencies above 10 khz. But, he said, electronically and artificially limiting the audio to 10 khz before transmission can be disconcerting to the ear. If the ear is allowed to "roll off" the highs naturally, he said, "the sound will be fuller."

The whole point of AM improvement efforts, of which the NRSC standard and AM stereo are a significant part, is to make AM more competitive with FM. Some skeptics say that AM will never sound as good as FM, pointing out even if AM fidelity were brought up to the same level as FM, the older medium would still be subject to all sorts of disruptive electrical noise caused by everything from lightning to lighting fixtures.

AM proponents concede that AM is more susceptible to electrical noise, but say that AM has some distinct advantages over FM, notably better propagation and freedom from multipath reception problems. Given stereo and hi-fi, they say, AM will be the medium of choice in the car regardless of programming. □

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## Broadcasters fight for UHF spectrum

**While groups including NAB and AMST are pushing to convince FCC to turn down plan to reallocate some TV spectrum, land-mobile interests seen by some as having upper hand**

The Association of Maximum Service Telecasters and the National Association of Broadcasters say they are continuing their effort to convince the FCC to drop a pending proposal to give additional UHF TV spectrum to the land-mobile radio services.

But, as of last week, it appeared that land mobile, without actually having to lobby its case, had the upper hand. One well-placed FCC source said a majority of the commissioners appeared to be "votes" for land mobile. Several sources also said FCC personnel were "skeptical" about broadcast arguments against the spectrum giveaway. James Quello appeared to be the only commissioner that broadcasters may be able to count on for a vote.

Precisely how the AMST and NAB will try to derail the proposal to permit land-mobile operators to use 28 UHF TV channels in eight of the top-10 markets remains to be seen. But the good news for broadcasters is that they will apparently have some time to try to bring a majority of the commissioners around to their point of view. Thomas Stanley, FCC chief engineer, told BROADCASTING last week that, "considering the weight" of the conflicting comments in the proceeding, he didn't think his office would be able to present a recommendation to the commissioners on the proposed reallocation before next February.

(In comments at the FCC, broadcasters generally opposed the FCC's proposals [BROADCASTING, July 21], and an industry advisory committee established by the FCC to investigate technical issues of spectrum sharing filed a report reflecting a deep difference of opinion between broadcasters, who contended that the sharing proposed could cause interference to UHF stations at twice the level considered acceptable for day-to-day viewing, and land-mobile interests, who alleged that the potential for increased interference is small [BROADCASTING, May 12].)

The news that broadcasters have time to argue their case would appear particularly welcome since little lobbying against the proposal, which also would drop co-channel protection ratios at a UHF TV station's predicted grade B service contour from 50 db to 40 db, has been done thus far. Greg DePriest, AMST vice president, said that association had made the rounds of the commissioner's offices in late September and early October to, among other things, voice concern that the proposal would not adequately protect broadcast service and would lead to a further "AMization" of the band. "We don't want to let what happened in the AM band [interference] happen in the TV bands," DePriest said. Yet Thomas Keller, NAB senior vice president for science and technology, said that association really hadn't started lobbying yet. "But this will be a major

item," Keller said. "We put more effort in this than any other technical item."

Dick Hollands, NAB senior vice president, television, told BROADCASTING that the association's UHF committee will be in Washington for its regular meeting next Thursday (Oct. 30). And the committee, according to Hollands, planned to visit the offices of all the commissioners to discuss the issue.

Hollands said the "basic pitch" was that UHF spectrum is a broadcasting resource—which might be needed for new broadcast technologies such as high-definition television—that "should not be given away because of the presumed needs [for spectrum] of land mobile." Another part of the argument, according to Hollands, is that land mobile can start using "actual state-of-the-art equipment" to meet its need for new channels. "It seems to us that they can accommodate their needs by more efficient use of the spectrum already assigned to them," Hollands said.

Keller said the association also planned to brief the FCC staff on data disputing assumptions upon which the commission built its sharing proposal.

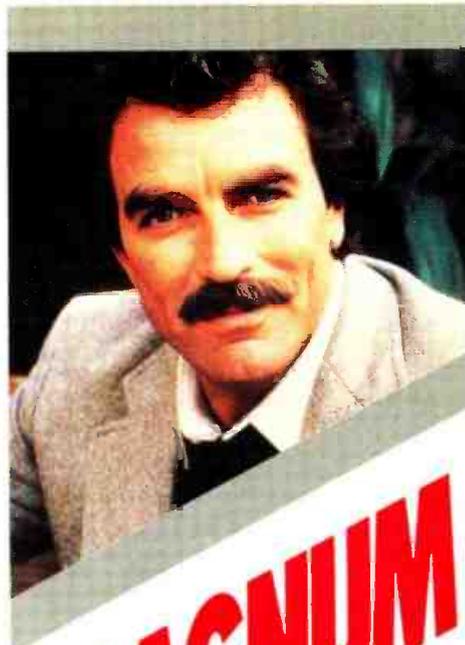
Perhaps not so coincidentally (NAB is arguing that the UHF spectrum should be retained for enhanced broadcast signals), AMST and NAB are planning an over-the-air advanced television project in the Washington area early in January to show members of the appropriate congressional committees and the FCC what HDTV is all about (see box, page 90).

How much impact that demonstration project will have is unclear, however. One well-placed FCC skeptic said he had received assurances from the broadcasting industry since the early 1970's that HDTV was just around the corner. "How many times do you have to hear the same thing?" this source asked. "If one were suspicious, one would guess they are timing the demonstration because of the [FCC's proposed reallocation] item."

This source also said that if broadcasters want to go to HDTV, they will have to come up with a way to fit it into their existing 6 mhz channels so they won't interfere with one another. "HDTV is going to come, but they are going to have to work on it to get it to fit in the existing 6 mhz to protect other broadcasters," the source said.

This source said other reasons for FCC skepticism about the broadcast claims were that broadcasters were arguing for "greater [interference] protection [from land mobile] than they get from each other." and that land mobile and broadcasters are already sharing UHF channels 14-20 in 13 cities, "and it works there," the source said.

The FCC source said the commission was aware of counterproposals by broadcasters that would give parts of channels to land mobile instead of six mhz chunks. And this source said those proposals would be given consideration. But those proposals might push up the costs of land-mobile equipment



# MAGNUM UPDATE

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to "exorbitant" levels and might not yield enough bandwidth to accommodate full land-mobile systems, the source pointed out.

Also according to the source, what is really fueling broadcast opposition to the reallocation is that "the big V's" think that the availability of UHF spectrum for broadcasting furnishes VHF's with an argument against VHF drop-ins.

AMST's DePriest said it was no secret that the drop-in consideration had been an association position for years. "But in this case, it's not particularly relevant because the question here is protection of existing

service," DePriest said.

On the argument that broadcasters would have to develop an HDTV technology that would fit into 6 mhz channels to avoid causing interference to other broadcasters, DePriest said: "That's an open question."

DePriest also said he was aware that the FCC has been using the sharing of UHF channels 14-20 as an argument in favor of the further sharing proposed. DePriest said New York was the only market of the 13 cities involved in the 14-20 sharing where interference protection had been reduced from 50 db to 40 db, but that the affected station actually gets about 58 db protection

because of the particular operating circumstances.

"Lack of complaints is not an indicator of anything," DePriest said, "because in many cases, people won't know what's causing interference or to whom to complain."

DePriest added that AMST's strategy would be to "try to keep the issue at a scientific rather than political level." DePriest said the test data submitted in the technical advisory committee report supported AMST's argument that the FCC's proposal would not afford broadcasters adequate protection "and would cause substantial loss of service within stations' Grade B contours." □

## Olympic tasks ahead for ABC and NBC

### Both networks are busy planning their strategies for covering 1988 summer and winter Olympics

For most broadcasters, the 1988 Olympics may seem far off, but for the planners at NBC and ABC, the events are quickly approaching.

NBC, which will cover the summer games in Seoul, South Korea, from Sept. 17 to Oct. 2., and ABC, which will broadcast the winter games Feb. 13-28, in Calgary, Canada, have already begun planning for basic coverage, and many key decisions are expected to be made in the next few weeks.

There will be little room for error once the games are under way. Up to 80% of NBC's planned 100-plus hours of summer games

coverage will be live, with most of the final events to be held in the morning in South Korea to coincide with prime time in the U.S. ABC also expects a large prime time audience because of the winter games' location in the Pacific time zone, and will concentrate on live broadcasts during much of its 90 hours of planned coverage.

NBC has made a "massive" commitment to cover the summer games, said Ken Aagaard vice president of Olympic operations. NBC's coverage will probably cost well over \$100 million, he said, and require the efforts of between 1,600 and 1,700 people, including about 600 engineers and 300 production staffers.

In addition, NBC News is contemplating remote broadcasts of the *Today* show and

*NBC Nightly News* from Seoul during the games, and their staffs will increase the number of NBC personnel in South Korea by "another 100 or so," said Aagaard. Decisions on talent to cover the games have not been reached; executive producer Mike Wietzman is expected to make that announcement in late 1987.

NBC's coverage will be based around a host feed from the Korean Broadcasting System (KBS) and Manhwa Broadcasting Corp. (MBC), Korea's leading broadcast networks. NBC was originally nervous about depending on a host feed from another broadcaster, according to Aagaard, but after seeing the Korean coverage of the recent Asian games, which he described as "damn good," NBC requested only minor changes.

## HDTV goes to Washington

Next January, an unusual pair of television signals will pass through the airwaves of Washington. The signals, carrying high-definition television to a handful of sites, are part of an advanced terrestrial TV broadcast demonstration organized jointly by the National Association of Broadcasters and the Association of Maximum Service Telecasters.

The demonstration is not promoting use of the Japanese-developed 1,125-line HDTV technology; rather, its goal is to help maintain the technical competitiveness of terrestrial TV services. According to project director Ben Crutchfield of NAB, with alternative and enhanced TV technologies under rapid development, broadcasters must try to persuade the FCC and Congress not to give away or allow the degradation of the UHF TV spectrum that could give broadcasters room to develop competitive advancements of their own in the future (see story above).

Crutchfield outlined the demonstrations for BROADCASTING.

The process will begin at the site of a WUSA-TV broadcast tower in Washington, where an HDTV videotape recorder will be used to run program material in the 1,125-line, 5.3:3 aspect ratio HDTV format. The HDTV signal, at this point 25 mhz wide, will be fed to an NHK-supplied encoder (dubbed MUSE for its use of "multiple sub-Nyquist sampling encoding" circuitry) which will reduce the signal by almost a third, to 8.1 mhz.

The MUSE bandwidth-reduced HDTV signal will then be transmitted in two forms. The first, using standard TV's vestigial sideband AM transmission, will be accomplished with a specialized transmitter manufactured by ITS and a modified antenna from Micro Communications. The AM signal, transmitted at 1.5

kw ERP, will be aired pending FCC authorization, over channels 58 and 59. The second signal will go out as a 1 w FM transmission in the 13 ghz direct-broadcast satellite band to demonstrate the capability of using the DBS band for terrestrial applications. A modified Harris antenna and transmitter will be used.

Three receiving points will be used, according to Crutchfield, one at NAB headquarters, another at the FCC and a third at the U.S. Capitol. At each of the receive points two special wideband receiver-demodulators will feed one or the other incoming signal to the MUSE decoder, which will then reconstitute the HDTV signal and pass it on for viewing either to HDTV video monitors or a large-screen HDTV projection unit. At the receive points, viewers will be able to switch between the AM and FM versions of the HDTV signal, and at least one site, will also be able to see the 1,125-line signal downconverted to standard 525-line NTSC for comparison purposes.

Among the viewing materials will be a 10-12-minute HDTV videotape of Washington scenes produced for the project by noncommercial WETA-TV Washington, HDTV videotapes from the 1984 Olympics, an Italian HDTV music video and other materials, including a possible 35mm film transfer to HDTV.

Already, initial stages of the demonstration have gotten underway, Crutchfield noted. In early October, the project tested the ITS transmitter, the receivers-demodulators and the Harris FM transmitter and receiver. Next month, over-the-air test broadcasts will begin and last through December, first with test signals, then with program material. If all goes well, the demonstration will then begin and continue through January.

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*To learn more about the Newsfeed or Breeders' Cup Day, call the Breeders' Cup Newsfeed staff at (703) 847-6662.*



Agard added that relations with the Korean broadcasters have been "open and candid."

NBC's present preoccupation is the construction and development of its international broadcast center. The center, soon to be home for more than 300 engineers, will be constructed by Korean contractors and farmed out to a turnkey operator for final construction. The center will contain two large main studios with more than 100 monitors and large Grass Valley Group switchers and four smaller studios for each of the one-hour morning, afternoon, prime time and late night shows, with editing rooms equipped with GVG 300 switchers. There will also be another 12 to 16 smaller editing rooms, each with three or four tape machines, and one large playback room with 20 M-II tape machines and a mix of seven other models.

Tests of the facility will begin in August or September 1987 with the final installation of equipment expected in January 1988.

NBC has divided the game's 26 venues in Seoul into four coverage areas with NBC augmenting the Korean host feed to a greater or lesser degree in each group. Track and field and gymnastics, where NBC will put its greatest emphasis, represent the first group events. These are the largest venues to be covered. Having many different individual events going on at the same time, both will have three separate feeds. Most of the coverage of these events will come from

NBC cameras, Aagaard said, although the actual number of cameras depends on what the host feed has to offer.

A second group of events—swimming, basketball, volleyball, boxing and water polo and diving—will require fewer cameras and while not as involved in terms of sheer manpower, will receive a great deal of direct NBC coverage.

A third group will be covered generally with small mobile units augmenting the host feed. These sports include tennis, soccer, wrestling, weight lifting, cycling, rowing, canoeing and baseball.

The fourth group will be covered by the host feed almost exclusively but NBC may occasionally use a mobile unit to augment the coverage. These activities will include Tae Kwon Do, judo, archery, equestrian sports, fencing, table tennis, handball, shooting, hockey and yachting.

Transmission for NBC will be handled on a satellite to be determined with two outgoing and one incoming paths. One outgoing path will be operated on a 24-hour basis, with the other as backup. The incoming path will operate on a bookable basis for feeds to Korea from the U.S. NBC will use Korean Telephone Authority dishes for its ground station. The broadcast signal from South Korea will be picked up in both Burbank, Calif., and New York, but a control site has yet to be determined. NBC may choose to emanate the network from both spots or use

one path for air and the other as backup.

ABC is also still in the earlier planning stages of its coverage. Joe Debonis, general manager of field and studio operations, said that ABC is still in negotiations with Canadian broadcasters about how the coverage of events will be split, and that it will probably be another two months before negotiations are complete and ABC knows how many people it needs.

Marvin Bader, vice president of Olympic operations, estimated that ABC will send 700 to 750 people, about 400 of whom will be engineers. As for broadcast talent, many ABC executives felt strongly that Jim McKay would be back to cover the Calgary games.

ABC's coverage of the winter games will also center on the host broadcasters' feed, and Debonis said ABC would probably supplement all the feeds with its own cameras, but the exact layout of the coverage is still being determined. ABC will definitely augment certain events that are considered more interesting to American viewers: figure skating and alpine events, for example. Sports to be covered are: alpine skiing, giant slalom, special slalom, ski jumping, cross-country skiing, figure skating, compulsory skating, speed skating, ice hockey (at two stadiums), biathlon (cross-country skiing and shooting combined) and curling.

ABC will be building its broadcast center completely in-house. The center, which Debonis described as a complete new television station on location, will contain two control rooms, an on-air and pre-set studio and more than 50 videotape machines. The center will have a complete master control, routing switcher and extensive graphics. It is expected to be completed in June or July 1987. ABC will also take along 12 mobile "up close and personal" units, each with one or two cameras.

The network has yet to decide what new equipment it intends to buy for the Olympics, although operations executives confirmed there would be no purchases of new portable half-inch videotape systems for the games ("Closed Circuit," Oct. 20). Bader said they will be looking at other new developments up until the games.

As for NBC, that network expects to concentrate on the basics for the broadcasts with less emphasis on graphics and new devices than before. "In the past," said Aagaard, "we've seen a tendency for the spectacular to screw up the ordinary." This year NBC is concerned about the quality of graphics more than quantity. "New things may come along by the Olympics," said Aagaard, "but for now we just want to get the basics down." NBC will be using much of the latest equipment and expects to exploit the use of portable, point-of-view cameras, but will not be pioneering much new equipment.

The possible exception is high-definition television. NBC is reviewing 1,125-line HDTV converted to American 525-line NTSC standards for use in the Olympics and was said to be considering using some converted HDTV footage on last Sunday's (Oct. 25) *Sports World* ("Closed Circuit," Oct. 20). □

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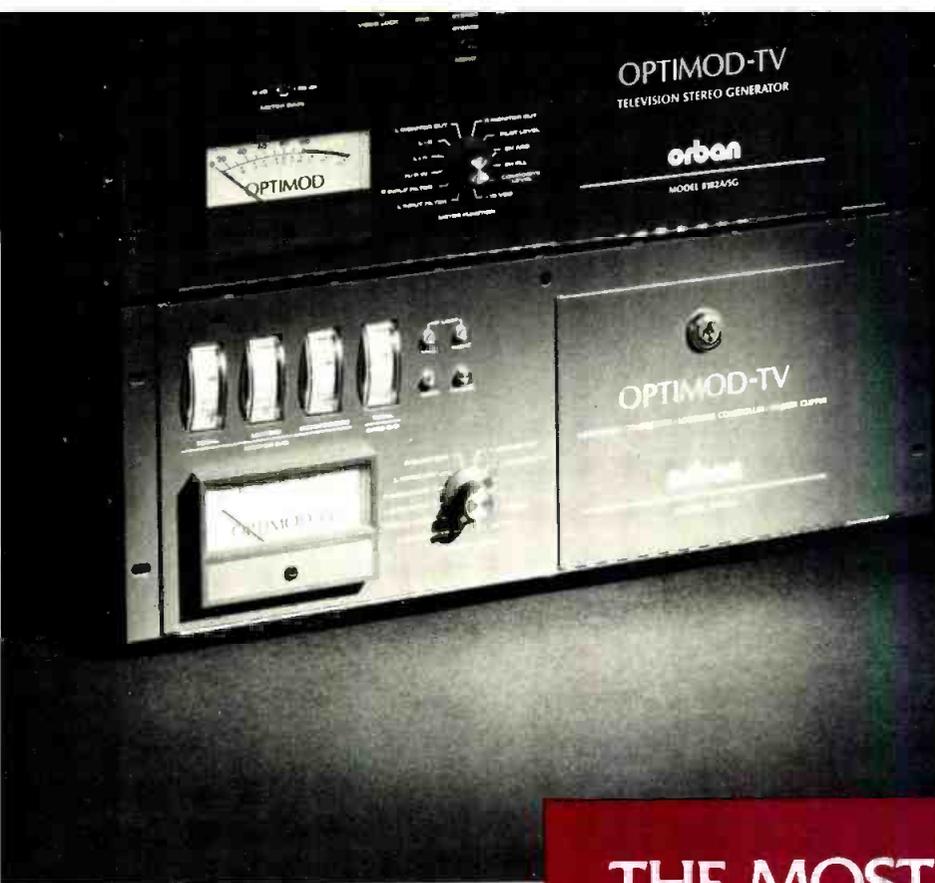
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## MIPCOM gathering momentum

**Attendance by buyers and sellers is way up; many see Cannes passing London as biggest fall show—even giving MIP-TV a run for its money**

Generations of Americans have been lured to the south of France by its sun and beaches and its elegance. Bernard Chevry, president of the MIDEM Organization, has taken advantage of those gifts of nature and of the French, and added his own organizational and marketing skills to develop a series of annual entertainment-related trade fairs, all held in Cannes, all successful. The latest example is MIPCOM, which concluded its second run, of five days, last Tuesday. And by many accounts, the market that is designed to bring together buyers and sellers of programming for television, cable television, home video and satellite services is now firmly entrenched as a major factor in the year-round series of such markets.

MIPCOM (the abbreviation stands for Marche International des Films et des Programmes Pour la TV, La Video, le Cable et le Satellite) last year replaced the market (VIDCOM) in the MIDEM stable that had been created five years earlier to serve sellers and buyers of video product. And MIPCOM now appears to have developed into a serious competitive threat to the London Market, which is to be held next month. A number of American program distributors said they would skip the London Market this year, that they were satisfied with MIPCOM and did not think the expense of exhibiting at both markets could be justified. That would appear to leave MIDCOM as the dominant fall television market. (The television section of the MIFED theatrical film and television festival, now under way in Milan, Italy, had already been written off by most exhibitors.)

MIPCOM produced its normal budget of announcements of multimillion-dollar sales. Worldvision, for instance, reported sales of "over \$4 million" on Sunday (a day after New World Television grabbed the front page of the daily *MIPCOM News* with word

of \$3 million in sales). And Worldvision's senior vice president of international sales, Bert Cohen, was one of those who said he would pass up the London Market. "This is a better venue for selling programs," he said. "There are better facilities, more room." And in the much smaller city of Cannes, he said, "it's easier for everyone" to deal. Or as more than one exhibitor put it, doing business on the French Riviera in October is far preferable to doing business in London in November.

Herb Granath, president of ABC Video Enterprises, was another of those who said his company was doing well at MIPCOM—with interest shown in product like *Amerika*, the controversial 12-hour mini-series about life in America after it is taken over by the USSR, and *Moonlighting* ("It fits the European idea of what an adventure-romantic comedy should be")—and would not exhibit at the London market. "My guess is that London will disappear," Granath said. "It looks like Bernard Chevry has worked his magic again." If so, it may be the last time. Chevry sold the MIDEM Organization last summer to the United Kingdom's independent television network, TVS. However, he remains president of the organization for another three years.

The key to the success of MIPCOM is the presence of buyers. There were 550 of them looking for television product and 250 of them interested in video material, compared with 277 buyers of television and 145 of video programming in 1985. Where the buyers go, sellers are sure to follow. And that's how what the world will watch on television is decided.

MIDEM, incidentally, does not depend only on sun and sand to draw the buyers from around the world—from Malaysia to Australia to Japan and the United Kingdom and Germany. Barney Bernhard, international sales manager for the MIDEM Organization, acknowledged that MIDEM helps improve the odds that the important ones participate. He said the MIDEM Organization paid the hotel bills of "more than 600" buyers. He also said major exhibitors were

given special consideration: Those who took 10 or more units of space both at MIP-TV in April and at MIPCOM were given a 10% discount. It wasn't clear how many exhibitors qualified for that discount, but there were substantially more exhibitors at 1986's MIPCOM than at last year's—356 as against 238.

Apart from everything else, a major factor in the success of MIPCOM, at least from the American point of view, is the timing. Since it comes several weeks after the start of the network television season, American producers and distributors have a track record of ratings on which to base their sales pitch (assuming the ratings are worth bragging about). By contrast, MIP-TV, the dominant market for the sale of television programming, is held in April, as one television season is ending but before programming decisions for the next have been made.

One development that was beyond MIDEM's control last week was the one-day strike that shut down the country on the final day of the market. Some of the participants scrambled to leave Cannes on Monday (fearful, oddly enough, of being stuck in a place some people would kill to visit). But it wasn't clear what effect, if any, that had on the market.

All told, there were some 3,200 in attendance last week, from 80 countries, an increase of 700 over 1985. Still, to exhibitors accustomed to the crush of thousands of people at MIP-TV, not to mention at an American NATPE, the number of people walking the floor was disappointing—squads instead of divisions. Guy Mazzeo, executive vice president of Blair Entertainment, when asked to comment on the traffic, said: "Bupkis." Gesturing at the empty hall running past the Blair exhibit, he said, "In past MIP's, you couldn't spit without hitting anyone. Here, you could shoot a machine gun and not hit anyone."

Perhaps, but exhibitors' screening rooms were usually occupied by prospective buyers, and exhibitors generally felt the quality of the buyer more than made up for the lack of quantity. "People at MIP-TV aren't seri-



ous," said Michael Jay Solomon, president of Lorimar-Telepictures. "Here you have serious buyers, so you can spend more time with the client." Indeed he did. On Monday, a spokesperson for the company said it had done in excess of \$10 million worth of business as of Sunday, split almost evenly between television and home video product. The home video material was sold to buyers from Greece, Venezuela and Argentina. The television programming, mostly series that Lorimar produced for network and first-run syndication, went to buyers in the same countries, plus Italy, England, France, Spain, Sweden, Norway and Denmark.

The interest of the foreign buyers was wide-ranging. Sonja Mendes, director of sales for CBS Broadcast International, for instance, reported sales of *Sisters in the Name of Love*, a one-hour music special, two Snoopy specials (*A Boy Named Charlie Brown* and *Snoopy Come Home*), some television movies and the network's news magazine programs (*60 Minutes* and *West 57th*). She also said buyers from Scandinavia, France and the United Kingdom had shown interest in the CBS News special on crack, *48 Hours on Crack Street*. CBS also sold two of its shows—*If Tomorrow Comes* and *Twilight Zone*—in a number of Europe's major markets. Mendes provided no figures, but she did not seem disappointed with the way the sales effort was going.

Western World's Matthew Ody, whose company sells programs produced by non-commercial WGBH(TV) Boston as well as by the Australian ABC and the BBC, among others, had written to a number of buyers in advance of MIPCOM, with the result that his appointment book seemed like a page out of the United Nations directory: Callers came from Poland, Scandinavia, South Africa, West Germany, Malaysia, the Benelux countries, Thailand, Italy, Portugal, Greece, Holland, Turkey, the United Kingdom, France, Canada, Argentina, Peru, Chile and Mexico. Ody even saw some Americans. How was business? "Brisk to good," with sales including documentaries, feature films, music specials (a buyer from Greece, for instance, bought *Kenny and Dolly*) and variety series.

The increasing market for programming was evidenced at MIPCOM by the presence of representatives of the new frontier in program distribution: the satellite service.

The SES (Societe Europeenne des Satellites) of Luxembourg held a press conference to promote its Astra—"Europe's 16-channel television satellite"—and what would be the first privately owned satellite in Europe. The medium-power satellite that will beam advertiser-supported and pay programming to small backyard earth stations (0.85 meters) and cable television systems all over Europe is scheduled for launch aboard an Ariane rocket in February 1988.

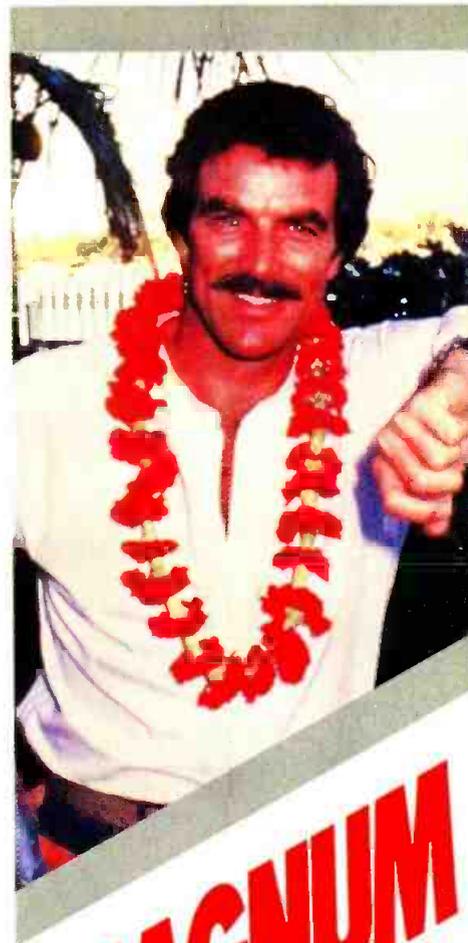
One problem that Marcus Bicknell, SES's commercial director, brushed past in describing the organization's plans and hopes is the difficulty it is encountering in coordinating the satellite with Eutelsat, the organization of European countries that operates satellites serving the European community. He said after the press conference that Eutelsat was proposing difficult restrictions on Astra

**Program expansion.** Communications Equity Associates, the Tampa, Fla.-based broadcast station brokerage, has announced long-range plans to establish a media and entertainment investment banking firm. To investigate ways to establish the firm, CEA Chairman J. Patrick Michaels announced the appointment of William D. Simon, vice president of a British company, Heron Communications, as vice president, entertainment industries. Along with experience in program financing and distribution, Simon has held political positions as staff assistant to former Representative Thomas M. Rees (D-Calif.) and later as deputy staff secretary to former President Jimmy Carter.

to avoid competition. Bicknell said Astra's lawyers do not believe coordination is required, since Astra would be used to provide a specialized service. However, he also said SES had offered Eutelsat a financial payment to ease the coordination problems—\$70 million over the next 10 years. Bicknell also said that while steps would be taken to avoid interference with other satellites, Astra will be launched on schedule, regardless of whether formal coordination has been achieved. Intelsat coordination would also be required, but Bicknell did not appear to be as concerned about dealing with that organization.

Another would-be satellite service was also shown off at MIPCOM. But TeleDiffusion de France was satisfied with a booth in which it demonstrated, by simulation, the signal and sound available from the D2-MAC system with which the TDF 1 and TDF 2 high-power, direct broadcasting satellites will be equipped. The first satellite is to be launched next September aboard an Ariane rocket. Together, the two TDF satellites will offer a maximum of five broadcasting channels. But the D2-MAC, which has been adopted as the single European transmission standard for a direct broadcasting satellite service, would permit the broadcast on each of the channels of either a television program along with four very high quality digital sound programs or eight good quality digital sound programs, or 12 very high quality digital stereophonic programs.

Developments like the emergence of satellite television encourage the MIDEM organization in the belief that there is a need for both MIP-TV in April and MIPCOM in October. MIDEM's Bernhard noted that the future of cable television is still before it in Europe; growth of the service has been much slower than in the U.S. And while the U.S. is fairly well saturated with television stations, he noted, there is room for "dynamic growth" in the number of television outlets in Europe. Furthermore, he said, the peculiar American interest in or need for a market a few weeks into the new network season cannot be controlling. "You can't organize a market around something that happens in October," he said. "This [MIPCOM] is done for television, video, cable and satellites." He would not say that MIP-TV would be overshadowed, in the MIDEM Organiza-



# MAGNUM UPDATE

## MIAMI

WTVJ 4PM M-F

■ Continues to beat last year's rating by 40%

## MCA TV

OUR HOURS WILL MAKE YOUR DAY.

Source: Nielsen Metered Market Overnights, September 15-October 10, 1986. NSI October 1985.

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DEM Organization's scheme of things, by MIPCOM. But he predicted that "in three or four years, many U.S. companies will have a larger presence at MIPCOM than at MIP-TV."

Certainly some exhibitors are beginning to express doubts about appearing at both MIP's. Ken Page, chief executive officer of

Gilson International, which distributes MTM product, said that next year may be his last MIP-TV. Indeed, he seems to be one of those who seduced by the Cannes environment. At one point, he said in an interview near his booth, "The only reason to come is business. And business has been excellent." MIP-TV, he added, is "not as good as MIP-

COM." Indeed, he said MIP-TV's value is hurt by its following another market, the Monte Carlo festival, by two months. And "the timing of MIPCOM is terrific." But then he said: "It's good to be here for wining and dining without making deals. People come to MIP-TV to reinforce contacts—for fun and friends." □

## College Satellite Network is off and running

### College-oriented news and concert programming network launches premiere broadcast with live London concert

The College Satellite Network—a public affairs and entertainment program service for colleges with C-band satellite receive capability—was officially launched two weeks ago with a four-hour broadcast that included two *Nightline*-type discussions on U.S. foreign policy and a live concert from London.

According to CSN President Jack Calmes, the premiere broadcast was troubled by a couple of technical glitches. The musical portion of the broadcast, which featured several popular British groups, was preceded by a press conference with reporters at various club sites patched together by phone line via Westar V. The entertainment portion of the event was fed over Westar IV, however, and there was some trouble getting the club sites switched over to the right satellite. The concert was fed to receive points by Bright Star Communications in London. There was also a "phase-cancelled sound"

problem for about the first 30 minutes of the first band's performance, said Calmes. He said the people at Bright Star were apparently unaware of the problem for so long because they did not have a monitor loop from the originating point back to the uplink facility. "I was crazed," said Calmes, noting that the audio during the troubled segment made the band sound like they were playing into a "microphone in a toilet." Once that problem was reversed, however, things went smoothly, he said.

For its first season, the 1986-87 school year, CSN is planning of five broadcasts, with the remaining four to follow in November, February, March and April. Each four-hour broadcast will have a public affairs segment, followed by a concert, roughly equal in duration. For example, the public affairs segment of the Oct. 15 broadcast featured two discussions on different aspects of U.S. foreign policy—Latin America and South Africa. Panelists included Elliot Abrams, assistant secretary of state for inter-American affairs, Senator Paul Sarbanes (D-Md.) and

Representative Michael Barnes (D-Md.). Also on the panel were anti-apartheid activist Randall Robinson, actor Mike Farrell and musician Jackson Browne. The congressman spoke from Washington, while Farrell was patched in from California and Browne from Milan, Italy. The feed went out to 293 colleges throughout the country, said Calmes. And the feed was set up so that students could phone in to question or comment on the statements of the panelists. WETA Communications, a subsidiary of the Washington-based public television station, is supplying CSN's domestic feed.

The concert that followed featured Big Country, Simple Minds, Simply Red and Spandau Ballet. Calmes said that the two events are marketed "separately" and attracted different campus audiences. He estimated that a minimum of 80,000 to 90,000 students watched the broadcast nationwide.

This year colleges participating in CSN will receive all programs free, said Calmes. Next year, however, schools will be charged for the "basic" program service, and there

## Four in a row for NBC

Week four of the prime time season, like the three before it, belongs to NBC. The network handily beat out ABC and CBS with a 19.6 rating/31 share. CBS came in second with a 16.7/26, while ABC held third place with a 14.6/23. In evening news, CBS and NBC tied for first place with a 10.6/20. ABC had a 10.4/21, but its figures are for four days only. (On Wednesday, *World News Tonight* was pre-empted by the National League playoff game, which ran into extra innings. On Tuesday, the news program didn't run in some western markets, again due to the playoffs.)

Last year's stats for prime time were: NBC 19.4/30, CBS 16.6/26 and ABC 16.3/25. Last year's news numbers were: CBS 12.7/24, NBC 10.4/21 and ABC 10.3/19. HUT levels (homes using television) were 63.5% compared with last year's 64.0%.

For the season to date, NBC has an 18.6/30, CBS a 16.2/26 and ABC a 15.0/24.

ABC had no shows in the top 10 for week four, while NBC had six and CBS four. NBC's *Cosby*, *Family Ties* and *Cheers* again remain the top three rated programs. The second World Series game tied with *Night Court* for fourth place. This pushed *Murder, She Wrote* down to sixth place. The first World Series game came in at seventh. *60 Minutes* and *Dallas* tied for eighth place, while *Newhart* closed out the top 10.

The American League games seven and six ranked 11th and 12th, respectively. This gave ABC its two wins (Tuesday and Wednesday). NBC won Thursday, Saturday and Sunday. CBS took Monday and Friday.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	38.7/57
2.	Family Ties	NBC	34.9/52
3.	Cheers	NBC	29.8/44
4.	World Series, Game 2	NBC	25.5/41
5.	Night Court	NBC	25.5/39
6.	Murder She Wrote	CBS	24.3/35
7.	World Series, Game 1	NBC	24.2/42
8.	60 Minutes	CBS	22.1/36
9.	Dallas	CBS	22.1/36
10.	Newhart	CBS	21.5/31
11.	Baseball, AL Champ. Game 7	NBC	21.3/33
12.	Baseball, AL Champ. Game 6	ABC	21.0/34
13.	CBS Sunday Movie	CBS	20.0/30
14.	Country Music Awards	CBS	19.2/28
15.	NBC Monday Night Movies	NBC	19.1/30
16.	Highway to Heaven	NBC	18.9/29
17.	Kate & Allie	CBS	18.7/28
18.	World Series, pregame 2	NBC	18.6/29
19.	Baseball, AL pregame 7	ABC	18.3/31
20.	Matlock	NBC	18.1/27
21.	Hill Street Blues	NBC	18.0/31
22.	Magnum P.I.	CBS	17.8/26

Rank □ Show □ Network □ Rating/Share

23.	Falcon Crest	CBS	17.5/31
24.	Equalizer	CBS	17.5/28
25.	Gimme a Break	NBC	17.2/25
26.	Miami Vice	NBC	17.1/28
27.	NFL Monday Night Football	ABC	16.7/28
28.	Knots Landing	CBS	16.7/25
29.	CBS Tuesday Movie	CBS	16.5/26
30.	World Series, pregame 1	NBC	16.4/31
31.	You Again?	NBC	16.0/24
32.	Baseball, AL pregame 6	ABC	15.4/26
33.	20/20	ABC	15.2/28
34.	St. Elsewhere	NBC	15.0/24
35.	Webster	ABC	14.9/26
36.	L.A. Law	NBC	14.8/26
37.	Wizard	CBS	14.7/22
38.	Mr. Belvedere	ABC	14.4/24
39.	ALF	NBC	14.4/21
40.	Crime Story	NBC	14.3/21
41.	Scarecrow & Mrs. King	CBS	13.8/24
42.	Amazing Stories	NBC	13.6/20
43.	Simon & Simon	CBS	13.0/20
44.	Together We Stand	CBS	13.0/20

Rank □ Show □ Network □ Rating/Share

45.	Spenser: For Hire	ABC	12.7/22
46.	Kay O'Brien, Surgeon	CBS	12.7/22
47.	Better Days	CBS	12.6/19
48.	ABC Sunday Night Movie	ABC	12.4/18
49.	A Team	NBC	12.4/21
50.	Mike Hammer	CBS	12.3/21
51.	ABC News Special	ABC	12.2/19
52.	1986	NBC	11.9/20
53.	Life With Lucy	ABC	11.5/20
54.	Downtown	CBS	10.8/19
55.	Our House	NBC	10.8/18
56.	Disney Sunday Movie	ABC	10.7/16
57.	Sledge Hammer	CBS	10.0/16
58.	Starman	ABC	9.9/17
59.	Ellen Burstyn Show	ABC	9.5/18
60.	Twilight Zone	CBS	9.5/17
61.	Colbys	ABC	9.2/14
62.	Sidekicks	ABC	8.9/14
63.	Heart of the City	ABC	8.9/15
64.	Our World	ABC	8.3/10

\*Indicates premiere episode

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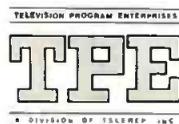
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DENVER + 25%, 12:30-1 PM on KUSA-TV\*\*  
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may be additional special "pay events" as well. The participating schools are responsible for picking the feed off the bird and for arranging display of the programs on large-screen (20-foot) projection systems. Calmes said each CSN broadcast costs between \$300,000 and \$400,000 to produce and promote.

The CSN programming is intended to be advertiser supported and Pepsi Co. is the network's first major sponsor with a two-year commitment worth more than \$1 million. CSN is currently talking to a number of other advertisers.

Currently, CSN, based in Dallas, is privately held, the principal stockholders being Calmes and CSN Chairman Charles Benton. Another shareholder is Dick Asher, president of Polygram Records. Benton is also chairman of Public Media Inc., Chicago, which distributes educational and entertainment films to the college market. Calmes was the founder and former president of Showco Inc., which produced the concert tours of musicians such as Janis Joplin, The Doors and The Rolling Stones. Plans are currently in progress to take the company public. CSN has submitted its plan for a public offering to the Securities and Exchange Commission and is awaiting word from the commission on whether the company can proceed. □

## From 'Divorce Court' to 'Parole Board'

Latest in reality-based shows to come from TPS: reenactments of parole hearings in prisons

Encouraged by the early ratings on the new reality-based courtroom shows introduced this fall, Television Program Source is offering a half-hour strip that will reenact parole board hearings from prison. The show, *Parole Board*, will be produced by Columbia Pictures Television, which, along with Bob Peyton and Alan Bruce Bennett, is a partner in Television Program Source.

Peyton said the ratings news on the new court shows "was a good enough reason for a new one." There are now four "reality-based" court shows in existence. And there is enough material for the new show, its producers say: Statistics show one male prison inmate out of every 35 is paroled within two years and that there are 120,000 parole hearings annually.

Peyton said the new show could stand alone or be paired with other reality-based shows. The CBS-owned stations already employ such "court blocks" on their schedules. Peyton said that the show will be aimed at affiliates for mornings, early fringe or late night. CBS-affiliate WUSA(TV) Washington currently uses *Divorce Court* during late night.

*Parole Board* will feature two re-enactments of parole board cases in each hour. A three-member panel consisting of two men and one woman—with the men representing conservative and liberal perspectives and the woman representing still another point of view—will judge cases. The

three judges will be played by the same actors in each episode, with supporting cast played by guest actors.

The show's executive producer will be Earl Greenberg, former NBC vice president of daytime television. Bill Glenn, director of *The Young and the Restless* for nine years, will direct the show, and Anne Howard Bailey, head writer on *General Hospital* for the last five years, will be executive story editor. Television Program Source will make 36-week deals on the show, with sales being on a cash-plus-barter basis. Peyton said that clearances will begin in earnest once stations have more ratings evidence in hand on this season's premieres.

Television Program Source will also take to NATPE a Mark Goodson produced game show for fall 1987. Columbia Pictures Television is working on a one-hour talk variety show hosted by Willard Scott. □

## The program axe falls first at CBS

Wednesday and Saturday nights are in first rounds of cuts

One of the networks had to start the first round of inevitable prime time program cancellations this season, and last week CBS took the initiative, dumping three programs, although the network claimed that two of the shows may be back at unspecified future dates. As a result of the cancellations, CBS is rearranging its schedule on Wednesday and Saturday nights.

*Better Days*, from Magnum-Thunder Road in association with Universal, the network's new sitcom on Wednesdays at 8:30 p.m., will have its last broadcast on Oct. 29. The program averaged an 11.7 rating and an 18 share over three broadcasts. The program that precedes it, *Together We Stand*, from Burton/Schwartz, also in association with Universal, will go on "hiatus" that same evening. In its first four outings, *Together* averaged a 13.4/21. The program's premiere broadcast received a 17.1/26, but the three subsequent episodes didn't come close to matching even those numbers.

CBS is also putting its in-house production, *Twilight Zone*, on ice. The one-hour program will have its last broadcast Saturday, Oct. 25, at 10 p.m. Over the first four weeks of the new season, the second-year show averaged a 9.8/18. Effective Nov. 1, CBS will program a Saturday night movie from 9 to 11 p.m., after *Downtown*, the first-season, one-hour drama from Ron Samuels Productions in association with Tri-Star, which has also been a ratings under-performer at 8 p.m. Its first episode averaged an 11.9/23, but the three subsequent episodes have averaged a 10.8/19. The CBS movie will go up against NBC's dominant lineup of *Golden Girls*, *Amen* and *Hunter* and *Heart of the City* and *Spenser: For Hire* on ABC.

The network is taking *The New Mike Hammer*, which has been airing on Saturday from 9 to 10 p.m., and putting it in the Wednesday 8 to 9 p.m. slot effective Nov. 5. *Hammer* has also performed poorly in the ratings so



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far this season, averaging an 11.1/19 over the first four weeks. The new Wednesday lineup will have *Hammer* followed by *Magnum, P.I.* at 9 p.m. and *The Equalizer* at 10 p.m. *Hammer's* new competition on Wednesday at 8 p.m. will be *Perfect Strangers* and *Head of the Class* on ABC and *Highway to Heaven* on NBC. The first Saturday movie on CBS will be *Vengeance: The Story of Tony Cimo*, about a man who hires a contract killer to murder his parents. □

## Conway returns to syndication

Tim Conway is getting back into television with a half-hour syndicated comedy show to be distributed by Carol Burnett's C.B. Distribution next fall. *Tim Conway's 'Scue Me* will feature such guest comedians as Jonathan Winters, Robin Williams and Carol Burnett, as well as unknown comedians whom Conway will search out in comedy clubs. Conway's wife, Julie Dees, who hosts a syndicated comedy radio program, will also appear in the show.

The show will be produced by Longshot

Productions, and will consist mainly of comedy sketches similar to those seen on the *Carol Burnett Show*.

JoAnne Leighton, director of sales at C.B., said that Conway has been "thrilled with the response" to the show. "People want to be in it." Conway plans to shoot two to three times as many sketches as necessary for the show, and include the best in the program.

Lang Elliot, who has worked with Conway for 15 years, will be executive producer of the show, and Tom Egan will be producer. Elliot and Egan worked together on the theatrical, "The Long Shot." Roger Beatty, who directed *She's My Mama* in its network run, as well as *Carol Burnett and Friends*, will direct the new show, which will be shot at Glendale studios.

There will be 22 episodes of *Tim Conway's 'Scue Me* that will be sold on a cash-plus-barter basis, with C.B. holding back one minute, and stations getting four-and-a-half minutes. Leighton said that the show is designed for early evenings on weekends, but could also be worked into sitcom checkboards.

Conway is financing the new production

by offering it as a limited partnership, the Tim Conway Television Group I. Net proceeds of \$3.4 million are expected.

The agreement with C.B. said that if, by Feb. 28, 1987, it does not receive binding commitments of at least one million dollars from stations, the remainder of the offering will be returned to the limited partners. The prospectus for the offering, being made by Dallas-based Weber, Hall, Sale & Associates, said that the stations so far approached, "... have indicated strong interest in the series, although formal negotiations will not commence until the closing of the offering." C.B. would be entitled to 30% of revenue from cash sales and 15% of revenues from barter sales, with one half of its fees deferred until the partnership recoups its investment. Initially, net income or losses would be allocated 99% to the limited partners up to the amount of their contributions, after which, in case of income, split with general partner would be 60%/40%.

Actual production costs are scheduled to be \$100,000 per episode, of which Conway would get \$10,000 and Elliott, \$5,000. Conway is also scheduled to be in a first-run sitcom, financed by Procter and Gamble. □

## Syndication Marketplace

**King World** reports that *Wheel of Fortune* has been renewed in two-year deals (for the 1986-87, 1987-88 seasons) in 204 markets covering 99.66% of the country. King World president of domestic distribution, Sid Cohen, said the deals were expanded to two years at the request of stations. Sales for the top-rated syndicated show are on a cash-plus-barter basis, with stations getting five-and-a-half minutes of advertising time (plus a 93-second end break), and King World keeping one minute. *Wheel* began airing on NBC's daytime schedule in 1975, and began in syndication in 1983.

King World has also added 15 markets to its *Jeopardy* lineup to bring that show's total to 193 markets covering 98.5% of the country. *Jeopardy* is sold for the same terms as *Wheel*. On Oct. 28 and 29, the show will film its second annual "Tournament of Champions," featuring five previously undefeated players (who have won five games) and 10 four-time winners. The 15 players will compete for a grand prize of \$100,000 in cash. The "Tournament of Champions" shows will air nationally during the weeks of Nov. 10 and 17. The new *Jeopardy* stations are KNST(TV) Topeka, Kan.; KRIS-TV Corpus Christi, Tex.; KFTY(TV) Santa Rosa, Calif.; KYTV(TV) Springfield, Mo.; KBJR-TV Duluth, Minn.; KDUH-TV Cheyenne, Wyo.; KPAX-TV Butte, Mont.; KGEN-TV Waco, Tex.; KAIT-TV Jonesboro, Ark.; KRIV(TV) Great Falls, Mont.; KBIM-TV Roswell, N.M.; KEYC-TV Mankato, Minn.; WLUC-TV Marquette, Wis.; WHIZ-TV Zanesville, Ohio, and WAGM-TV Presque Isle, Me.

**D.L. Taffner** reports that prior to the death of Ted Knight in late August, *The Ted Knight Show* was cleared in 10 more markets, and that following his death another eight stations bought the show to bring its market total to 116. Stations now carrying *Knight* are being offered *Three Apartments* (BROADCASTING, Oct. 20) as a replacement. Those stations, however, have not yet committed to the new show. *The Ted Knight Show* was sold on a cash-plus-barter basis with Taffner holding back three 30-second spots. Among stations that committed to *The Ted Knight Show* prior to Knight's death were KEYT(TV) Santa Barbara, Calif.; WCAV-TV Nashville; KRRT(TV) San Antonio, Tex.; WMKW-TV Memphis; WTVZ(TV) Norfolk, Va., and WNOL-TV New Orleans.

**Tribune Entertainment** reports that it has cleared *The Hollywood Christmas Parade* in 122 markets covering 78% of the country. The parade takes place in Hollywood on Nov. 30, and will be shown in two-hour form, produced by Tribune's KTLA(TV) Los Angeles, during a Dec. 1-28 window. Lee Meriwether and Bob Eubanks will host. The events will be sold on a barter basis, with 12 minutes for stations and 12 minutes for Tribune. Along with the Tribune stations, the parade will be carried by KTVU(TV) San Francisco, WLVI-TV Boston, WKBD-TV

Detroit, WPLG(TV) Miami and WTOG(TV) St. Petersburg, Fla.

**ITC Entertainment** reports that it has cleared its movie package, "Volume Six," consisting of 16 pictures, in 38 markets, including eight of the top 10. Among the stations are KHJ-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, WBZ-TV Boston and WXYZ-TV Detroit. Volume Six includes such titles as "Amos," starring Kirk Douglas; "Malice in Wonderland," starring Elizabeth Taylor, and "Not My Kids," starring George Segal and Stockard Channing. ITC also recently acquired from the Vista Organization "At Mother's Request," a four-hour mini-series to be telecast by CBS this year.

**Baruch Television Group**, a new Washington-based distribution company formed by Ed Baruch, former director of marketing and sales at now defunct DCA Teleproductions ("Closed Circuit," Oct. 6), reports clearing its first offering, *Stephen King's World of Horror*, on 154 stations covering over 86% of the country. The one-hour special, produced by Simmons/Oganesoff, investigates the works of terror/suspense author King, such as "Carrie," "The Shining," "Firestarter," "Cujo," "Night Shift" and others. Sales of the program for a Oct. 10-30 window, are on a barter basis with six minutes for Baruch and six minutes for stations. Baruch sold the show to WNBC-TV New York, KNBC(TV) Los Angeles, WMAO-TV Chicago, WBZ-TV Boston, WXYZ-TV Detroit and WRC-TV Washington.

**GGP Sports** reports that it has signed 112 of the 147 stations that carried seven *World Cup Skiing* specials to carry them again during a December 1986 through March 1987 window. In addition to the seven races, stations also get the *U.S. Open* from Copper Mountain, Colo., and the *John Denver Celebrity Ski Classic* from Heavenly Valley, Calif. In each of the one-hour specials, stations get six-and-a-half minutes, and GGP keeps five-and-a-half minutes. Among stations that will carry the races are WABC-TV New York, KABC-TV Los Angeles, WCVB-TV Boston, KRON-TV San Francisco and WXYZ-TV Detroit. GGP President Bob Horowitz said that 88 of the stations buying the races are ABC and NBC affiliates who will tie in sales of time in the specials with their sales of the Olympics in 1988.

**WesternWorld-Samuel Communications Inc.** in Los Angeles has acquired the worldwide television and home video rights to "Into the Darkness," a new 90-minute made-for-television movie starring Donald Pleasence and his daughter, Polly Pleasence. "Into the Darkness" will be sold on a cash basis. Filmed in England and on the Mediterranean island of Malta, the movie focuses on a killer who stalks the world of high-fashion models. "Into the Darkness" is a 1986 Michael Parkinson/Michael Tabona film from T.P. Productions and features the music of Pat Benatar.

## Stay Tuned

**Chevy Chase** will host *The Tonight Show* on Friday, Oct. 31. Among his guests will be songwriter Paul Simon and comedian Jay Leno.

NBA star **Reggie Theus** makes his acting debut as a neighborhood legend who goes on to become a pro basketball player on CBS's last episode of *Better Days*, Wednesday, Oct. 29 (8-8:30 p.m.), only to wind up dead from a cocaine-induced stroke. Reggie Theus played with the Chicago Bulls for six seasons and is now in his third season with the Sacramento, Calif., Kings.

**CBS** is winding down its two-year, one-minute broadcasts of *An American Portrait* in a big way. In the final two broadcasts being aired tonight (Monday) and Tuesday (Oct. 28), **President Ronald Reagan** and CBS newsmen **Walter Cronkite** will appear in segments lengthened to three minutes each. Tonight, the President will offer an overview of the series and the accomplishments of the people who have been portrayed since the series' start. Tomorrow night, Walter Cronkite will thank the hosts who have introduced the series over the last two years. *An American Portrait* debuted the week of Sept. 24, 1984. Mike Gargiulo has been the series producer and director for CBS Entertainment.

**NBC News** has offered Bob Jamieson, anchor of NBC's early morning *News at Sunrise*, the job of anchor of a new daily business show being developed jointly by NBC and the *Wall Street Journal* and scheduled to launch in January. Talk was that if Jamieson accepts, the *Sunrise* slot will be filled by Deborah Norville, currently an anchor at NBC-owned WMAQ-TV Chicago. NBC would confirm only that Norville is joining NBC News, but refused to confirm or deny that she would fill the *Sunrise* anchor spot.

The New York-based **Jewish Museum's** national Jewish archive of broadcasting will be celebrating the centennial of the birth of David Ben-Gurion, the first prime minister of Israel, with a series of screenings. Among the selections are outtakes of interviews with Ben-Gurion from Edward R. Murrow's *See It Now* program which originally aired March 13, 1956. Screenings will take place on Nov. 2 and Nov. 16, with the *See It Now* outtakes to air on the latter date at 1:30 p.m. The Jewish Museum is located at 1109 Fifth Avenue, New York. For further information: (212) 860-1888.

### A professional's guide to the intermedia week (Oct. 27-Nov. 2).

**Network TV—ABC:** *ABC Sunday Night Movie*, "Never Say Never Again" (James Bond is after SPECTRE and two nuclear warheads in this 1983 film. Sean Connery stars along with Max von Sydow and Klaus Maria Brandauer), Sunday, 8-11 p.m.

**CBS:** *CBS Tuesday Movie*, *Mankunt for Claude Dallas* (based on the life of "mountain man" Claude Dallas Jr., stars Matt Salinger, Rip Torn and Claude Akins), Tuesday, 9-11 p.m. *CBS Sunday Movie*, *Something in Common* (stars Ellen Burstyn, Tuesday Weld and Patrick Cassidy), Sunday, 9-11 p.m.

**NBC:** *NBC Sports*, *The 1986 Breeder's Cup* (four-hour telecast), Saturday, 2-6 p.m.

**Radio—CBS:** *Newsmark* "The Enemy Within" (Diane Sawyer interviews First Lady Nancy Reagan about children and drug abuse), Friday, 2:30-3 p.m.

**NBC:** *Cocaine Hunger* (90-second NBC Extra reports), Monday-Friday, 30-minute documentary airs Friday.

## RKO sues to stop coloring of old films

**It says Color Systems Technology contract with Turner infringes on copyright; Turner says they are his movies to do with what he wants**

In a legal skirmish over the issue of converting black-and-white films to color, RKO Pictures has filed a copyright infringement suit in U.S. District Court in Los Angeles to prevent Marina Del Rey, Calif.-based Color Systems Technology from computer tinting 10 RKO films produced from 1939 to 1952, including such titles as "The Hunchback of Notre Dame," "Back to Bataan," "Fort Apache" and "Tall in the Saddle."

The suit claims CST, which signed a contract in March with Turner Broadcasting System to colorize 10 RKO films and 90 other black-and-white movies in the MGM/UA film library (BROADCASTING, March 24), violated copyright standards by coloring the films without permission. RKO is asking the court for all profits derived from the color versions and possession of the films.

At a press conference last week in Beverly Hills, Ted Turner lashed out at the RKO suit. "The last time I checked they were my films," he said. CST is "working on my films. [RKO] shouldn't have sold them to me if they didn't want them changed." Turner said he was just trying to make his investment pay off. "They're my movies," he said. "I'll do what I want with them."

Charles Powell, executive vice president of CST, said RKO has sued the wrong company. "We have a 100-film contract. Turner

decides what those 100 films are." The intention of the RKO suit, he said, is not to stop the coloring of the films, but rather to prevent CST from coloring them for Turner.

Since the matter is under litigation, RKO officials would not comment on why the suit was filed against CST or whether it was in response to another suit recently filed by TBS against RKO. Turner, who acquired the television syndication rights to the approximately 700 films in the RKO library from United Artists, sued because RKO claimed its previous purchase agreement with UA precluded TBS from coloring 10 of those films, said Roger Mayer, president of Turner Entertainment Co.

The colorization issue has also developed on other fronts. The Director's Guild in Los Angeles recently filed a 28-page brief with the copyright office of the Library of Congress opposing the coloring process. Library officials had asked interested parties whether copyrights should be granted to convert black-and-white films to color.

However, the opposition from Hollywood's directors has not hindered Turner, who said he does not think the coloring process "makes that much difference. If the people that don't want to see the movies altered really want to find something to be upset about, [they should worry] about the fact that television stations edit 15 or 20 minutes out of a film so they can put the commercials in," Turner said. "You know, that seems to me a lot greater altercation of a film than taking a black-and-white film and making color out of it."

Turner said he believes "everything is better in color." In response to a question about whether he considered "Casablanca" "a sacred cow," he said: "I would colorize 'Casablanca' just for controversy." For television viewers who do not want to watch old films in color, Turner said "all they have to do is turn the knob" and view the movie in black-and-white. "What I am trying to do... is breathe new life into something old," he said. □

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## Disney makes deal with China

Now that China has opened up its doors to the west, a familiarization with western television was only a matter of time. Last week Walt Disney Co.'s Buena Vista Television International reported that on Sunday, Oct. 26, the *Mickey and Donald* cartoon series premiered on the Chinese government's China Central Television Network (CCTV). It has been roughly four decades since Disney films have been shown in China.

Disney plans to expand into motion picture distribution in China, as well as the production of character merchandise, publications and other products. *Mickey and Donald* is a compendium of 104 half-hour classic color cartoons from the 1930's, 40's and 50's have been dubbed in Mandarin by CCTV for a two-year run. Disney is keeping two minutes of advertising time within the program, plus billboards for advertisers. The show premiered without any advertising in it, since Disney has yet to sign up any international advertisers. Disney said that its television series is expected to have an audience of more than 100 million viewers.

Ron Kayo, senior vice president of motion pictures, said the deal made sense both financially and in gaining an image in the Chinese market. "This is obviously going to help position us for future deals," he said.

Disney hopes its expansion beyond family-oriented fare both for television and theatrical films domestically will eventually fit into China's broadening cultural borders. Kayo mentioned that the first "Rambo" movie was a hit last year in China. "China is kind of an enigma," he said, noting the contradiction that the acceptance of Rambo represents. "It may be that Touchstone films are suited for China," he said. In the short term, however, Disney will stick to things like *Wonderful World of Disney* and *The Disney Sunday Movie*.

Disney did not license *Mickey and Donald* for cash fees because of the Chinese desire to keep currencies from other countries on hand to pay for essentials like machinery. "It's hard to get money from the Chinese for a series," said Kayo. CBS International, which has made deals with the Chinese to distribute programming, has done so on a barter basis. □



## Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS**
ATC	Third	\$142,800	9	\$5,600	-42	\$0.06
Arvin Industries	Third	\$220,303	8	\$9,086	4	\$0.55
Barris	First	\$4,491	346	\$1,072	793	\$0.12
Century Comm.	First	\$18,689	28	\$71	-84	\$0.00
Dun & Bradstreet	Third	\$770,057	14	\$89,113	16	\$1.17
Fries Entertainment	First	\$5,835	28	(\$113)	NM	(\$0.02)
Gannett	Third	\$689,059	25	\$65,530	8	\$0.81
Robert Halmi	First	\$6,018	-4	\$978	-29	\$0.05
Jacor Comm.	Third	\$7,475	57	\$445	NM	\$0.02
Jones Intercable	First	\$6,483	64	\$37	-93	\$0.00
LIN Broadcasting	Third	\$48,428	44	\$18,898	117	\$0.34
MCA	Third	\$759,315	21	\$74,508	10	\$0.96
Meredith Corp.	First	\$138,383	19	\$9,423	-41	\$0.99
New York Times	Second	\$401,244	16	\$36,849	18	\$0.91
N.A. Philips	Third	\$1,084,300	4	\$17,400	30	\$0.60
Orion Pictures Corp.	Second	\$73,924	75	\$3,377	NM	\$0.14
Aaron Spelling	Fourth	\$33,138	37	\$3,979	37	\$0.21
	Year	\$221,496	6	\$24,110	-8	\$1.30
TVX Brcdst. Group	Second	\$9,444	13	(\$4,245)	NM	(\$0.72)
Westinghouse	Third	\$2,574,500	-1	\$169,300	14	\$1.11

**American Television Communications** said operating income before depreciation and amortization grew 16%, to \$53.7 million. Englewood, Colo.-based MSO said recent initial public offering helped it reduce bank debt from \$800 million to \$438 million. ■ **Century Communications** said that operating income before depreciation jumped 31% to \$10.2 million. But pre-tax income, and net income, of New Canaan, Conn.-based MSO declined, largely due to increased interest, amortization and depreciation expense resulting from recent acquisitions. As of Aug. 31, Century said it had 367,000 basic subscribers. ■ **Dun & Bradstreet** operating income increased 15% to \$151.6 million. Marketing services revenue was up 16% and company said Nielsen Media Research had "solid revenue gains." ■ In previous first quarter, **Fries Entertainment** had net income of \$205,000. Company said most recent operating earnings were up 37%, to \$386,000, but that interest costs from debenture offering led to net loss. ■ **Gannett** said operating income increased 16%, to \$139 million, and that on pro-forma basis, broadcasting revenue was up 3%. Company said: "The loss of tax credits for capital expenditures in the current year will reduce 1986 earnings gains from earlier expectations and will limit fourth-quarter earnings progress." ■ **Jacor** had net loss of \$140,600 in previous year's third quarter. Company said in just completed quarter, it had cash flow ("station operating income before depreciation, amortization, corporate expenses, interest expense and income taxes") of \$2.3 million, up 75%. ■ **Jones Intercable** had operating income before depreciation and amortization of \$3 million, up 49%. Company attributed reduced income to increased depreciation and interest charges. ■ Revenue increase for **LIN** primarily reflects consolidation of cellular operations—previously only income contribution was recorded, on "equity" basis. Earlier in year company changed accounting for investment tax credit from deferral to "flow-through" method which benefitted third-quarter net income by \$460,000. ■ Operating income for **MCA** was up 11%, to \$112.5 million. Largest revenue increase and more than half of filmed entertainment group total came from television operations, which jumped 83% to \$286.3 million. Third quarter saw revenue recognition from domestic syndication of *Magnum, P.I.*. Profits for filmed entertainment group, and company, were held down by disappointing results of theatrical film operations. ■ **Meredith Corp.** had income from operations of \$13.1 million, up 20%. Net earnings from previous second quarter included net gain of \$6.2 million from sale of assets. ■ Operating profit for **The New York Times Co.** jumped 44% to \$83.3 million. But company said that second-quarter net income was hurt by nonrecurring charge taken after state appeals court ruled against company in cable system litigation. As of June 30, company's cable systems had 134,000 subscribers, up 7% from year before. ■ **North American Philips** cited "...improved results in cable television operations." ■ **Orion Pictures Corp.** had net loss of \$5.9 million in previous second quarter. Company cited several theatrical film hits as main cause of improved results. Cash contributions from first-run syndication of *Hollywood Squares* will begin in next quarter. ■ Operating income for **Aaron Spelling Productions** jumped 83% in fourth quarter, to \$8.4 million, and 20%, to \$43.6 million, for full year. Company said "...results for fiscal 1986 reflect initial syndication revenues from the first five years of *Dynasty* as well as all three years of *Matt Houston*." Company attributed decline in net income for full year to decrease in available investment tax credits. Pre-tax income was up 4%. ■ In previous year's second quarter, **TVX Broadcast Group** had net income of \$6.1 million, as result of \$10-million gain on sale of Richmond, Va., television station. In most recent quarter company had loss from operations of \$3.5 million. Revenue "at stations owned and operated for both full periods" increased 8.1%. ■ Operating profit for **Westinghouse** was up 19% to \$211.8 million. Decrease in sales reflected "...sale of Group W Cable in June and the divestiture of other operations."

## Hot Springs once again

**Recent agency mergers and banning of advertising of legal products among concerns on tap at ANA annual meeting**

The Association of National Advertisers is holding its 77th annual meeting this week (Oct. 26-29) at The Homestead in Hot Springs, Va., for an expected 450-plus attendees, including spouses, speakers, guests and staff. The theme of the conference is "The New American Scene—Opportunities for Advertisers." Keynoting the opening general session on Monday morning, Oct. 27, will be a veteran viewer of the American scene via his "On the Road" series, CBS News correspondent Charles Kuralt, who will speak on "Change in America." Kuralt will also supply an introduction and commentary at the conference's second general session on Wednesday morning.

One feature of the advertising scene of particular interest to the buyers of national advertising time and space in attendance, according to ANA vice president, communications, Tony Lunt, is the recent spate of mergers among large advertising agencies and the effect of "megamergers" involving such familiar names as BBDO, Doyle Dane Bernbach, Needham Harper, Ted Bates, Saatchi, Dancer Fitzgerald Sample, Bozell & Jacobs and Kenyon & Eckhardt on client-agency relationships. That concern is reflected in the conference agenda, with three sessions devoted exclusively to it: "The Changing Agency Scene," exploring how mergers have affected the advertising business from the perspective of some medium-sized and smaller agencies; "Mergermania: Preparing for Change in Marketing and Advertising," led by executives from both the agency and client sides, and "Mergermania: Preparing for Changes in Your Career," featuring executive consultant Ronald Walker of Korn/Ferry International, with advice on career management in a changing advertising environment.

Also of major concern to the attendees is the current regulatory climate. A Tuesday afternoon session, "The National and State Regulatory Scenes," sponsored by ANA's government relations committee, will focus on "taxes on advertising, proposals to ban advertising for certain products, requirements of warnings in advertisements and other restrictions on the rights of advertisers to truthfully advertise legal products and services." A breakfast briefing Wednesday, Oct. 29, will feature an ANA staff report on legislative issues affecting advertising. And following the briefing, the second general session will include an address on "Regulatory America" from Federal Trade Commission Chairman Dan Oliver. Speaking on



The Homestead

"Creative America," at the same session will be John Bergin, vice chairman, McCann-Erickson Worldwide, and on "Corporate America," J. Tylee Wilson, chairman and chief executive officer, RJR Nabisco.

Winding up the second general session and the conference will be a special presentation, "Toward a Drug-Free America." Presiding will be Herbert Baum, president of Campbell USA and chairman of the management board of the Media-Advertising Partnership for a Drug-Free America. Major League Baseball Commissioner Peter Ueberroth will review the advertising industry's response to the problem of substance abuse. Following Ueberroth's presentation, agency executives will review the individual efforts of their agencies, and will reveal new cam-

paigns to be conducted by the partnership.

New officers and directors of the association will be installed at a members-only meeting Monday afternoon. Members will also vote on a change in the bylaws to increase the number of corporate representatives to ANA from one per company to two by creating an alternative member spot at each represented company.

Entertainment for the Tuesday night black tie banquet and dance will be provided by The Arbors singing group, whose listed credits include albums, stage and radio, but who will be more easily recognized by attendees as the singing voices behind such commercial jingles as McDonald's "You Deserve a Break Today" and Schlitz's "when you're out of Schlitz, you're out of beer." □



**World Series home.** From Oct. 4 through the end of the 1986 World Series, NBC-TV aired two 30-second spots recalling NBC's coverage of previous World Series and promoting this year's coverage. Dramatizing the network's first coast-to-coast radio coverage of the 1926 series, one spot depicted a young, rural fan greeting his grandfather who is returning home with a new radio; the other spot (above), also touting NBC as "home" of the fall classic, showed a New York couple in 1951 bringing home their first TV set just in time for game one. Both spots, which ran in all dayparts, were the work of Boston ad agency-production company, Spotwise Productions, whose television network, station and show promotion includes *Donahue*, ABC daytime serials, Blair Entertainment game shows and a new network signature for MTV Networks' VH-1. According to Spotwise, production costs for the two spots totaled \$100,000.

## Attorney general outlines Justice action on pornography

### Seven-point plan includes possibility of legislation banning obscene cable TV

At a press conference Wednesday, Oct. 22, Attorney General Edwin Meese unveiled a seven-point plan to "curb the growth of child pornography and obscenity," acting upon recommendations in the report of the Attorney General's Commission on Pornography released July 9 (BROADCASTING, July 14).

The Justice Department's target, according to Meese, was not materials that are "offensive to some but nonetheless have been recognized by the courts as within the bounds of protected speech," but rather "child pornography, sado-masochistic scenes, rape scenes, depictions of bestiality or excretory functions and violent and degrading images of explicit sexual conduct and other similar hard core materials." None of which, Meese said, is entitled to First Amendment protection. The "criminal elements trafficking in obscenity" Meese said, would be "pursued with a vengeance and prosecuted to the hilt." In answer to a reporter's question, Meese also seemed to support the commission's controversial stance on the relationship of pornography to crime. He said there was "ample evidence of the relationship between those who commit violent acts and obscene materials."

The primary thrust of the plan appeared to be stepped-up prosecution by federal, state and local officials of existing legislative and judicial obscenity prohibitions, aided by the "creation of a center for obscenity prosecution [described as a 'multidisciplinary resource center'] within the criminal division" of the Justice Department, and "the creation of a task force of attorneys, also within the criminal division, which will work closely with the obscenity prosecution center."

Point five or six of the plan (the order in the Justice Department release differed from that outlined by the attorney general), however, called for a "legislative package to be introduced in the next Congress," part of which would be "legislation to proscribe obscene cable television."

In response to a question on the cable legislation, Meese said it was "something we will be exploring based upon the recommendations of the commission and something we will be exploring with the Federal Communications Commission and their experts as well as with people in the affected industries. We would not want to do this without getting pretty good information from people who are in the various industries—the television and cable television industries. I think this is an area in which we have to be very careful to assure that anything that would be involved in the legislation clearly fits within the Supreme Court's definition of obscenity."

The attorney general was not sure, however, what specific legislation would be offered, nor even if any would be necessary. Meese referred on several occasions to the Supreme Court, particularly the 1973 *Miller v. California* decision, as the guide to determining obscenity. In response to a question on what additional legislation was called for, considering that cable programming could currently be subjected to the *Miller* test, Meese said: "I don't know whether there will be any, except that the [pornography] commission has recommended legislation. We will be looking to see what additional legislative prohibitions may be necessary. I think that based on the commission's report there are certain things in the law that probably do need enhancing or correcting." He did not elaborate on what those might be, but the wording of the cable reference in the legislative package suggested it might be addressing specifically the pornography commission's recommendation to "amend Title 18 of the United States code [which makes obscene broadcasting illegal] to specifically proscribe obscene cable television programming."

Also part of the package to be put before the Congress was legislation, apparently aimed chiefly at so-called dial-a-porn services, "prohibiting the transmission of obscene material through the telephone or similar means of transmission." Again, Meese would not speak to specific legislation, which he said would be the task of communications experts in conjunction with Justice Department lawyers, but he said that the goal was to "frame legislation which does not provide a loophole for things that are clearly obscene within the definition of the courts merely because they are transmitted over telephone wires rather than being depicted in some other form."

Other points in the program are:

- "An enhanced effort by each U.S. attorney's office, with concentration on international trafficking in child pornography and interstate trafficking in child pornography."

- An enhanced effort by the Organized Crime and Racketeering Strike Forces, in coordination with the new task force, with emphasis on organized criminal enterprises involved in obscenity production and distribution.

bution.

- Coordination with the National Center on Missing and Exploited Children to eliminate the use and exploitation of children in the production of child pornography.

- Assistance, in the forms of training and sharing of information, to state and local law enforcement agencies engaged in obscenity prosecutions.

Brad Curl, national director of Morality in Media, whose list of officers includes anti-porn activist Donald Wildmon, said that organization was generally pleased with the Meese plan. "We're very encouraged that there seems to be a comprehensive, intelligent and serious plan here to actually see that the obscenity laws on the national, state and local levels, will be enforced." While Meese spoke only about obscenity in his discussion of the legislative package, MIM general counsel Paul McGeedy, felt that "the legislation to be carved out is the question of indency." There is "no logical reason in the world" he said, why the indency standard to which commercial television is now held "could not be applied to cable TV."

Barry Lynn, legislative counsel for the American Civil Liberties Union, took a different view, calling the Meese plan a "declaration of war against the wrong enemy. The package won't make anyone safer from sexual assault, but it could erode values like privacy and free press. It works by intimidation. When you announce the creation of a task force and a center for prosecution, you frighten people out of producing material that might not be obscene in a court of law." Lynn said he was aware of almost nowhere where "anything remotely obscene is on a cable system." And the Meese plan suggested for him the scene of "FBI agents sitting around monitoring pay services."

Lynn said that the plan appeared to be predicated on the assumption that state and local law enforcement agencies were not prosecuting more obscenity cases because they do not know quite how to go about it. Lynn disagreed. "Most people don't bring porn cases because it's low priority. Pornographers don't steal TV sets. Most people want their TV sets back before they want to prosecute the pornographer operating in a little store in the seediest part of town." □

**Look again.** The National Association of Broadcasters asked the Federal Election Commission last week to reconsider its ruling that a North Carolina station's offer of free air time to a congressional candidate would violate federal campaign law. In a letter to FEC commissioners, the NAB argued that donations of advertising time to federal candidates on a nonpartisan basis should not be viewed as an in-kind contribution and do not violate FEC law. The commission ruled that WGBT-TV Greensboro, N.C.'s proposal to offer free time for 30-second spots to Representative Howard Coble's (R-N.C.) campaign committee constituted a corporate contribution and that the FEC's prohibition against corporate contributions applies to media corporations as well.

## Taft, Bass and company buy Wometco Cable

### \$625-million purchase nearly liquidates KKR's Wometco holdings

Wometco Cable TV Inc. signed an agreement last week to sell its cable systems to a joint venture of Taft Broadcasting Co., Robert M. Bass Group Inc. (RMBG) and members of Wometco's management for \$625 million. Wometco is owned by institutional investors headed by general partners, Kohlberg Kravis Roberts & Co. The Wometco systems serve 370,000 subscribers in eight, primarily Southern, states.

The price works out to about \$1,795 per subscriber, reflecting an upturn in the market value of cable systems, which had been selling for \$1,000-1,500 per subscriber in recent months. The increase in system prices has been attributed to increased cash flow stemming from falling interest rates, the completion of system construction and capital expenditures, and deregulation of subscriber rates.

Wometco Cable TV President John M. Lewis said he didn't feel the price was unreasonable. "When you consider the multiple of cash flow, the price was not too high," said Lewis. Industry analysts had estimated the cash flow of the systems at about \$60 million, which would mean a multiple of about 10. The general consensus among cable brokers was that the price was fair.

The purchase marks the latest chapter in the restructuring of Taft that began with Taft's purchase of Gulf Broadcasting for \$770 million in 1984. A little over a year ago, RMBG, owned by Robert M. Bass of the Bass family of Fort Worth, first filed with the Securities and Exchange Commission showing an 8% ownership in Taft and has since increased its stake to about 21%. RMBG holds four seats on Taft's board.

Taft has reportedly been trying to find a buyer for its five independent TV stations and is said to have seen their market value plummet from an originally-hoped-for \$500 million to \$300 million or less. The sale has been explained as one way Taft hopes to reduce its heavy debt service from the purchase of Gulf stations (said to total \$70 million this year) and because Taft's independent stations have not been doing well. In the first quarter ending June 30, sales at the company's independents had dropped 5% (BROADCASTING, Aug. 25).

Taft is already a partner with Tele-Communications Inc. in a cable group with more than 170,000 subscribers. In addition to its five independents, Taft owns seven network affiliates (which had an increase in sales of 25% last quarter), an entertainment production division, a distribution division and two cable television divisions.

The sale works out well for KKR, which avoided a larger tax next year by closing the deal this year. KKR bought Wometco for

about \$1 billion in 1984 and has since sold Wometco's WWHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y., to Home Shopping Network ("Changing Hands," Aug. 11), for \$25 million; WZZM-TV Grand Rapids, Mich. to Queen City Broadcasting for \$65 million, and KVOS-TV Bellingham, Wash., to Ackerly Communications for \$25 million. Wometco's vending, bottling and movie theater operations were sold for about \$1 billion. KKR's sale of Wometco's WTVJ(TV) Miami for \$405 million to Lormar-Telepictures has fallen through (see box, page 46). KKR still owns Wometco's WLOS(TV) Asheville, N.C.

As for the management group that will also be involved in the new company, Lewis declined to say who will be offered an oppor-

tunity to buy stock. "We don't know definitely who the management group will be," Lewis said, however, that he would be likely to hold "the same role in the future."

The cable systems sold are in Alabama, Georgia, Louisiana, Mississippi, North and South Carolina, West Virginia and Oklahoma. Most are mature suburban systems that are complete or near completion, although Lewis said there would still be some expansion because of their location in high growth markets. The only complication from the sale comes from Taft's current ownership of WGHP-TV High Point, N.C., where Wometco owns a cable system. A Taft spokesman declined to say whether the company intended to sell the cable system or the television station. □

## New LBO OK'd by Viacom board

### Management changes initial offer; new proposal would keep company public; closing targeted for January

A revised management proposal to buy Viacom was accepted by that company's board of directors. In addition to adjustments in the payment terms, the new offer will keep Viacom a publicly traded company. Furthermore, management has apparently extended its timetable for selling the company and now expects to close in mid-to-late January. A closing beyond 1986 would end certain tax advantages that might have encouraged a sale of Viacom's broadcasting properties, thus making that divestiture less certain now.

The revised offer accepted by Viacom's board on Oct. 17 would pay \$37 cash and \$7 in exchangeable preferred stock for each of the company's 53.4 million shares outstanding. Additionally, shareholders would be given, presumably on a pro rata basis, shares of preferred stock convertible into common stock owning 20% of the company. The other 80% ownership would be split among the initially proposed owners, consisting of eight Viacom executives, three investment banks and the Equitable Life Insurance Co.

Ronald Lightstone, senior vice president, told BROADCASTING that he would still term the proposed transaction a leveraged buyout: "Equitable still is going to take a major share

of it, as opposed to a recapitalization where the same shareholders are in the same place." Lightstone said that all three issues of stock in the new company would be traded on some exchange and that the "mix and the makeup" of the bank and other financing would remain essentially the same. The senior vice president said the financing, and the deal itself, are no longer contingent on a year-end closing: "If there is a tax risk we will take it."

Among the risks of a 1987 closing is that taxes on the proceeds of a broadcasting spinoff would be considerably greater. The possibility of the spinoff was mentioned in the management group's initial filing with the Securities and Exchange Commission (BROADCASTING, Oct. 6).

There was still no certainty that the buyout proposal would be concluded. Raising at least a whisper of doubt was an SEC filing last week by Viacom's largest shareholder, General Amusements Inc., whose chairman, Sumner Redstone, said he had met with a Viacom director and suggested that the company remain public. Whether the 20% share currently contemplated satisfies General Amusements remains to be seen. The filing also indicated that General Amusements might consider making a counteroffer for Viacom, either by itself or in partnership with others. □

**Signed up.** WNYC-TV New York, a noncommercial station with a commercial license that allows it to lease nonprime time to commercial broadcasters, has signed up two more services—The Shopping Line and International Television Network—for a three-month experiment. The Shopping Line will begin Nov. 1, and will air Tuesdays from midnight to 1:30 a.m. and from 11 p.m. to 1:30 a.m. all other nights. The station hopes to receive \$2,000 per hour from Shopping Line under an arrangement by which it will receive 10% of the service's gross sales from New York broadcasts. International Television Network will program movies, series, documentaries and specials from several Asian and European countries, Monday through Friday from 10 a.m. to noon.

# Stock Index

Symbol/Comp.	Closing		Net	Percent	P/E	Market
	Wed	Wed				
	Oct 22	Oct 15				(000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	256	1/8 257	-	7/8	- 0.34	25 4,119
N (CBS) CBS	128	127 5/8		3/8	.29	24 3,001
O (CLCH) Clear Channel	12	1/4 12		1/4	2.08	17 35
O (INFTA) Infinity Broadcasting	12	12				63 125
O (JCOR) Jacor Commun.	6	5/8 6 1/2		1/8	1.92	37 37
O (LINB) LIN	52	1/8 50 1/4		1 7/8	3.73	39 1,380
O (MALR) Malrite	12	12				14 100
O (MALRA) Malrite 'A'	10	3/4 11		1/4	- 2.27	15 45
A (PR) Price Commun.	10	1/4 10 3/4		1/2	- 4.65	100 100
O (SCRIP) Scripps Howard	80	79		1	1.26	29 826
O (SUNN) SunGroup Inc.	3	1/2 3 1/8		3/8	12.00	35 5
N (TFB) Taft	116	1/4 117		3/4	- 0.64	95 1,054
O (TVXG) TVX Broadcast	8	1/2 8		1/2	6.25	35 49
O (UTVI) United Television	33	7/8 33				31 371

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	52	3/4 53		1/4	- 0.47	27 606
A (AAR) Adams Russell	20	20				16 124
A (AFP) Affiliated Pubs	67	1/2 62		5 1/2	8.87	34 1,191
O (ASTV) Amer. Comm. & TV		3/32				7 7
N (AFL) American Family	28	28 5/8		5/8	- 2.18	18 1,119
O (ACOMA) Assoc. Commun.	27	3/4 27 1/2		1/4	.90	264 264
O (BMAC) Bus. Men's Assur.	27	27 1/2		1/2	- 1.81	16 285
N (CCN) Chris-Craft	68	1/2 69 1/2		1	- 1.43	30 447
N (DNB) Dun & Bradstreet	106	1/4 105 1/2		3/4	.71	25 8,076
O (DUCO) Durham Corp.	44	43 1/2		1/2	1.14	11 250
N (GCI) Gannett Co.	70	3/4 74		3 1/4	- 4.39	22 5,680
N (GY) GenCorp	76	1/4 76 3/8		1/8	- 0.16	18 1,704
N (GCN) General Cinema	46	1/2 47		1/2	- 1.06	19 1,692
O (GCOM) Gray Commun.	179	179				31 88
N (JP) Jefferson-Pilot	34	1/2 35 1/2		1	- 2.81	11 1,442
N (BJ) John Blair	14	3/4 15 1/4		1/2	- 3.27	119 119
O (JSON) Josephson Intl.	11	1/2 11 3/4		1/4	- 2.12	54 54
N (KRI) Knight-Ridder	47	3/8 47 3/8				21 2,660
N (LEE) Lee Enterprises	23	3/8 24 1/4		7/8	- 3.60	19 592
N (LC) Liberty	39	1/2 41		1 1/2	- 3.65	16 398
N (MHP) McGraw-Hill	55	54 3/4		1/4	.45	18 2,772
A (MEGA) Media General	85	86		1	- 1.16	18 598
N (MDP) Meredith Corp.	70	1/4 70 1/2		1/4	- 0.35	14 665
O (MMEDC) Multimedia	42	43 1/4		1 1/4	- 2.89	-381 461
A (NYTA) New York Times	37	5/8 38		3/8	- 0.98	25 3,044
O (PARC) Park Commun.	29	1/2 29 1/2				28 407
N (ROC) Rollins Commun.	41	40 3/4		1/4	.61	45 599
T (SKHK) Selkirk	23	22 1/2		1/2	2.22	50 186
O (STAUF) Stauffer Commun.	140	140				23 140
A (TD) Tech/Ops Inc.	29	1/2 29 1/4		1/4	.85	5 64
N (TMC) Times Mirror	61	3/4 64		2 1/4	- 3.51	18 3,980
O (TMC) TM Communications	2	1/4 2 1/4				225 17
O (TPCC) TPC Commun.		7/16		1/16	- 12.50	4 4
N (TRB) Tribune	64	3/8 62 1/4		2 1/8	3.41	20 2,614
A (TBS) Turner Bcastg.	16	7/8 17 5/8		3/4	- 4.25	38 367
A (WPOB) Washington Post	143	146 1/2		3 1/2	- 2.38	18 1,858

<b>PROGRAMING</b>						
O (ALLT) All American TV	6	3/4 6 1/4		1/2	8.00	8 8
O (AMNT) American Nat. Ent.	1	5/8 1 5/8				8 3
O (BRRS) Barris Indus.	15	1/8 14 1/2		5/8	4.31	25 134
O (BFTV) Birdfinder Corp.		3/4 1 1/4		1/2	- 40.00	-3 2
O (CMCO) C.O.M.B.	22	24 3/4		2 3/4	- 11.11	37 253
N (KO) Coca-Cola	37	3/4 37 1/4		1/2	1.34	19 14,570
O (CLST) Color Systems	21	19 3/4		1 1/4	6.32	14 14
A (DEG) De Laurentis Ent.	13	7/8 12 3/8		1 1/2	12.12	132 132
N (DIS) Disney	42	3/4 42 1/4		1/2	1.18	29 5,530
N (DJ) Dow Jones & Co.	36	3/4 37 1/4		1/2	- 1.34	26 3,555
O (FNNI) Financial News	12	1/4 13 3/8		1 1/8	- 8.41	204 135
A (FE) Fries Entertain.	5	1/2 5 1/2				10 28
N (GW) Gulf + Western	64	3/4 63 3/4		1	1.56	18 4,003
O (HRSI) Hal Roach	11	7/8 10 3/8		1 1/2	14.45	66 66
A (HHH) Heritage Entertain.	7	1/8 7 3/4		5/8	- 8.06	7 20
A (HSN) Home Shopping Net.	36	3/8 37 1/4		7/8	- 2.34	82 1,404
O (KWP) King World	16	1/4 14 7/8		1 3/8	9.24	30 499
O (LAUR) Laurel Entertainment	4	1/4 5 1/8		7/8	- 17.07	16 10
A (LT) Lorimar-Telepictures	19	5/8 20 3/4		1 1/8	- 5.42	19 666
N (MCA) MCA	41	3/4 43 7/8		2 1/8	- 4.84	19 3,259
N (MGM) MGM/UA Commun.	10	1/4 10 3/8		1/8	- 1.20	523 523
A (NWP) New World Pictures	12	5/8 13 1/8		1/2	- 3.80	24 134
N (OPC) Orion Pictures	13	12 7/8		1/8	.97	124 124
O (MOVE) Peregrine Entertain.	13	1/2 14		1/2	- 3.57	24 24

Symbol/Comp.	Closing		Net	Percent	P/E	Market
	Wed	Wed				
	Oct 22	Oct 15				(000,000)
<b>PROGRAMING</b>						
N (PLA) Playboy Ent.	8	5/8 8 3/4		1/8	- 1.42	81 81
O (QVCN) QVC Network	13	1/2 14 1/4		3/4	- 5.26	88 88
O (RVCC) Reeves Commun.	8	1/8 8 5/8		1/2	- 5.79	101 101
O (RPICA) Republic Pictures 'A'	10	5/8 10 3/4		1/8	- 1.16	75 30
O (RPICB) Republic Pic. 'B'	10	3/4 10 7/8		1/8	- 1.14	76 8
A (RHI) Robert Halmi	3	3 1/8		1/8	- 4.00	27 56
O (SMNI) Sat. Music Net.	7	1/4 8 1/8		7/8	- 10.76	49 49
N (WCI) Warner Commun.	23	24		1	- 4.16	15 2,838
O (WWTV) Western World TV	1	7/8 2 3/8		1/2	- 21.05	11 2
O (WONE) Westwood One	29	29 1/4		1/4	- 0.85	45 236

<b>SERVICE</b>						
O (BSIM) Burnup & Sims	4	1/2 4 1/2				-8 71
O (CVSI) Compact Video	5	1/4 5 1/4				52 30
N (CQ) Comsat	30	30				543 543
O (OMCM) Doyle Dane B.	18	1/2 19 1/2		1	- 5.12	16 105
N (FCB) Foote Cone & B.	48	3/4 49 3/4		1	- 2.01	12 185
O (GREY) Grey Advertising	99	90 1/2		8 1/2	9.39	13 119
N (IPG) Interpublic Group	27	28 3/8		1 3/8	- 4.84	15 589
N (JWT) JWT Group	28	1/8 29		7/8	- 3.01	12 255
A (MOV) Movielab	6	3/8 6 5/8		1/4	- 3.77	10 10
O (OGIL) Ogilvy Group	27	7/8 28 3/4		7/8	- 3.04	13 381
O (SACHY) Saatchi & Saatchi	26	3/8 28 1/8		1 3/4	- 6.22	12 1,364
O (TLMT) Telemation	14	1/2 11 1/4		3 1/4	28.88	14 16
A (TPO) TEMPO Enterprises	12	1/2 13 1/4		3/4	- 5.66	32 71
A (UNV) Unitel Video	11	3/4 11 3/4				25 25

<b>CABLE</b>						
A (ATN) Acton Corp.	1	3/4 1 5/8		1/8	7.69	-1 10
A (CVC) Cablevision Sys. 'A'	20	3/8 20 3/8				-6 427
O (CRDF) Cardiff Commun.	1	7/8 1 3/4		1/8	7.14	5 3
N (CNT) Centel Corp.	58	7/8 59 1/4		3/8	- 0.63	12 1,628
O (CCCOA) Century Commun.	15	1/2 14 3/4		3/4	5.08	310 300
O (CMCSA) Comcast	26	1/8 25 1/4		7/8	3.46	34 556
N (HCI) Heritage Commun.	22	1/2 21 3/4		3/4	3.44	83 503
O (JOIN) Jones Intercable	11	3/4 11 3/4				28 152
T (MHPQ) Maclean Hunter 'X'	18	1/2 18 1/2				25 681
O (RCCAA) Rogers Cab. Amer.	12	1/2 12 1/2				64 64
T (RCINZ) Rogers Cable Sys.	15	1/2 15 7/8		3/8	- 2.36	363 363
O (TCAT) TCA Cable TV	17	5/8 18 1/4		5/8	- 3.42	30 190
O (TCOMA) Tele-Commun.	23	1/8 24		7/8	- 3.64	177 2,222
N (TL) Time Inc.	69	1/8 70 1/2		1 3/8	- 1.95	21 4,339
O (UACIA) United Art. Commun.	17	17 1/4		1/4	- 1.44	80 698
N (UCT) United Cable TV	26	5/8 27 1/2		7/8	- 3.18	66 648
N (VIA) Viacom	44	1/4 43 7/8		3/8	.85	42 1,516
N (WU) Western Union	4	7/8 5		1/8	- 2.50	118 118

<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	105	1/8 107 1/4		2 1/8	- 1.98	17 12,093
N (ALD) Allied-Signal	40	3/8 41 1/8		3/4	- 1.82	-9 7,118
O (AMTV) AM Cable TV	1	1/2 1 3/8		1/8	9.09	-1 5
N (ANX) Anixter Brothers	9	3/4 9 7/8		1/8	- 1.26	17 354
N (ARV) Arvin Industries	26	1/8 24 1/2		1 5/8	6.63	11 422
O (CCBL) C-Cor Electronics	8	6 3/4 1 1/4		18.51	-4 24	
O (CATV) Cable TV Indus.	2	1/4 2 1/4				-11 6
A (CEC) Cetec	5	5/8 5 1/2		1/8	2.27	-9 11
A (CHY) Chyron	4	1/4 4 5/8		3/8	- 8.10	20 43
A (CXC) CMX Corp.	1	1 1/8		1/8	- 11.11	5 5
A (COH) Cohu	6	3/8 6 1/8		1/4	4.08	13 11
N (CAX) Conrac	14	1/4 14 1/4				12 94
N (EK) Eastman Kodak	57	3/8 57		3/8	.65	48 12,961
O (ECIN) Elec. Mis. & Comm.	2	1/2 2 1/2				10 10
N (GRL) Gen. Instrument	19	1/4 19		1/4	1.31	623 623
N (GE) General Electric	76	1/4 76 7/8		5/8	- 0.81	14 34,768
O (GETE) Geotek Inc.	1	3/4 1 3/4				7 6
N (HRS) Harris Corp.	29	1/4 28		1 1/4	4.46	20 1,177
O (MAD) M/A Com. Inc.	14	3/8 14 3/8				625 625
N (MCY) Microdyne	4	1/8 4		1/8	3.12	37 18
N (MOT) Motorola	33	7/8 35 3/8		1 1/2	- 4.24	39 4,326
N (NPH) N.A. Philips	38	3/4 38 7/8		1/8	- 0.32	16 1,121
N (DAK) Oak Industries	1	1 1/4		1/4	- 20.00	33 33
A (PII) Pico Products	2	1 7/8		1/8	6.66	7 7
N (SFA) Sci-Atlanta	9	5/8 8 7/8		3/4	8.45	16 225
N (SNE) Sony Corp.	20	3/4 20 1/4		1/2	2.46	12 4,796
N (TEK) Tektronix	64	62 3/8		1 5/8	2.60	21 1,251
N (VAR) Varian Assoc.	23	1/4 24 1/8		7/8	- 3.62	33 495
N (WX) Westinghouse	55	7/8 54 7/8		1	1.82	15 8,584
N (ZE) Zenith	19	20		1	- 5.00	439 439
Standard & Poor's 400	262.19	264.74			2.54	- 0.96

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by

## SMPTE to open at new digs in New York

**New venue, Jacob Javits center, to host industry's annual technical conference; 271 exhibitors expected to attend**

The Society of Motion Picture and Television Engineers' technical conference and equipment exhibit were set to open in New York on a high note last Saturday, Oct. 25, with the annual gathering ready for a record 17,000 attendees. A total of 271 exhibitors, also a record, will be on hand for SMPTE's ever-growing equipment exposition, this year at New York's new Jacob Javits Convention Center.

Also on the agenda are 16 half-day engineering sessions with 113 technical papers on TV and film topics, covering advances in electronic post-production, new camera systems and computer applications in TV, and loosely organized around the show's theme, "Today's Technology—Tomorrow's Reality." More than 100 organizations and technical experts from nine countries are expected to participate in the technical program, scheduled between Sunday, Oct. 26, and Wednesday, Oct. 29.

The annual event normally alternates between New York and Los Angeles, and this year marks the first time it will return to be held in a New York convention center. Attendees in 1984 shuttled between crowded venues at New York's Hilton and Sheraton Centre hotels. By contrast, the Javits Center, on the city's west side, is a 22-acre facility making 230,000 square feet of exhibit space available for the society's exhibit. The center, 60% larger than the Los Angeles convention center used at the 1985 SMPTE show, should easily allow for expected growth in attendance over last year's record 15,600.

The conference program will open Saturday morning with a welcome from Harold Eady, society president, followed by an engineering report from Richard Streeter, engineering vice president at CBS. Mark Sanders, Ampex vice president of marketing and new technology, will give a keynote speech to conclude the session. According to Ampex, Sanders, formerly head of the company's Audio-Video Systems Division, will discuss trends of technological change, trace the history of magnetic recording, explain Ampex product development and close with a presentation on new developments in recording technology.

The papers program begins Sunday morning with sessions on computer applications for television, including talks on computerized camera operations and automated operation controller for broadcast, and a session on film and video laboratory practices, which includes one of the show's several papers on advances in electronic editing.

Afternoon sessions are highlighted by speakers Ray Dolby of Dolby Laboratories and Charles Ginsburg of Ampex, who will discuss the development of the videotape recorder and the technology's impact over the past three decades.

Post-production concerns are well-addressed during the conference, with two sessions devoted exclusively to the topic. The first session on Sunday afternoon features three talks on video compositing for film and television. A second post-production session on Monday afternoon includes a pair of talks on videographics systems and, from CBS's Rupert Stow and William Nicholls, a paper on the technology and "dynamics" of prime time program production.

Another topic drawing attention of session goers is expected to be applications of digital technologies in television, with Monday and Tuesday afternoon sessions including papers on the BBC's digital high-definition bandwidth reduction techniques, on the implementation of new digital video 4:2:2 tape recorders by Sony, and, from Richard Taylor of Quantel, developments in digital production centers. Digital effects technol-

ogies will also to be addressed at the Tuesday session by representatives of Grass Valley Group and Thomson Video Equipment.

Production techniques, including lighting and electronic cinematography, are covered in sessions on Tuesday morning and Wednesday afternoon, with Wednesday papers also including discussions of component analog technologies from NBC, For-A Corp. and British broadcaster Granada TV. A Monday morning session also includes a panel discussion on electronic editing with representatives from several edit system manufacturers.

Camera systems receive attention at a Wednesday morning session, with papers on new developments from Hitachi and Thomson Video, and a focus on CCD technologies in talks by NEC, Eastman Kodak and Sony. Concurrently on Wednesday morning is an audio session with a concentration on trends in audio-for-video and stereo TV technologies. A panel on the topic will feature representatives from a half-dozen audio manufacturers and close out the morning discussion.

A session on enhanced TV sessions draws

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**CBS Technology Center shutdown lamented.** Thomas Stanley, FCC chief engineer, was "saddened" by the closing of the CBS Technology Center. That's what he told the Association of Federal Communications Consulting Engineers in Washington Oct. 16. "We rely heavily on the technical community to provide information that will help us to better understand the technical issues," Stanley said. "The commission does not generally have the resources to perform independent, in-depth technical analyses on most issues, particularly in these times of tight budgets. We look to you, the technical community, to help us do a better job by providing us with high-quality information. The quality of our technical decisions depends, in part, on your inputs."

the papers program to a close on Wednesday afternoon. Talks cover proposals for HDTV transmission and production, with speakers from French research laboratories, Japan's NHK and New York Institute of Technology.

Other sessions cover audio-video trends, video laboratory practices, archival film and video, and theatrical enhancements.

The SMPTE exhibit floor, which is increasingly the main attraction for the majority of attendees, this year will include several new product developments in the video field.

Sharp Electronics is planning to show a new broadcast camera in Saticon and Plum-bicon tube version to replace its XC-800 line. Artronics will show a new video paint library and a new video graphics system with 3-D animation. Microtime will have a new digital effects system. Also showing graphics advances will be NEC, with new special effects packages and software upgrades for its DVE System 10, and Bosch, which has a new variable resolution output up to 4,000 lines for its FGS-4000 graphics system.

Two new laser disk-based editing systems will be shown by CMX and Paltex, and A.F. Associates will show a new standards converter added to its distributor line, the AVS ADAC, first shown to broadcasters at the International Broadcasting Convention in Brighton, England, in September (BROADCASTING, Sept. 29).

Tektronix will show a new model 1705 spectrum monitor for use in satellite newsgathering, and new lighting equipment for video field production will be introduced by LTM, and for the studio by ARRI. Also of interest among electronic cinematography products may be a new Panavision 35 mm camera, which incorporates electronic production aids including time-code and video assist.

Exhibit hours will be 2:30 to 8:30 p.m. Saturday, 9 a.m. to 7 p.m. Sunday, 9 to 5 p.m. Monday, and 9 to 4 p.m. Tuesday.

At the conference, SMPTE will also present a series of honors to members during a luncheon on Saturday, Oct. 25. Keynote speaker for the lunch will be George H. Brown, former RCA Corp. research and engineering head, best known for his work on color television systems. Brown received the National Association of Broadcasters' highest engineering award, the Engineering Achievement Award, at last April's convention.

SMPTE awards will go to 14 at this year's show. This year's highest honor, the Progress Medal Award, will go to Masahiko Morizono, deputy president and director of Sony Corp. in Japan. Morizono was cited for his contributions in the development of electronic newsgathering, Type C recording,

electronic editing, portable cameras and digital videotape recording.

In addition, the society's annual banquet will be held Monday evening, Oct. 27, at the New York Hilton. The following is a list of exhibitors at the SMPTE convention.

### SMPTE exhibitors

<b>Abekas Video Systems</b>	<b>456</b>
<i>353A Vintage Park Dr., Foster City, Calif. 94404</i>	
<b>Adams-Smith</b>	<b>645</b>
<i>34 Tower St., Hudson, Mass. 01749</i>	
<b>Adcom Communications</b>	<b>640</b>
<i>555 W. 57th St., New York 10019</i>	
<b>AEG Corp.</b>	<b>1310</b>
<b>A.F. Associates</b>	<b>518</b>
<i>100 Stonehurst Ct., Northvale, N.J. 07647</i>	
<b>Agfa-Gevaert</b>	<b>134</b>
<i>275 North St., Teterboro, N.J. 07608</i>	
<b>AKG Acoustics</b>	<b>1337</b>
<i>77 Selleck St., Stamford, Conn. 06902</i>	
<b>Alamar Electronics USA</b>	<b>776</b>
<i>36 Railway Ave., Campbell, Calif. 95008</i>	
<b>Alexander Mfg.</b>	<b>539</b>
<i>1511 S. Garfield Pl., Mason City, Iowa 50401</i>	
<b>Alpha Audio</b>	<b>472</b>
<i>2049 W. Broad St., Richmond, Va. 23220</i>	
<b>Alpha Video &amp; Electronics</b>	<b>1072</b>
<i>28 E. Mall Pl., Carnegie, Pa. 15106</i>	
<b>Alta Group</b>	<b>548</b>
<i>535 Race St., Suite 230, San Jose, Calif. 95126</i>	
<b>American Studio Equipment</b>	<b>1180</b>
<i>8922 Norris Ave., Sun Valley, Calif. 91352</i>	
<b>Amherst Electronic Instruments</b>	<b>1216</b>
<i>Box 201, Haydenville, Mass. 01039</i>	
<b>Amperex</b>	<b>1230</b>
<i>Providence Pike, Slatersville, R.I. 02876</i>	
<b>Ampex Corp.</b>	<b>600</b>
<i>401 Broadway, Redwood City, Calif. 94063</i>	
<b>Amtel Systems</b>	<b>741</b>
<i>33 Main St., Suite 303, Nashua, N.H. 03060</i>	
<b>Andiamo</b>	<b>1239</b>
<i>Box 8415, Fountain Valley, Calif. 92728</i>	
<b>Angenieux Corp.</b>	<b>128</b>
<i>7700 N. Kendall Dr., Suite 303, Miami 33156</i>	
<b>Anton/Bauer</b>	<b>834</b>
<i>One Controls Dr., Shelton, Conn. 06484</i>	
<b>Anvil Cases</b>	<b>930</b>
<i>4128 Temple City Blvd., Rosemead, Calif. 91770</i>	
<b>Aphex Systems</b>	<b>943</b>
<i>13340 Satcoy St., N. Hollywood, Calif. 91605</i>	
<b>Arriflex Corp.</b>	<b>528</b>
<i>500 Route 303, Blauvelt, N.Y. 10913</i>	
<b>Artel Communications</b>	<b>1242</b>
<i>93 Grand St., Worcester, Mass. 01610</i>	
<b>Artronics</b>	<b>1334</b>
<b>Asaca/Shibasoku</b>	<b>780</b>
<i>12509 Beatrice St., Los Angeles 90066</i>	
<b>Aston Electronics</b>	<b>581</b>
<i>346 N. Lindenwood Dr., Olathe, Kan. 66062</i>	
<b>Audico</b>	<b>511</b>
<i>219 Crossen Ave., Elk Grove, Ill. 60007</i>	
<b>Audio Services Corp.</b>	<b>1275</b>
<i>4210 Lankershim Blvd., N. Hollywood, Calif. 91602</i>	
<b>Aurora Systems</b>	<b>228</b>
<i>185 Berry St., Suite 444, San Francisco 94107</i>	
<b>Band Pro Film/Video</b>	<b>541</b>
<b>Barco Industries</b>	<b>1232</b>
<i>170 Knowles Dr., Suite 212, Los Gatos, Calif. 95030</i>	
<b>Belar Electronics</b>	<b>1036</b>
<i>119 Lancaster Ave., Devon, Pa. 19333</i>	
<b>Belden Communications</b>	<b>1341</b>
<i>534 W. 25th St., New York 10001</i>	
<b>Beyer Dynamic</b>	<b>936</b>
<i>5-05 Burns Ave., Hicksville, N.Y. 11801</i>	
<b>BHP Inc.</b>	<b>448</b>
<i>1800 Winnemac Ave., Chicago 60640</i>	
<b>Bi-Tronics</b>	<b>1041</b>
<i>76 Main St., Tuckahoe, N.Y. 10707</i>	
<b>Broadcast TV Systems</b>	<b>1000</b>
<i>900 Corporate Dr., Mahwah, N.J. 07430</i>	
<b>Calaway Engineering</b>	<b>113</b>
<i>49 S. Baldwin Ave., Sierra Madre, Calif. 91024</i>	
<b>Calzone Case</b>	<b>107</b>
<i>225 Black Rock Ave., Bridgeport, Conn. 06605</i>	
<b>Camera Mart</b>	<b>1144</b>
<i>456 W. 55th St., New York 10019</i>	
<b>Canon U.S.A.</b>	<b>432</b>
<i>One Canon Pl., Lake Success, N.Y. 11042</i>	
<b>Dwight Cavendish</b>	<b>565</b>
<i>2117 Chestnut Ave., Wilmette, Ill. 60091</i>	
<b>CEI Technology</b>	<b>340</b>
<i>880 Maude Ave., Mountain View, Calif. 94043</i>	
<b>Central Dynamics</b>	<b>764</b>
<i>147 Hymus Blvd., Pointe-Claire, Quebec H9R 1G1</i>	
<b>Centro Corp.</b>	<b>664</b>
<i>9516 Chesapeake Dr., San Diego 92123</i>	
<b>Century Precision Optics</b>	<b>1258</b>
<i>10713 Burbank Blvd., Hollywood, Calif. 91601</i>	
<b>Cetec Vega</b>	<b>1313</b>
<i>9900 Baldwin Pl., El Monte, Calif. 91731</i>	
<b>Chyron Corp.</b>	<b>210</b>
<i>265 Spagnoli Rd., Melville, N.Y. 11747</i>	
<b>Cine 60</b>	<b>613</b>
<i>630 Ninth Ave., New York 10036</i>	
<b>Cinema Products Corp.</b>	<b>1001</b>
<i>2037 Granville Ave., Los Angeles 90025</i>	
<b>Cipher Digital</b>	<b>1029</b>
<i>5734 Industry Ln., Frederick, Md. 21701</i>	
<b>Clear-Com Intercom Systems</b>	<b>877</b>
<i>1111 17th St., San Francisco 94107</i>	

**CMX Corp.** 956  
2230 Martin Ave., Santa Clara, Calif. 95050

**Coherent Communications** 412  
13756 Glenoaks Blvd., Sylmar, Calif. 91342

**Colorgraphics Systems** 1033  
5725 Tokay Blvd., Madison, Wis. 53719

**Colortran** 540  
1015 Chestnut St., Burbank, Calif. 91506

**Comprehensive Video Supply** 300  
148 Veterans Dr., Northvale, N.J. 07647

**Compu-Prompt** 643  
746 N. Cahuenga Blvd., Los Angeles 90038

**Computer Prompting Corp.** 546  
1511 K St., N.W., Suite 831, Washington 20005

**Convergence Corp.** 904  
1641 McGaw, Irvine, Calif. 92714

**Corporate Communications Consultants** 774  
64 Clinton Rd., Fairfield, N.J. 07006

**Crosspoint Latch** 567  
95 Progress St., Union, N.J. 07083

**Datum** 509  
1363 S. State College Blvd., Anaheim, Calif. 92806

**Davis & Sanford** 141  
24 Pleasant St., New Rochelle, N.Y. 10802

**DeSisti Lighting/Desmar Corp.** 120  
328 Adams St., Hoboken, N.J. 07030

**Di-Tech** 167  
48 Jeffryn Blvd, Deer Park, N.Y. 11729

**Dolby Laboratories** 646  
100 Potrero Ave., San Francisco 94103

**Dorrough Electronics** 109  
5221 Collier Pl., Woodland Hills, Calif. 91364

**DSC** 856  
3622 N.E. Fourth St., Gainesville, Fla. 32609

**Dubner Computer Systems** 634  
6 Forest Ave., Paramus, N.J. 07652

**Dynair Electronics** 1309  
5275 Market St., San Diego, Calif. 92114

**Eastman Kodak** 700  
343 State St., Rochester, N.Y. 14650

**Echolab** 149  
175 Bedford Rd., Burlington, Mass. 01803

**Editron** 1333

**Elcon Associates** 169  
1450 O'Connor Dr., Toronto M4B 2T8

**ESE** 1347  
142 Sierra St., El Segundo, Calif. 90245

**Ethereum Scientific** 1369

**Eventide** 1261  
One Alsan Way, Little Ferry, N.J. 07643

**Evertz Microsystems** 868  
3515 Mainway, Burlington, Ont. L7M 1A9

**Excalibur Industries** 1272  
12427 Foothill Blvd., Lake View Terrace, Calif. 91342

**Fairlight Instruments** 1170  
2945 Westwood Blvd., Los Angeles 90064

**Faroudja Laboratories** 438  
946 Benicia Ave., Sunnyvale, Calif. 94086

**FGV Panther** 770  
Rotbuchenstr. 1, Munich, West Germany 8000

**For-A Corp.** 1074  
320 Nevada St., Newton, Mass. 02160

**Forecast Installations** 1355  
51 Chasner St., Hempstead, N.Y. 11550

**Fortel** 130  
2985 Gateway Dr., Norcross, Ga. 30071

**Fostex Corp.** 465  
15431 Blackburn Ave., Norwalk, Calif. 90650

**Frezzolini Electronics** 1043  
7 Valley St., Hawthorne, N.J. 07506

**Fries Engineering** 175  
12032 Vose St., N. Hollywood, Calif. 91605

**Fuji Photo** 312  
555 Taxter Rd., Elmsford, N.Y. 10523

**Fujinon** 534  
672 White Plains Rd., Scarsdale, N.Y. 10583

**General Electric** 1139  
Nela Park, Cleveland 44112

**G&M Power Products** 1329  
943 N. Orange Dr., Los Angeles 90038

**Alan Gordon Enterprises** 920  
1430 Cahuenga Blvd., Hollywood, Calif. 90028

**Gotham Audio** 1300  
741 Washington St., New York 10014

**Graham-Patten Systems** 746  
Box 1960, Grass Valley, Calif. 95945

**Grass Valley Group** 628  
Box 1114, Grass Valley, Calif. 95945

**Great American Market** 1270  
826 N. Cole Ave., Hollywood, Calif. 90038

**James Grunder & Associates** 264  
5925 Beverly, Mission, Kan. 66202

**Harris Corp.** 844  
Box 4290, Quincy, Ill. 62305

**Harris Sound** 544  
6640 Sunset, Suite 110, Hollywood, Calif. 90028

**Harrison & Harrison Optical Engineers** 1304

**Harrison Systems** 556  
Box 22964, Nashville, Tenn. 37202

**HEDCO** 463  
Box 1985, Grass Valley, Calif. 95945

**Karl Heitz** 874  
34-11 62d St., Woodside, N.Y. 11377

**Hitachi Denshi** 1008  
175 Crossways Park W., Woodbury, N.Y. 11797

**HM Electronics** 437  
9675 Business Park Ave., San Diego 92131

**Hollytronics** 119  
630 Venice Blvd., Marina Del Rey, Calif. 90291

**Hotronic** 1214  
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

**ICM Video** 932  
701 W. Sheridan, Oklahoma City 73126

**Ikegami Electronics** 656  
37 Brook Ave., Maywood, N.J. 07607

**ILC Technology** 1142  
399 Java Dr., Sunnyvale, Calif. 94089

**Image Video** 103  
705 Progress Ave., Scarborough, Ont. M1H 2X1

**Innovative TV Equipment** 864  
6446 DeSoto Ave., Woodland Hills, Calif. 91367

**Integrated Technologies** 668  
3716 Alliance Dr., Greensboro, N.C. 27410

**Interactive Motion Control** 508  
8671 Hayden Pl., Culver City, Calif. 90232

**Intergroup Video Systems** 1038  
2040 NW 67th Pl., Gainesville, Fla. 32606

**International Film and TV Workshops** 111  
2 Central St., Rockport, Me. 04856

**J-Lab Co.** 541  
Box 6530, Malibu, Calif. 90264

**K&H Products** 537  
Box 246, N. Bennington, Vt. 05257

**Kinotone** 1332

**Kintek** 171  
224 Calvary St., Waltham, Mass. 02154

**Kliegl Bros.** 1306  
3232 48th Ave., Long Island City, N.Y. 11101

**Lake Systems Corp.** 1204  
55 Chapel St., Newton, Mass. 02160

**Laumic Co.** 607  
306 E. 39th St., New York 10016

**Leitch Video** 220  
825 K. Greenbrier Cr., Chesapeake, Va. 23320

**Lenco** 938  
300 N. Maryland St., Jackson, Mo. 63755

**Lexicon** 156, 159  
60 Turner St., Waltham, Mass. 02154

**Listec Video** 547  
205 Oser Ave., Hauppauge, N.Y. 11787

**Lowel-Light Manufacturing** 513  
475 Tenth Ave., New York 10018

**L.T.M. Corp.** 564  
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

**M/A Com** 876  
5 Omni Way, Chelmsford, Mass. 01824

**Magna-Tech Electronics** 503  
630 Ninth Ave., New York 10036

**Magni Systems** 336  
9500 S.W. Gemini Dr., Beaverton, Ore. 97005

**Martin Audio Video Corp.** 153  
423 W. 55th St., New York 10019

**Matthews Studio Equipment** 1064  
2405 Empire Ave., Burbank, Calif. 91504

**Merlin Engineering Works** 400  
2440 Embarcadero Way, Palo Alto, Calif. 94303

**Micron Audio** 117  
210 Westlake Dr., Valhalla, N.Y. 10595

**Microtime** 144  
1280 Blue Hills Ave., Bloomfield, Conn. 06002

**Midwest Communications** 110  
One Sperti Dr., Edgewood, Ky. 41017

**L. Matthew Miller Associates** 512  
48 W. 21st St., New York 10010

**Miller Fluid Heads** 867  
2819 W. Olive Ave., Burbank, Calif. 91505

**Mini-Spectra** 1330

**Mitsubishi Pro Audio Group** 244  
225 Parkside Dr., San Fernando, Calif. 91340

<b>Modulation Sciences</b>	<b>1208</b>
<i>115 Myrtle Ave., Brooklyn, N.Y. 11201</i>	
<b>Mole-Richardson</b>	<b>348</b>
<i>937 N. Sycamore Ave., Hollywood, Calif. 90038</i>	
<b>Motorola C&amp;E</b>	<b>1241</b>
<i>85 Harristown Rd., Glen Rock, N.J. 07425</i>	
<b>Multi-Track Magnetics</b>	<b>1301</b>
<i>3 Industrial Ave., Upper Saddle River, N.J. 07458</i>	
<b>Mycro-Tek</b>	<b>127</b>
<i>9229 E. 37th St., N., Wichita, Kan. 67226</i>	
<b>Nagra Magnetic Recorders</b>	<b>1032</b>
<i>19 W. 44th St., New York 10036</i>	
<b>NEC America</b>	<b>914</b>
<i>1255 Michael Dr., Wood Dale, Ill. 60191</i>	
<b>L.E. Nelson</b>	<b>1220</b>
<i>5451 Ukiah Cr., Las Vegas 89118</i>	
<b>Neumade Products</b>	<b>1262</b>
<i>720 White Plains Rd., Scarsdale, N.Y. 10583</i>	
<b>Rupert Neve</b>	<b>172</b>
<i>Berkshire Industrial Park, Bethel, Conn. 06801</i>	
<b>New England Digital</b>	<b>1210</b>
<i>Box 546, White River Junction, Vt. 05001</i>	
<b>North American Philips Lighting</b>	<b>1028</b>
<i>Bank St., Hightstown, N.J. 08520</i>	
<b>Nova Systems</b>	<b>1164</b>
<i>20 Tower Ln., Avon, Conn. 06001</i>	
<b>Nurad</b>	<b>1278</b>
<i>2165 Druid Park Dr., Baltimore 21211</i>	

<b>O'Connor Engineering Labs</b>	<b>1156</b>
<i>100 Kalbus Dr., Costa Mesa, Calif. 92626</i>	
<b>Odetics</b>	<b>1166</b>
<i>1515 S. Manchester Ave., Anaheim, Calif. 92802</i>	
<b>Optical Disc Corp.</b>	<b>942</b>
<i>17517 H Fabrica Way, Cerritos, Calif. 90701</i>	
<b>Osram Corp.</b>	<b>1333</b>
<i>Jeanne Dr., Newburgh, N.Y. 12550</i>	
<b>Otari Corp.</b>	<b>568</b>
<i>2 Davis Dr., Belmont, Calif. 94002</i>	
<b>Oxberry Corp.</b>	<b>940</b>
<i>180 Broad St., Carlstadt, N.J. 07072</i>	
<b>Paco Electronics</b>	<b>480</b>
<i>714 W. Olympic Blvd., Suite 706, Los Angeles 90015</i>	
<b>PAG America</b>	<b>1256</b>
<i>1270 Hendersonville Rd., Asheville, N.C. 28813</i>	
<b>Paltex</b>	<b>264</b>
<i>2752 Walnut Ave., Tustin, Calif. 92680</i>	
<b>Panasonic</b>	<b>500, 506</b>
<i>One Panasonic Way, Secaucus, N.J. 07094</i>	
<b>Peerless Sales</b>	<b>131</b>
<i>1950 Hawthorne Ave., Melrose Park, Ill. 60160</i>	
<b>Perrott Engineering Labs</b>	<b>328</b>
<i>7201 Lee Hwy., Falls Church, Va. 22046</i>	
<b>Peterson Enterprises</b>	<b>580</b>
<i>1840 Pickwick Ave., Glenview, Ill. 60025</i>	
<b>Philips/Bosch</b>	<b>1000</b>
<i>900 Corporate Dr., Mahwah, N.J. 07430</i>	

<b>Pinnacle Systems</b>	<b>1237</b>
<i>796 Ponderosa Ave., Sunnyvale, Calif. 94086</i>	
<b>Pinzone Communications</b>	<b>440</b>
<i>14850 Cross Creek Rd., Newbury, Ohio 44065</i>	
<b>Plastic Reel Corp.</b>	<b>147</b>
<i>Brisbin Ave., Lyndhurst, N.J. 07071</i>	
<b>Polaroid</b>	<b>1314</b>
<i>Box 5011, Clifton, N.J. 07015</i>	
<b>Pro Battery</b>	<b>880</b>
<i>3941 Oakcliff Industrial Ct., Atlanta 30340</i>	
<b>Q-TV</b>	<b>115</b>
<i>104 E. 25th St., New York 10010</i>	
<b>Quanta Corp.</b>	<b>967</b>
<i>2440 S. Progress Dr., Salt Lake City 84119</i>	
<b>Quantel</b>	<b>676</b>
<i>655 Washington Blvd., Suite 602, Stamford, Conn. 06901</i>	
<b>Rank Cintel</b>	<b>828</b>
<i>520 Stokes Rd., Medford, N.J. 08055</i>	
<b>Rank Precision Industries</b>	<b>1240</b>
<i>260 N. Route 303, West Nyack, N.Y. 10994</i>	
<b>Recortec</b>	<b>1302</b>
<i>475 Ellis St., Mountain View, Calif. 94043</i>	
<b>Research Technology</b>	<b>216</b>
<i>4700 Chase Ave., Lincolnwood, Ill. 60646</i>	
<b>R.F. Technology</b>	<b>1307</b>
<i>145 Woodward Ave., S. Norwalk, Conn. 06854</i>	
<b>Riviera Broadcast Leasing</b>	<b>1264</b>
<i>7400 Center Ave., Huntington Beach, Calif. 92647</i>	
<b>RJO Productions</b>	<b>1318</b>
<b>Rohde &amp; Schwarz</b>	<b>444</b>
<i>5 Delaware Dr., Lake Success, N.Y. 11042</i>	
<b>Rosco Laboratories</b>	<b>975</b>
<i>36 Bush Ave., Port Chester, N.Y. 10573</i>	
<b>Ross Video</b>	<b>1345</b>
<i>500 John St., Iroquois, Ont. K0E 1K0</i>	
<b>RTS Systems</b>	<b>928</b>
<i>1100 W. Chestnut St., Burbank, Calif. 91506</i>	
<b>Sachtler Corp.</b>	<b>946</b>
<i>400 Oser Ave., Hauppauge, N.Y. 11788</i>	
<b>Schneider Corp.</b>	<b>443</b>
<i>400 Crossways Park Dr., Woodbury, N.Y. 11797</i>	
<b>Schwem Technology</b>	<b>1037</b>
<i>3305 Vincent Rd., Pleasant Hill, Calif. 94523</i>	
<b>Scientific Atlanta</b>	<b>402</b>
<i>120 Middlefield Rd., Scarborough, Ont. M1S 4M6</i>	
<b>SciTech</b>	<b>1308</b>
<b>Sennheiser</b>	<b>840</b>
<i>48 W. 38th St., New York 10018</i>	
<b>Sescom</b>	<b>161</b>
<i>2100 Ward Dr., Henderson, Nev. 89014</i>	
<b>Sharp Electronics</b>	<b>740</b>
<i>Sharp Pl., Mahwah, N.J. 07430</i>	
<b>Shure Brothers</b>	<b>176</b>
<i>222 Hartrey Ave., Evanston, Ill. 60202</i>	
<b>Sigma Electronics</b>	<b>609</b>
<i>1184 Enterprise Rd., East Petersburg, Pa. 17520</i>	
<b>Skotel Corp.</b>	<b>428</b>
<i>1445 Provencher, Brossard, Quebec J4W 1Z3</i>	
<b>Warren R. Smith Inc.</b>	<b>773</b>
<i>Box C, Ocean Gate, N.J. 08740</i>	

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Public radio's most popular program is now available to commercial stations in markets where it is not heard on public radio.

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<b>Solid State Logic</b>	<b>320</b>
<i>Begbroke, Oxford OXS 1RU England</i>	
<b>Sondor AG</b>	<b>1276</b>
<i>Gewerbezentrum, Zollikon, Switzerland 8702</i>	
<b>Sony Broadcast Products</b>	<b>616</b>
<i>1600 Queen Anne Rd., Teaneck, N.J. 07666</i>	
<b>Sound Ideas</b>	<b>1244</b>
<i>86 McGill St., Toronto, Ont. M5B 1H2</i>	
<b>Sound Technology</b>	<b>211</b>
<i>1400 Dell Ave., Campbell, Calif. 95008</i>	
<b>Soundmaster International</b>	<b>1162, 1156</b>
<i>306 Rexdale Blvd., Rexdale, Ont. M9W 1R6</i>	
<b>Steady-Film Corp.</b>	<b>163</b>
<i>707 18th Ave., S., Nashville 37203</i>	
<b>Steenbeck</b>	<b>1128</b>
<i>9554 Vassar Ave., Chatsworth, Calif. 91311</i>	
<b>Strand Lighting</b>	<b>1046</b>
<i>18111 S. Santa Fe Ave., Rancho Dominguez, Calif. 90221</i>	
<b>Studio Consultants</b>	<b>1367</b>
<b>Super8 Sound</b>	<b>973</b>
<i>95 Harvey St., Cambridge, Mass. 02140</i>	
<b>Sylvania Lighting</b>	<b>637</b>
<i>100 Endicott St., Danvers, Mass. 01923</i>	
<b>TASCAM/TEAC Corp.</b>	<b>306</b>
<i>7733 Telegraph Rd., Montebello, Calif. 90640</i>	
<b>Tekskill Industries</b>	<b>1202</b>
<i>108-15290 103A Ave., Surrey, B.C. V3R 7A2</i>	
<b>Tektronix</b>	<b>1014</b>
<i>Box 500, D.S. 58-699, Beaverton, Ore. 97077</i>	
<b>Telemetrics</b>	<b>1174</b>
<i>7 Valley St., Hawthorne, N.J. 07506</i>	
<b>Telescript</b>	<b>344</b>
<i>445 Livingston St., Norwood, N.J. 07648</i>	
<b>TV Equipment Associates</b>	<b>112,114</b>
<i>Box 393, S. Salem, N.Y. 10590</i>	
<b>Telex Communications</b>	<b>143</b>
<i>9600 Aldrich Ave., S. Minneapolis 55420</i>	
<b>Tentel</b>	<b>969</b>
<i>1506 Dell Ave., Campbell, Calif. 95008</i>	
<b>TFT Inc.</b>	<b>101</b>
<i>3090 Oakmead Village Dr., Santa Clara, Calif. 95051</i>	
<b>Thomson-CSF Broadcast</b>	<b>256</b>
<i>37 Brownhouse Rd., Stamford, Conn. 06902</i>	
<b>3M</b>	<b>466</b>
<i>3M Center, Bldg. 225-3S, St. Paul, Minn. 55144</i>	
<b>Tiffen Manufacturing</b>	<b>1319</b>
<i>90 Oser Ave., Hauppauge, N.Y. 11788</i>	
<b>TimeLine</b>	<b>939</b>
<i>270 Lafayette St., New York 10012</i>	
<b>Total Spectrum Manufacturing</b>	<b>574</b>
<i>20 Virginia Ave., Tallman, N.Y. 10994</i>	
<b>Triconcept</b>	<b>739</b>
<i>2670 Sabourin, St. Laurent, Quebec H4S 1M2</i>	
<b>Trompeter Electronics</b>	<b>1273</b>
<i>31186 La Baya Dr., Westlake Village, Calif. 91362</i>	
<b>Union Connector</b>	<b>674</b>
<i>Box H, Roosevelt, N.Y. 11575</i>	
<b>United Media</b>	<b>1278</b>
<i>150 Old Adobe Way, Los Gatos, Calif. 95030</i>	

<b>Ushio America</b>	<b>1331</b>
<i>20101 S. Vermont Ave., Torrance, Calif. 90502</i>	
<b>Utah Scientific</b>	<b>148</b>
<i>1685 W. 2200 S., Salt Lake City, Utah 84119</i>	
<b>Vertigo Systems</b>	<b>1320</b>
<b>Vid Video</b>	<b>838</b>
<i>3919A W. Magnolia Blvd., Burbank, Calif. 91505</i>	
<b>Video Services</b>	<b>173</b>
<i>2720 E. Thomas, Bldg. A, Phoenix 85016</i>	
<b>VideoMedia</b>	<b>476</b>
<i>211 Weddell Dr., Sunnyvale, Calif. 94089</i>	
<b>VideoTek</b>	<b>213</b>
<i>243 Shoemaker Rd., Pottstown, Pa. 19464</i>	

<b>Viking Cases</b>	<b>139</b>
<i>10480 Oak St., NE, St. Petersburg, Fla. 33702</i>	
<b>Vinten Equipment</b>	<b>863</b>
<i>39 Cain Dr., Plainview, N.Y. 11803</i>	
<b>VTA Technologies</b>	<b>332</b>
<i>2040 Sherman St., Hollywood, Fla. 33020</i>	
<b>Winsted Corp.</b>	<b>1176</b>
<i>9801 James Cr., Minneapolis 55431</i>	
<b>Zaxcom</b>	<b>1346</b>
<b>Zellan Optics</b>	<b>414</b>
<i>15 W. 26th St., New York 10010</i>	
<b>Zonal Magnetics</b>	<b>1236</b>
<i>7304 Valjean Ave., Van Nuys, Calif. 91406</i>	

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# RIDING GAIN

# O N R A D I O

## RAB strives for self-improvement

The Radio Advertising Bureau will strive for a better response in 1987 to the trend of agency regionalization for national spot buys. That was just one of the sales "initiatives" adopted by the RAB board during its annual meeting last week (Oct. 20-22) at the Ritz Carlton hotel in Laguna Niguel, Calif.

The board also directed the RAB staff to create a new sales advisory committee composed of "working" station sales managers who will guide the association in calling on key accounts and using sales materials. The committee, which will be composed of about 20 sales executives from stations in various sized markets, is expected to be operational by Jan. 1. It will primarily concentrate on local and regional spot sales development and will meet twice yearly.

In other actions, the board directed RAB to focus its resources on seven key advertising sources: automotive, which includes manufacturers as well as dealer and distributor groups; fast food franchises; retail chains; supermarket and drug stores; air-

lines; computers, and movies—the last incorporating both national distributors and local theater chains.

Three new officers were elected at the annual meeting: Dick Verne, group vice president/radio for LIN Broadcasting and an executive committee member, becomes finance chairman; Carl Wagner, executive vice president of radio for Taft Broadcasting, who was board finance chairman, is now vice chairman, and James Arcara, president of Capital Cities/ABC Radio, who was vice chairman, is chairman. The appointments are effective Jan. 1 and will run for two years. Arcara replaces Dick Harris, president of Group W Radio, who will remain on the executive committee. Harris was not in attendance at last week's meeting. (Westinghouse is believed to be in the final stages of negotiations with General Electric, new owner of NBC, over a plan to merge Group W's 13 radio stations with NBC's eight radio properties and three radio networks ["Top of the Week," Oct. 20.]

days a week. (All of the country music for North America One is supplied by Country USA, La Crescent, Minn.)

The new service is being marketed by its parent firm, Kayla Satellite Broadcasting Network Inc. (KSBN), Richmond, Wis. North America One is scheduled to debut on WTMB(AM) Tomah, Wis., in November.

According to Harry Thibedeau, air personality and marketing coordinator for North America One, the cost for subscribing to the new service has been set at \$500 per month. The company is also offering the downlink equipment for \$1,200. The initial goal, said Thibedeau, is to establish a network of 50 stations. Thibedeau also said North America One will carry the weekly Grand Ole Opry broadcasts from Nashville and will soon affiliate with a national network for news.

At the outset, North America One's live programming will run from six minutes past the hour to 58 minutes past the hour. The remaining eight minutes is given back to the station for local programming. Each hour will contain six minutes of commercial breaks—two minutes will belong to North America One and national sponsors and four minutes will be for local spots.

North America One is transmitted over Telstar 303, transponder 18.

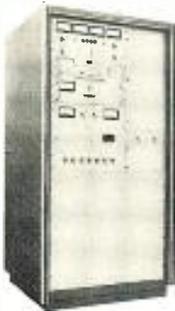
## Still another

Another satellite-delivered commercial radio service will soon enter the marketplace. Designed for small- and medium-market stations, the service, known as North America One, primarily features a combination of country music and talk programming—19 hours of live personalities (5 a.m. to midnight, central time) and five hours of overnight taped country programming, seven

## Going right to the top

KANW(FM), a noncommercial educational station licensed to the Board of Education in Albuquerque, N.M., is hoping to air an oral

## New Class A Winner



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

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

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



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**Spanish talk.** Call For Action Inc., the national information, referral and action service for consumers that operates as a nonprofit affiliate of radio and television stations in 24 markets, launched its first Spanish-language service last Wednesday (Oct. 22) over KTNQ(W) Los Angeles. The station will serve as a "model" for the development of a bilingual network by the New York-based Call For Action organization, according to a spokeswoman for the service. Discussing the new Call For Action arrangement at KTNQ are (l-r): Carol Kiplinger, president, Call For Action Inc.; Irene Gomez Caro, director of the Call For Action Spanish-language project, and Andrian Lopez, program director, KTNQ.

arguments in the United States Supreme Court, which so far has banned radio, television and still camera coverage. In a letter to Chief Justice William Rehnquist, Lillian C. Barna, superintendent of the Albuquerque public schools, said that, due to the U.S. Constitution's bicentennial celebration next year, the public schools in Albuquerque will place an "added emphasis" on the study of the Constitution in its curriculum. "This is an appropriate time for students and the general public to observe the judicial system in operation at its highest level under the Constitution," Barna said. "All that is necessary in order to put our proposal into effect is our connection [for KANW] to an audio feed of your taping system. This can be accomplished in a simple, unobtrusive manner," she said. As of late last week, KANW had not yet received a response from Rehnquist.

### SCA census

The market for FM subcarriers (SCA's) of major-market radio stations has been somewhat inactive over the past year, according to the most recent analysis of subcarrier usage conducted annually by Waters Information Services, Binghamton, N.Y.

The Waters "FM-SCA Census" examined FM subcarrier use in the top 30 markets from September 1985 through September 1986. It shows that usage of FM SCA channels in those markets grew by a mere 4%—352 to 366. The most dramatic increase was in voice applications such as radio reading services, ethnic programs and religious networks, which climbed from 69 to 80 subcarriers. Data transmission remains the leading SCA application, but the number of subcarriers being used for that purpose dipped from 97 to 92. Other results from the Waters analysis show the number of FM outlets utilizing more than one SCA nearly tripling, from 25 to 72.

### Calculating company

Arbitron Ratings has entered into an agreement with Media Management Plus Inc., Edwardsville, Ill., to market that company's pre- and post-buy analysis software package of radio and television Arbitron data, called The Broadcast Negotiator, to advertisers and agencies. According to an Arbitron spokesman, the post-buy analysis package is being modified to include new features for interpreting Arbitron data.

This software package represents only one part of the overall Media Management Plus computerized advertising system which enables an advertiser and/or agency to perform a number of interrelated functions for managing media ad schedules. (Media Management Plus also utilizes Birch data for radio and Nielsen ratings for television.)

### Programing overview

The National Association of Broadcasters is planning to continue the "national radio programming survey," which was started four years ago by the National Radio Broadcasters Association. The survey will cover,

### September spot story

The national spot radio business continued its recent climb with September expenditures posting a 6.1% increase over September 1985 (adjusted for variance in the number of standard broadcast billing weeks in September 1985 versus September 1986) to \$78,513,800. That's according to Radio Expenditure Reports, Larchmont, N.Y., which collects financial information each month from representation companies. Unadjusted, billings for September registered a 15.1% drop.

among other things, local stations' use of news, sports, syndicated and network programming. Questionnaires are expected to be mailed in early December. NAB said it will publish the results next spring, making them available to member stations at no charge.

### Birch buy

BDA/BBDO, Atlanta, will use Birch Radio as the primary radio ratings service for all of its clients including Delta Airlines, Birch executives announced last week. The agency will be working together with Birch in expanding the ratings service's qualitative reports to find "new applications" in evaluating radio buys.

### Looking back

AP Network News is offering its affiliates a new, 30-second nostalgia feature, *Flashback*. According to AP, the daily series will provide "date-specific recollections featuring sound from past events and television shows, movies, and popular music that made the news that day." *Flashback*, which is scheduled to debut today (Oct. 27), will be both bulk-fed each Friday afternoon for the following week and fed each day at 6:32 a.m. and 10:32 a.m. NYT.

### Oldies offering

The Programing Consultants (formerly TM Programming), Albuquerque, N.M., is readying a new rock oldies format for a November debut. The tape-distributed format, which has been dubbed "Rockin' Oldies," will be consulted by radio programmer Dick Bartley. (Bartley is currently host of United Stations Radio Networks' *Solid Gold Saturday Night* and *Solid Gold Scrapbook*.)

### Thankful Beatles

Westwood One will air a three-hour music/interview special over Thanksgiving weekend (Nov. 27-30), entitled *The Beatles: Twist & Shout*. The show will include interviews with all four Beatles as well as a tape of the Beatles' first radio interview, which was recorded on Oct. 27, 1962. It will be hosted by Westwood London correspondent Roger Scott.

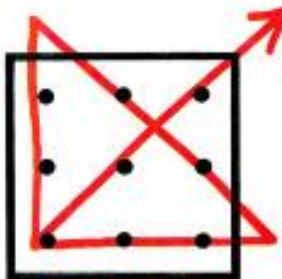
# A POWERFUL PARTNER

"Thinking Outside The Box."

Finding the solutions to your programming problems... solutions that have eluded others.

For twenty years you have known us as TM Programming, the leaders in innovative, quality programming. Now we have a new name: *The Programming Consultants*. But our philosophy remains unchanged: To solve your programming problems with innovative, creative and effective ideas.

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## Senate confirms two for CPB board

**But former chairman Landau's nomination is traded for approval of Towery, Brenner**

In the last hours of the 99th Congress on Oct. 18, the Senate confirmed two nominees to the board of the Corporation for Public Broadcasting and let lapse the nominations of two other candidates. Confirmed were former CPB vice chairman, Kenneth Towery, who served on the board from November 1981 to March 1986, and Daniel Brenner, former senior adviser to FCC Chairman Mark Fowler and now a communications law professor at UCLA. Passed over were former CPB Chairman Sonia Landau and Nancy Reagan's former press secretary, Sheila Burke Tate. Both women will have to be renominated by President Reagan next year if their permanent appointments are to be pursued.

According to a Senate source, Democrats refused to support Towery and Brenner unless Landau was held back. They also had "serious problems" with Landau's role in board business that occurred after her term had ended, including the search for a new

general counsel, preparation of CPB appropriations testimony and attendance at the June board meeting in St. Paul. Landau also lacked Republican support in Congress, according to one source.

Last week, Landau defended her post-term involvement. She pointed out that the search committee had been formed in May 1985 to find both a president and a general counsel, and its business was only weeks from conclusion when her term ran out. She attended only one more meeting, she said, and Harry O'Connor, whose term had expired at the same time, had also been invited to attend. Similarly, the meeting on appropriations was held in April, also soon after her term expired, Landau said, and in the past, Congress had been approached on the subject of appropriations by the CPB chairman, president and senior financial officer. "No one was really sure what we should do," she said. Landau said she attended the preliminary meeting with the expectation that it would be an informal one with the CPB president and financial officer, but that when she discovered the meeting was to be conducted before an audience and several mem-

bers questioned the appropriateness of her attendance, she left. Finally, Landau said she attended the June board meeting—at her own expense—because it was a special joint meeting with the board of American Public Radio that she had been "instrumental" in setting up, because CPB board meetings are open to the public, and because she had been nominated for another term on the board.

Landau's and Towery's terms expired last March, along with those of three other board members, leaving the CPB board with only five of its 10 positions filled. Confirmation hearings for Landau and Towery were held in September (BROADCASTING, Sept. 22), but Senate approval was held up by the Democrats until President Reagan submitted the name of a Democrat for a third open seat on the board. Democrat Brenner was nominated at the end of September, and Republican Tate followed soon afterward ("In Brief," Sept. 29 and Oct. 6).

There were charges of politicization of the CPB board under Landau's leadership. In September 1984, Landau beat Democrat Sharon Rockefeller, wife of Senator Jay Rockefeller (D-W. Va.), in an election for the chairmanship (BROADCASTING, Sept. 24). In May 1985, the organization's president, Edward Pfister, resigned after six members of the board, led by Landau, voted to cancel CPB's involvement in a public television trip to the Soviet Union (BROADCASTING, May 20, 1985). In September 1985, Landau was re-elected by default after three successive secret ballots were split 5-5 between her and former board member O'Connor (BROADCASTING, Sept. 16, 1985). At her confirmation hearing last September, Landau denied charges that the board had become politicized. But the September CPB board meeting, to be held two days after that hearing, was boycotted by three Landau supporters who felt business should be conducted with more than five members present, and so the remaining two members, not Landau supporters, also did not attend.

Landau said she felt it was "unfortunate" that her nomination had not been pushed through with the others, but she said she was not surprised. Asked whether she would accept a recess appointment, she said: "I'm just not even really thinking about any of CPB anymore." Rumbles over Brenner's FBI background check, required of all nominees, earlier had seemed to cast a shadow over his chances for confirmation (BROADCASTING, Oct. 13), but apparently the senators were convinced in the end that Brenner had not played a role in a pending FCC case involving the sale of KROQ-FM Los Angeles. Tate's nomination was believed to have come too late in the congressional session for her appointment to be moved through.

CPB directors had similar reactions to the

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confirmations. CPB President Martin Rubenstein, who has worked with a five-member board for most of his term (he was selected Jan. 31), said he was "delighted" that Towery and Brenner had been confirmed. Landau supporters Richard Brookhiser, a senior editor for the *National Review*, and Howard Gutin, KLRU-TV Austin, Tex., said they hadn't thought about who they would support for chairman if Landau were not a candidate. (The board was slated to elect a new chairman and vice chairman at its September meeting, and will presumably do so at its next meeting, Nov. 13 and 14.) Brookhiser said he hoped President Reagan would seat Landau on the board as a recess appointee. Both members said they were happy Towery and Brenner had been confirmed. "I've been very uncomfortable with only five of us—seven will be much better, although I'd prefer 10," Gutin said. WQED(TV)'s Lloyd Kaiser, not considered a Landau supporter, also said he was "pleased that we will have more of a full complement on the board." As for whom he would support as chairman, he said: "I haven't given that any thought."

Several factors will have bearing on the choice of a new chairman. Rockefeller's term expires in March 1987, and she will not be eligible for reappointment. The terms of Lee Hanley and Richard Brookhiser also expire in March 1987, although both could be renominated. Brookhiser, who has served as temporary chairman since March, has said repeatedly he is not interested in the permanent chairmanship. Towery, who served as vice chairman from September 1984 to

March 1986, will serve until March 1991, as will Brenner, and is a possible candidate. Gutin's term expires in March 1989, and although his job as director of national development of KLRU-TV was phased out at the end of September under the reorganization of that station and co-owned KLRN(TV) San Antonio, Tex., that will have no bearing on his service on the board. Kaiser's term also expires in March 1989, and he said he had not given thought to vying for the chairman's spot.

On other issues, public broadcasting was the focus of attention in the House as last-

minute bills were offered by Republicans Michael Oxley, of Ohio, and Don Ritter, of Pennsylvania. Oxley's bill would allow limited advertising on public television on a voluntary basis, with a four-year sunset. Ritter's would require CPB to "perform on going, systematic content analyses of documentaries produced with funds provided by such corporation." (The issue of content analysis was raised earlier by Ritter in a "Dear Colleague" letter to House members [BROADCASTING, July 28].) The legislation will have to be reintroduced in when the 100th Congress convenes in January 1987. □

## Changing Hands

### PROPOSED

**KRQX(AM)-KZEW(FM) Dallas** □ Sold by A.H. Belo Corp. to Anchor Media Ltd. for \$20 million. **Seller** is publicly owned, Dallas-based group of two AM's, two FM's and five TV's headed by James M. Moroney, chairman. It publishes *Dallas Morning News* and seven community newspapers in the Dallas-Fort Worth area. **Buyer** is newly formed corporation headed by former Gulf Broadcast Group president, Alan Henry. KRQX is on 570 khz full time with 5 kw. KZEW is 97.9 mhz with 100 kw and antenna 1,680 feet above average terrain.

**KLEW-TV Lewiston, Idaho, and KIMA-TV Yakima and KEPR-TV Pasco, both Washington** □ Sold by NWG Broadcasting Corp. to Retlaw Enterprises Inc. for \$17 million. **Seller** is

owned by brothers, John and Roger Noel. It has no other broadcast interests. **Buyer** is Fresno, Calif.-based group of two TV's owned by Lillian B. Disney and family. Disney's son-in-law, Ronald W. Miller, owns KVIQ(TV) Eureka, Calif. KLEW-TV is CBS affiliate on channel 3 with 13.8 kw visual, 1.38 kw aural and antenna 1,260 feet above average terrain. KIMA-TV is CBS affiliate on channel 29 with 484 kw visual, 87.3 kw aural and antenna 970 feet above average terrain. KEPR-TV is CBS affiliate on channel 19 with 490 kw visual, 88.3 kw aural and antenna 1,203 feet above average terrain.

**WGIV(AM)-WPEG(FM) Concord, N.C.** □ Sold by Suburban Radio Group to Sky Broadcasting Co. for \$16 million. **Seller** is Belmont, N.C.-based group of four AM's and four FM's headed by William Rollins and Robert R. Hilker, president. **Buyer** is owned by Dennis Israel. It owns WGY(AM)-WGFM(FM) Schenectady, N.Y., and has recently purchased KSKY(AM) Dallas ("Changing Hands," Sept. 22) and WNYR(AM)-WEZO(FM) Rochester, N.Y. ("Changing Hands," Sept. 22). WGIV is daytimer on 1410 khz with 1 kw. WPEG is on 97.9 mhz with 100 kw and antenna 500 feet above average terrain. **Broker: R.A. Marshall & Co.**

**KTAB(TV) Abilene, Tex.** □ Sold by International Broadcasting Corp. to Shamrock Broadcasting Co. for \$15,750,000. **Seller** is owned by Thomas K. Scallen, president. It has no other broadcast interests. **Buyer** is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. KTAB is CBS affiliate on channel 32 with 2,051.3 kw visual, 610.7 kw aural and antenna 909.5 feet above average terrain. **Broker: R.C. Crisler & Co.**

**KLZZ-AM-FM San Diego, Calif.** □ Sold by Southwestern Broadcasting Inc. to Edens Broadcasting Inc. for \$14 million. **Seller** is headed by Edward T. Shaddek, president. It has no other broadcast interests. **Buyer** is Phoenix-based group of three AM's and three FM's principally owned by Gary Edens, chairman. KLZZ is on 600 khz full time with 5 kw. KLZZ-FM is on 106.5 mhz with 50 kw and antenna 230 feet above average terrain. **Broker: Wertheim & Co.**

**KTXS-TV Sweetwater, Tex.** □ Sold by SWMM/Abilene Corp. to Lamco Communications Inc. for \$11,740,000. **Seller** is Houston-based group of three TV's owned by Billy Goldberg and Lester Kamin. **Buyer**

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is closely held Williamsport, Pa.-based station group of one AM, one FM and two TV's headed by Andrew W. Stabler, chairman. It is former publisher of *Grit* magazine. KTXS-TV is ABC affiliate on channel 12 with 257 kw visual, 25.7 kw aural and antenna 1,400 feet above average terrain.

**WSOY-AM-FM Decatur, Ill. and WLAP-AM-FM Lexington, Ky.** □ Sold by WSOY Inc. to Trumper Communications Inc. for \$10 million. Seller is owned by C.R. Griggs, who has no other broadcast interests. Buyer is owned by Jeffrey E. Trumper, general manager of WLS(AM)-WYTZ(FM) Chicago. WSOY is on 1340 khz full time with 1 kw. WSOY-FM is on 102.9 mhz with 54 kw and antenna 450 feet above average terrain. WLAP is on 630 khz with 5 kw day and 1 kw night. WLAP-FM is on 94.5 mhz with 100 kw and antenna 640 feet above average terrain.

**WBOP(AM)-WTKX(FM) Pensacola, Fla., and WTAM(AM)-WGCM(FM) Gulfport and WOKJ(AM)-WJMI(FM) Jackson, both Mississippi** □ Sold by Tri-Cities Broadcasting Co. to Holt Communications Inc. for \$9.5 million. Seller is subsidiary of E.O. Roden stations, Jackson, Miss.-based group of five AM's, five FM's and one TV owned by Zane Roden and family. Buyer is owned by Arthur Holt and family. It also owns WASQ-AM-FM Winchester, Va., and WZZO(FM) Bethlehem, Pa. Holt is media broker based in Bethlehem. WBOP is on 1230 khz with 1 kw day and 250 w night. WTKX is on 101.5 mhz with 100 kw and antenna 480 feet above average terrain. WTAM is on 1240 khz with 1 kw day and 250 w night. WGCM is on 102.3 mhz with 3 kw and antenna 317 feet above average terrain. WOKJ is on 1550 khz with 50 kw day and antenna 10 kw night. WJMI is on 99.7 mhz with 100 kw and antenna 1,060 feet above average terrain.

**WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York** □ Sold by Greater Media Inc. to Williams Spitzer Limited Partnership for \$9 million. Seller is publicly owned, East Brunswick, N.J.-based group of seven AM's and seven FM's and publisher of East Brunswick *Sentinel-Spokesman*. It is headed by Peter Bordes, chairman. Buyer is owned by Bob Williams, former owner of WHLI-AM-FM Hempstead, N.Y., and Elton Spitzer, who operates WLIR(FM) Garden City, N.Y. WGSM is daytimer on 740 khz with 25 kw. WCTO is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

**WAIR(AM)-WSEZ(FM) Winston-Salem, N.C.** □ Sold by Triad Broadcasting to Evergreen Radio Group Inc. for \$6 million. Seller is owned by Nick Patella, who has no other broadcast interests. Buyer is owned by Monte Lang, former president of Amatureo Group, former Fort Lauderdale, Fla.-based group owner which sold most of its stations to Keymarket Communications. WAIR is on 1340 khz full time with 1 kw. WSEZ is on 93.1 mhz with 100 kw and antenna 250 feet above average terrain. Broker: Stan Raymond & Associates.

**KTRO(AM) Port Hueneme and KCAQ(FM) Oxnard-Ventura, both California** □ Sold by Sunbeam Radio Partners to Greater Pacific Radio Exchange Inc. for \$5 million. Seller is principally owned by Edmund N. Ansin (70%), who also owns WSUN(TV) Miami. Buyer is

owned by Harold A. Frank, who owns other 30% of stations. KTRO is on 1520 khz with 50 kw day and 1 kw night. KCAQ is on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

**KTRS(FM) Casper and KTAG(FM) Cody, both Wyoming, KIIX(AM)-KTCL(FM) Fort Collins and KRAI-AM-FM Craig, both Colorado** □ Sold by Wyomedia Associates Inc., W.R.E.N. Broadcasting Co. and Northwestern Colorado Broadcasting Co., respectively, to U.S. Media Group for \$4,840,000, comprising \$1,540,000 for KTRS(AM)-KTAG(FM), \$2.7 million for KIIX(AM)-KTCL(FM) and \$600,000 for KRAI-AM-FM. Seller is principally owned by Alf Landon, 1936 Republican presidential candidate, and family. It also owns KEDD(AM) Dodge City and KSCB(AM) Liberal, both Kansas. Buyer is owned by Michael R. Kassner and Joseph D. Tydings. It also owns WKAB-TV Montgomery, Ala., and WTXL-TV Tallahassee, Fla. Tydings is former senator (D-Md.). KTRS is on 95.5 mhz with 100 kw and antenna 1,920 feet above average terrain. KTAG is on 97.9 mhz with 100 kw and antenna 1,901 feet above average terrain. KIIX is on 600 khz with 5 kw day and 500 w night. KTCL is on 93.3 mhz with 100 kw and antenna 1,275 feet above average terrain. KRAI is on 550 khz with 5 kw day and 500 w night. KRAI-FM is on 93.7 mhz with 100 kw and antenna 980 feet above average terrain.

**WOMP-AM-FM Bellaire, Ohio** □ Sold by First Valley Broadcasting Inc. to Justice Broadcasting for \$4.5 million. Seller is owned by Robert Dodenhoff and Daniel Wachs. It also

owns WKLX(FM) Rochester, N.Y. Buyer is owned by Lawrence K. Justice who owns WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers, Fla., and recently purchased WMYF(AM)-WERZ(FM) Exeter (Portsmouth), N.H. ("Changing Hands," Oct. 20). WOMP is daytimer on 1290 khz with 1 kw. WOMP-FM is on 100.5 mhz with 13.5 kw and antenna 520 feet above average terrain. Broker: Richard A. Foreman Associates.

**KGER(AM) Long Beach, Calif.** □ Sold by John Brown Schools of California Inc. to Salem Communications Corp. for \$4,350,000, comprising \$3.6 million for stock and \$750,000 for real estate. Seller is owned by John Brown University, Siloam Springs, Ark.-based nonprofit corporation headed by John E. Brown, president. It also owns KUOA(AM) Siloam Springs and WJBU(AM)-WJST(FM) Port St. Joe, Fla. Buyer is Winston-Salem, N.C.-based group of eight AM's and three FM's equally owned by Stuart Epperson and Edward Attlinger. Epperson also owns KCFO-AM-FM Tulsa, Okla., and WTOB(AM) Winston-Salem. Attlinger owns KKLA(FM) Los Angeles, KDAR(AM) Oxnard, KGFT(FM) Carpinteria and KAVC(FM) Rosamond, all California; KGNW(AM) Seattle and KPRZ(AM) San Marcos, Tex. They are in process of consolidating ownership of all stations under Salem Communications. KGER is on 1390 khz full time with 5 kw.

**WHJB(AM)-WOKU(FM) Greensburg, Pa.** □ Sold by WHJB Radio Inc. to WHJB Inc. for \$1.7 million. Seller is owned by Melvin A. Goldberg, who has no other broadcast interests. Buyer is owned by James W. Harpel



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and Norman Slemenda, who also own WRIE(AM) Waterford, Pa. WHJB is on 620 khz with 2.5 kw day and 500 w night. WOKU is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

**KYEA(FM) West Monroe, La.** □ Sold by Morgan Broadcasting Corp. to Phoenix Broadcasting Co. for \$1.3 million. Seller is owned by Charles G. Morgan, who also owns collocated KMBS(AM). Buyer is owned by Lee King, Jackson, Miss. -based concert promoter with no other broadcast interests. KYEA is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

**WRAK(AM)-WKSB(FM) Williamsport, Pa.** □ Sold by Stainless Broadcasting Co. to Pennsylvania Broadcasting Associates for \$1.2 million. Seller is owned by Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and KTVZ(TV) Bend, Ore. Buyer is owned by J. Albert Dame, who also owns WKBO(AM) Harrisburg, Pa. WRAK is on 1400 khz full time with 1 kw. WKSB is on 102.7 mhz with 53 kw and antenna 1,270 feet above average terrain.

**WHPM(AM) Port Huron, Mich.** □ Sold by Enterpreneur Inc. to Lee Hanson for \$1.1 million. Seller is owned by Eugene Ulmor, who has no other broadcast interests. Buyer is former

general manager of WQRS(FM) Detroit. WHPM is on 1380 khz full time with 5 kw. Broker: Barry Sherman & Associates.

**WAKK(AM)-WAKH(FM) McComb, Miss.** □ Sold by HWH Corp. to Fortune Media Inc. for \$1 million. Seller is principally owned by Henry J. Sanders. It also owns WSUH(AM)-WMMS(FM) Oxford, Miss. Buyer is principally owned by Ronald E. Hale and John Bomer. Hale owns WWYN(FM) McKenzie, Tenn. Bomer is former chief operating officer of SunGroup Inc., Nashville-based group of two AM's and three FM's. WAKK is daytime on 1140 khz with 1 kw. WAKH is on 105.7 mhz with 100 kw and antenna 957 feet above average terrain.

**KFJB(AM)-KMTG(FM) Marshalltown, Iowa** □ Sold by Marshall Electric Co. to Marshalltown Broadcasting Inc. for \$877,500. Seller is principally owned by David U. Norris, president. It has no other broadcast interests. Buyer is principally owned by David L. Nelson, who also owns WAYY(AM)-WAXX(FM) Eau Claire, Wis., and KIRX(AM)-KRXL(FM) Kirksville, Mo. KFJB is on 1230 khz full time with 1 kw. KMTG is on 101.1 mhz with 75 kw and antenna 300 feet above average terrain. Broker: Dale Cowle/W. John Grandy.

**KLGR-AM-FM Redwood Falls, Minn.** □ Sold by Redwood Broadcasting Co. to CD Broadcasting Corp. for \$701,000. Seller is owned by Melvin E. Paradis and Vilas Van Slooten. It has no other broadcast interests. Buyer is owned by Christopher T. Dahl, Minneapolis-based real estate investor with no other broadcast interests. KLGR is on 1490 khz full time with 1 kw. KLGR-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

**KCLM(AM) Redding, Calif.** □ Sold by Jeffrey Broadcasting Corp. to Prather-Breck Broadcasting Inc. for \$570,000. Seller is principally owned by Leonard Freeman and his wife, Nancy, who have no other broadcast interests. Buyer is equally owned by Jeff Prather and Robert Breck, who also own KEWB(FM) Anderson-Redding, Calif. KCLM is daytime on 1330 khz with 5 kw. Broker: William A. Exline Inc.

**KEBQ(FM) Ardmore, Okla.** □ Sold by Waters Broadcasting Co. to Stiles Communications Corp. for \$540,000. Seller is owned by Claudia Waters, who has no other broadcast interests. Buyer is owned by Jerry D. Stiles, Dallas-based real estate investor with no other broadcast interests. KEBQ is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

**WKBZ(AM) Muskegon and WRNF(FM) Whitehall, both Michigan** □ Sold by Reams Broadcasting to KBZ Broadcasting Inc. for \$475,000, comprising \$225,000 for AM and \$250,000 for FM. Seller is owned by Frazier Reams, who recently sold WSIX-AM-FM Nashville ("Changing Hands," Sept. 29), pending FCC approval. It owns WCWA(AM)-WLOT(FM) Toledo and WWCK-AM-FM Flint, Mich. Buyer is owned by Frederick P. Tascone, Robert D. Jewell and Daniel J. Thill, local investors with no other broadcast interests. Tascone is former general manager of WTRU(AM)-WQWQ(FM) Muskegon. WKBZ is on 850 khz full time with 1 kw. WRNF is on 95.3 mhz with 2 kw and antenna 367 feet

**Underwriting under discussion.** Whether to tighten restrictions on local underwriting of nationally underwritten programs on noncommercial television was the major item of interest at an executive committee meeting of the board of the Public Broadcasting Service in Washington.

The debate was prompted by the news that a Florida public television station, WPBT(TV) Miami, returned \$16,000 to a local underwriter after the national underwriter of *Managing Our Miracles: Health Care in America*, complained that a competitor was being given equal fund-raising credit by the station. The national underwriter, Equicor, a joint venture of Equitable Life and Hospital Corp. of America, had contributed \$2.5 million to the 10-part series, while the local underwriter, whose name was unavailable, contributed \$16,000 for spots in all 10. Early into the series, which began airing Sept. 30 on most PBS stations, the national underwriter saw the competing spots and complained to the program's producers, Columbia University Seminars on Media and Society, WNET(TV) New York and WOED(TV) Pittsburgh. Former CBS News President Fred Friendly, head of Media and Society and host of the program, called the station to remind it of PBS guidelines advising stations to "carefully consider whether a potential local funder or underwriter might be confused with a national underwriter." He said the station was "most cooperative, and when they understood the problem, they changed it." (WPBT station personnel initially were unaware that the local underwriter was a competing and recently established health care organization, according to one source.)

The members of the PBS executive committee voiced concern over such conflicts, which they feared could lead to the withdrawal of crucial national underwriting support. (National underwriters provide \$58 million yearly, almost one-third of the value of PBS programs.) Mike Soper, PBS's vice president of development, estimated that up to 50% of PBS affiliates may be locally underwriting fully funded national programs, and several board members were wary of PBS taking on the job of policing member stations. Other members said that many stations cannot function without the money provided by local underwriters, and cautioned that any policy decision made by PBS must be made with the input of the stations.

PBS currently has only an advisory policy against local underwriting of nationally underwritten programs, because the board does not have the power to tell the stations what they can broadcast. But the board does have the power to adopt rules governing distribution of the National Program Service.

The executive committee made no policy decision at the meeting, voting to study the problem and make recommendations to the full board in December. PBS Chairman Al Stern told the board: And "I would hope that somehow out of this we could take some specific action so the stations would know that there's going to be some really serious punishment for them if they don't stop doing what is hurting public television very badly."

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**NAB nominees.** Elections for seats on the National Association of Broadcasters radio and television boards for two-year terms beginning next June are under way. Ballots were mailed last week for 12 seats on the radio board and six on the TV board. The ballots must be returned by Nov. 21. (Incumbent George Hyde Jr. of WQBA-AM-FM Miami, running unopposed, was automatically reelected in the seventh district representing Florida, Puerto Rico and Virgin Islands.)

For radio, the candidate in each district receiving a majority of the votes will be declared the winner. If no majority is reached, a runoff election will be held. For TV, the 12 leading vote getters in national balloting will participate in a final election in which the top six will prevail. The final TV ballots will be mailed in December with results tallied in January. Among the radio candidates are eight incumbents with opposition: James Asher Jr., WJDA(AM) Quincy, Mass.; Jerry Lee, WEAZ(FM) Philadelphia; Bayard Walters, WHRS(AM)-WFMI(FM) Winchester, Ky.; Fred H. Baker Sr., KFSA(AM)-KISR(FM) Fort Smith, Ark.; Paul Hedberg, Hedberg Broadcasting Group, Blue Earth, Minn., and Gary Grossman, KRKT(AM) Albany, Ore. Running for radio seats are: **District 1** (Conn., Maine, N.H.; R.I., Vt.)—Asher; Robert Fish, WHJJ(AM)-WHJY(FM) Providence, R.I.; John J. Long Jr., WJRR-FM Rutland, Vt.; Alan Okun, WGGF(AM) Webster, Mass., and Richard Osborne, WXXL-AM-FM Concord, N.H.

**District 3** (Pa.)—Lee and LeRoy Schneck, WNAE(AM)-WRRN(FM) Warren, Pa.

**District 5** (Ky, W.Va.)—Walters; Al Martine, WWNR(AM) Beckley, W.Va., and Eddie Owne, WZZF(AM)-WYKH(FM) Hopkinsville, Ky.

**District 7** (Ala., Ga.)—Terry Barnhardt, WGGG(AM) Gainsville, Ga.; Truman Conley, WWSA(AM)-WCHY(FM) Savannah, Ga.; William B. Farrar, WGTA(AM) Summerville, Ga.; R. Dale Gehman, WWSG(AM) Atmore, Ala.; C.B. (Rik) Rogers, WAOK(AM)-WVEE(FM) Atlanta; Jerry Rogers, WSGA(AM)-WZAT-FM Savannah, Ga.; D. Mitchell Self, WLAY(AM) Muscle Shoals, Ala.; Thom Smith, WDEN-AM-FM Macon, Ga.; Jack Smollon, WJHO(AM) Opelika, Ala., and Don Sports, WCLA-AM-FM Claxton, Ga.

**District 11** (Ohio)—Steve Berger, WNCI(FM) Columbus; Clarence Bucaro, WTIG(AM)-WBKC(FM) Massillon; Robert Lambert, WATH(AM)-WXTQ(FM) Athens; C. Richard McBroom, WNDH(FM) Napoleon; Frank Osborn, WMHE(FM) Toledo, and Robert Pricer, WCLT-AM-FM Newark. **District 13** (Mich.)—Ross Biederman, WTCM-AM-FM Traverse City; John Casey, WSGW(AM)-WIOG(FM) Saginaw; Robert Dimer, WQON(FM) Grayling; Jon L. Fruytier, noncommercial WSHJ(FM) Southfield; David Hicks, WKNR(AM)-WKFR-FM Battle Creek, and Carl Lee, WKZO(AM) Kalamazoo.

**District 15** (Ark., Tenn.)—Larry Duke, KFIN(FM) Jonesboro, Ark.; Baker, and Donald Newberg, WGOV(AM)-WSKZ(FM) Chattanooga, Tenn.

**District 17** (Ill.)—Phelps and Thomas L. Davis, WSDR(AM) Sterling.

**District 19** (Okla., north Texas)—Don Chaney, KTBB(AM)-KNUE(FM) Tyler, Tex.; Steve Hicks, KAYI(FM) Tulsa, Okla., and Buddy Howell, KEND(AM)-KLLL-FM Lubbock, Tex.

**District 21** (Minn., N.D., S.D.)—Hedberg and Jerry Papenfuss, Result Radio Group, Winona, Minn.

**District 23** (Alaska, northern California)—Tom Busch, KNOM(AM) Nome, Alaska; Kenn Cunningham, KAHK(AM)-KHYL-FM Auburn, Calif.; Ramsey Elliott, KRCK(AM) Roseville, Calif.; Jeff Martin, KARZ-FM Redding, Calif., and Phil Rather, KOMY(AM) Watsonville, Calif.

**District 25** (Ore., Wash.)—Grossman and Ivan Braiker, KRPM-AM-FM Seattle.

On the television board incumbents, Margo Cobb of WLBZ-TV Bangor, Me., and Frank Flynn of WINK-TV Tallahassee, Fla., are seeking re-election. Other TV board candidates are Calvin Brack, KDOC-TV Anaheim, Calif.; Brian Byrnes, KPLC-TV Lake Charles, La.; Gary Chapman, Freedom Newspapers, Providence, R.I.; Jerry P. Colvin, WUHO-TV Battle Creek, Mich.; Ralph W. Gabbard, WKYT-TV Lexington, Ky., and WYMT-TV Hazard, Ky.; Daniel Gold, Knight-Ridder Broadcasting, Miami; Howard L. Green, WWMG-TV Atlantic City; William Grigaliunas, WCMU-TV Mount Pleasant, Mich.; James D. Johnson, KFTY(TV) Santa Rosa, Calif.; William Moll, KENS-TV San Antonio, Tex.; Jerry Morris, KLDO-TV Laredo, Tex.; Dan O'Brien, KONG-TV Seattle; Harlan Reams, KSAS(TV) Wichita, Kan.; F. Jean Rodabaugh, WFSJ(TV) Newark, Ohio; Thomas Scanlan, WKFT(TV) Fayetteville, N.C.; Donald E. Schein, noncommercial WMTT(TV) Schenectady, N.Y.; Ellis Shook, KOLR(TV) Springfield, Mo.; Cullie Tarleton, WBT(TV) Charlotte, N.C., and Glenn C. Wright, KIRO-TV Seattle.

above average terrain.

**WWXL-AM-FM Manchester, Ky.** □ Sold by Wilderness Road Broadcasting Co. to Wilderness Hills Inc. for \$400,000. Seller is owned by William A. Hensley, who has no other broadcast interests. Buyer is owned by Vernon R. Baldwin, who also owns WCNW(AM) Fairfield, Ohio. WWXL is on 1450 khz with 1 kw day and 250 w. WWXL-FM is on 103.1 mhz with 2.85 kw and antenna 185 feet above average terrain.

**WCHE(AM) West Chester, Pa.** □ Sold by Farwill Communications Inc. to WCHE Inc. for \$250,000. Seller is principally owned by Frank A. Robino, president. It has no other broadcast interests. Buyer is owned by Horace Gross, who also owns WCTR(AM) Chestertown, Md. WCHE is daytimer on 1520 khz with 250 w.

For other proposed and approved sales see "For the Record," page 121.

## NBC hopes less is more

NBC News anchor Tom Brokaw joined NBC News President Larry Grossman last week in defending the network's decision to cut back its upcoming election coverage. Following an NBC press tour breakfast in New York, Brokaw said that NBC News would have liked to be on the air covering the elections from 6:30 p.m. to 2 a.m., but "it's just not realistic." Given that, among other things, there is not the "kind of interest" in start-to-finish coverage of midterm elections as in years past—either from the public or the stations—NBC will come on the air "episodically," with full coverage during a "tightly produced program" at 10-11 p.m. NYT, Brokaw said.

There are "a whole new set of conditions" that have to be dealt with in 1988, Brokaw said, including the fact the elections are "essentially flat out there in terms of politics at the moment," and that stations are offering more of their own coverage. Brokaw said that there was evidence, beginning in 1984, that the stations were beginning to "peel away" from the networks. "Very often, if we were on at great length, we would find that we were talking for part of that time to ourselves, more or less," as local stations cut away to carry their own election segments, Brokaw said, adding that the network's extended coverage ended up being "terribly fragmented." NBC News felt it would be better to offer a more condensed, tighter program at the end of the night, and that it would "connect with the audience more than if we went on at seven o'clock and tried to fill up seven hours with election night returns," he said.

Grossman said that the decision to offer two five-minute reports in the 8-9 p.m. and 9-10 p.m. hours, with the hour report following, was initiated by the news division. The entertainment division was not heard from in that sense, he said, adding that "those kinds of editorial decisions—and that's what this was—are made by the news division in the first instance," Grossman said.

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# Sold-out Atlantic Cable Show

Annual event will feature panels on rate deregulation, home shopping, legal and technical issues

The fifth annual Atlantic Cable Show—representing the cable associations of Maryland/Delaware, New Jersey, New York and Pennsylvania—takes place this week in Atlantic City, Oct. 28-30. According to pre-registration figures, about 2,500 are expected to attend. Exhibitor booths are sold out—as of Oct. 20, 332 booth spaces had been sold to 183 companies, 75 of them represented at the show last year, when 147 companies bought 271 booths, ACS said. Also, of the new exhibitors, about seven are home shopping organizations.

Among the topics to be discussed at the meeting are rate deregulation, local ad sales and technical considerations for 550 mhz cable systems. There will also be sessions on personnel development, building and preserving a public relations image and interfacing with consumer electronics. The last panel will be moderated by Randy Evans, chief engineer for Harron Cable TV, with Walter S. Ciciora, vice president of new technology for American Television & Communications; Bob Lee, system engineer for Viacom Cablevision, and Tom Mock, staff engineer for the Consumer Electronics Group of the Electronic Industries Association.

Also included among the scheduled panel sessions: three focusing on legal and financial concerns and home shopping. The legal panel will include Richard M. Berman of LeBoeuf, Lamb, Leiby & MacRae; Harold Farrow of Farrow, Schildhouse & Wilson; Thomas Rogers, senior counsel of the House Telecommunications Subcommittee, and Richard E. Wiley of Wiley & Rein and former FCC chairman.

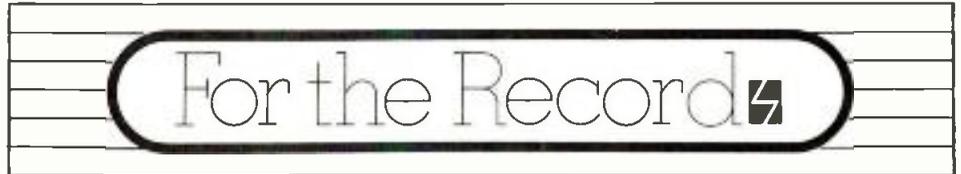
The financial panel will examine the perspectives of multiple system owners, regional bankers and Wall Street analysts. Panelists will also discuss new financing ideas. Moderator of the panel will be Phillip Hogue, Daniels & Associates, with other panelists including Greg Ainsworth, vice president and head of communications for Mellon Bank; Doug Dunnan, communications and technology group of Salomon Brothers Inc., and Jerry Lindauer, senior vice president, corporate development, Prime Cable Corp.

Another new panel session will examine the fast-growing phenomenon of home shopping services. It will be moderated by Stephen Ste. Marie, senior vice president of marketing and programing for American TV & Communications Corp. Other panelists are Peter Barton, president of Cable Value Network; Richard Berlin, executive vice president of operations for America's Shopping Channel; Charles Bohart, vice president of development for the Home Shopping Network; Harold Etsell Jr., president of Harte-Hanks Cable, and Joel Goldblatt, managing general partner of Monmouth Cablevision Associates.

On Wednesday (Oct. 29), a panel moderated by Dantia Quirk, president and publisher of QV Publishing Inc., will discuss pay per view. Other panelists are Joel Fleming, executive vice president and general manager of Vision Cable; Hal Krisbergh, vice president and general manager of Jerrold Division/General Instrument; Jeffrey Reiss, president and chief executive officer of Reiss Media Enterprises Inc.; Scott Kurnit, executive vice president and general manager of Showtime/Viewer's Choice, and Henry Magers, system manager of UA Columbia

Cablevision of New Jersey.

Prior to the official opening of the conference, the Community Antenna Television Association will hold an open forum on the Attorney General's Commission on Pornography Report (see story, page 104) moderated by Stephen Effros, CATA president, with Alan Sears, the commission's executive director; H. Craig Lewis, Pennsylvania state senator; Robert Clasen, president of Comcast Cable Communications, and Francis J. Viglietta, Pennsylvania Catholic Conference. □



As compiled by BROADCASTING, Oct. 16 through Oct. 22, and based on filings, authorizations and other FCC actions.

## Ownership Changes

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.

■ KGER(AM) Long Beach, Calif. (1390 khz; 5 kw-U)—Seeks transfer of control of John Brown Schools of California Inc. of Salem Communications Corp. for \$4,350,000, comprising \$3.6 million for stock and \$750,000 for real estate. Seller is owned by John Brown University, Siloam Springs, Ark.-based nonprofit corporation headed by John E. Brown, president. It also owns KUOA(AM) Siloam Springs and WJBU(AM)-WJST(FM) Port St. Joe, Fla. Buyer is owned Winston-Salem, N.C.-based group of eight AM's and three FM's principally owned by Stuart Epperson and Edward Attsinger. Epperson also owns KCFO-AM-FM Tulsa, Okla., and WTOB(AM) Winston-Salem, N.C. Attsinger owns KKLA(FM) Los Angeles, KDAR(AM) Oxnard. KGFT(FM) Carpinteria and KAVC(FM) Rosamond.

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Philadelphia, PA	Jack F. Satterfield	(215) 525-8767	Los Angeles, CA	Carl J. Fielstra	(714) 837-9800

Member: National Association of Media Brokers (NAMB), NAB, INTV

all California; KGNW(AM) Seattle and KPRZ(AM) San Marcos, Tex. Filed Oct. 6.

■ KTRO(AM) Port Hueneme and KCAQ(FM) Oxnard, both Calif. (AM: 1520 khz; 50 kw-D; 1 kw-N; FM: 104.7 mhz; 2.85 kw; HAAT: 1,580 ft.)—Seeks assignment of license from Sunbeam Radio Partners to Greater Pacific Radio Exchange Inc. for \$5 million. Seller is principally owned by Edmund N. Ansin (70%), who also owns WSUN(TV) Miami. Buyer is owned by Harold A. Frank, who presently owns 30% of station. Filed Oct. 9.

■ WCOA(AM)-WLJQ(FM) Pensacola, Fla. (AM: 1370 khz; 5 kw-U; FM: 100.7 mhz; 100 kw; HAAT: 1,554 ft.)—Seeks assignment of license from Summit Communications of Florida to Norman S. Drubner for \$5.5 million. Seller is Winston-Salem, N.C.-based group of five AM's and five FM's headed by Richard S. Stakes, president. It owns cable systems in North Carolina and Georgia. Buyer, based in New London, Conn., owns one AM and four FM's and owns 50% of KSLM(AM)-KXYQ(FM) Salem, Ore. Filed Oct. 10.

■ WBOP(AM)-WTKX(FM) Pensacola, Fla., and WTAM(AM)-WGCM(FM) Gulfport and WOKJ(AM)-WJMI(FM) Jackson, both Mississippi (WBOP: 1230 khz; 1 kw-D; 250 w-N; WTKX: 101.5 mhz; 100 kw; HAAT: 480 ft.; WTAM:

1240 khz; 1 kw-D; 250 w-N; WGCM: 102.3 mhz; 3 kw; HAAT: 317 ft.; WOKJ: 1550 khz; 50 kw-D; 10 kw-N; WJMI: 99.7 mhz; 100 kw; HAAT: 1,060 ft.)—Seeks assignment of license from Tri-Cities Broadcasting Co. to Holt Communications Inc. for \$9.5 million. Seller is subsidiary of E.O. Roden stations. Jackson, Miss.-based group of five AM's, five FM's and one TV owned by Zane Roden and family. Buyer is owned by Arthur Holt and family. It also owns WASQ-AM-FM Winchester, Va., and WZZO(FM) Bethlehem, Pa. Holt is media broker based in Bethlehem. Filed Oct. 9.

■ WBRO(AM) Waynesboro, Ga. (1310 khz; 1 kw-D)—Seeks assignment of license from Radio Station WBRO Inc. to Clifford Jones for \$125,000. Seller is owned by Cleatus O. Brazell, who also owns WJAT-AM-FM Swainsboro and WSNT-AM-FM Sandersville, Ga. Buyer has no other broadcast interests. Filed Oct. 6.

■ KLEW-TV Lewiston, Idaho, and KIMA-TV Yakima and KEPR-TV Pasco, both Washington (KLEW-TV: ch. 3; CBS; ERP vis. 13.8 kw; aur. 1.38 kw; HAAT: 1,260 ft.; KIMA-TV: ch. 29; CBS; ERP vis. 484 kw; aur. 87.3 kw; HAAT: 970 ft.; KEPR-TV: ch. 19; CBS; ERP vis. 490 kw; aur. 88.3 kw; HAAT: 1,203 ft.)—Seeks assignment of li-

cence from NWG Broadcasting Corp. to Retlaw Enterprises Inc. for \$17 million. Seller is owned by brothers, John and Roger Noel. It has no other broadcast interests. Buyer is Fresno, Calif.-based group of two TV's owned by Lillian B. Disney and family. Disney's son-in-law, Ronald W. Miller, owns KVIQ(TV) Eureka, Calif. Filed Oct. 20.

■ WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. (WSOY: 1340 khz; 1 kw-U; WSOY-FM: 102.9 mhz; 54 kw; HAAT: 450 ft.; WLAP: 630 khz; 5 kw-D; 1 kw-N; WLAP-FM: 94.5 mhz; 100 kw; HAAT: 640 ft.)—Seeks assignment of license from WSOY Inc. to Trumper Communications Inc. for \$10 million. Seller is owned by C.R. Griggs, who has no other broadcast interests. Buyer is owned by Jeffrey E. Trumper, general manager of WLS(AM)-WYTZ(FM) Chicago. Filed Oct. 10.

■ KIFG-AM-FM Iowa Falls, Iowa (AM: 1510 khz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 237 ft.)—Seeks transfer of control of P.B.W. Broadcasting Inc. from John P. Whitesell to his wife, Patricia, for no consideration. Seller and buyer have no other broadcast interests. Filed Oct. 3.

■ WWXL-AM-FM Manchester, Ky. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 103.1 mhz; 2.85 kw; HAAT: 185 ft.)—Seeks assignment of license from Wilderness Road Broadcasting Co. to Wilderness Hills Inc. for \$400,000. Seller is owned by William A. Hensley, who has no other broadcast interests. Buyer is owned by Vernon R. Baldwin, who also owns WCNW(AM) Fairfield, Ohio. Filed Oct. 10.

■ WKBZ(AM) Muskegon and WRNF(FM) Whitehall, both Michigan (AM: 850 khz; 1 kw-U; FM: 95.3 mhz; 2 kw; HAAT: 367 ft.)—Seeks assignment of license from Reams Broadcasting to KBZ Broadcasting Inc. for \$475,000, comprising \$225,000 for AM and \$250,000 for FM. Seller is owned by Frazier Reams, who recently sold WSKS(FM) Hamilton, Ohio, and WSIX-AM-FM Nashville, pending FCC approval. It owns WCWA(AM)-WLOT(FM) Toledo and WWCK-AM-FM Flint, Mich. Buyer is owned by Frederick P. Tascone, Robert D. Jewell and Daniel J. Mill. It has no other broadcast interests. Filed Oct. 10.

■ KLGR-AM-FM Redwood Falls, Minn. (AM: 1490 khz; 1 kw-U; FM: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Redwood Broadcasting Co. from Melvin E. Paradis and Vilas Van Slooten to CD Broadcasting Corp. for \$701,000. Seller has no other broadcast interests. Buyer is owned by Christopher T. Dahl, who has no other broadcast interests. Filed Oct. 6.

■ WAKK(AM)-WAKH(FM) McComb, Miss. (AM: 1140 khz; 1 kw-D; FM: 105.7 mhz; 100 kw; HAAT: 957 ft.)—Seeks assignment of license from HWH Corp. to Fortune Media Inc. for \$1 million. Seller is principally owned by Henry J. Sanders. It also owns WSUH(AM)-WMMS(FM) Oxford, Miss. Buyer is principally owned by Ronald E. Hale and John Bomer. Hale owns WWYN(FM) McKenzie, Tenn. Bomer is former chief operating officer of SunGroup Inc., Nashville-based group of two AM's and three FM's. Filed Oct. 15.

■ KCTE(AM) Southwest City, Mo. (1140 khz; 250 w-D)—Seeks assignment of license from Gentry Broadcasting Inc. to Gene Humphries for \$50,000. Seller is owned by Frank H. Gentry who also owns KGVE(FM) Grove, Okla. Buyer has no other broadcast interests. Filed Oct. 9.

■ KEBQ(FM) Ardmore, Okla. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Waters Broadcasting Co. to Stiles Communications Corp. for \$540,000. Seller is owned by Claudia Waters, who has no other broadcast interests. Buyer is owned by Jerry D. Stiles, who has no other broadcast interests. Filed Oct. 10.

■ WMYF(AM)-WERZ(FM) Exeter (Portsmouth), N.H. (AM 1540 khz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Porter Communications Inc. to Lawrence K. Justice for \$5 million. Seller is owned by Turner Winslow Porter, who also owns WWGT-AM-FM Portland, Me. Buyer owns WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers, Fla. Filed Oct. 9.

■ \*WEEE(FM) Cherry Hill, N.J. (89.5 mhz; 100 kw; HAAT: 171 ft.)—Seeks assignment of license from Performing Arts Network of N.J. to Broadcast Learning Center for \$175,000. Seller is headed by Norman D. Sanders, who also owns WTYO(AM) Hammonton, N.J. Buyer is nonprofit corporation headed by William Fenton. It has no other broadcast interests. Filed Oct. 10.

■ WHJB(AM)-WOKU(FM) Greensburg, Pa. (AM: 620 khz; 2.5 kw-D; 500 w-N; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from WHJB Radio Inc. to WHJB Inc. for \$1.7 million. Seller is owned by Melvin A. Goldberg, who has no other broadcast interests. Buyer is owned by James W. Harpel and Norman Slemenda, who also own WRIE(AM) Waterford, Pa. Filed Oct. 20.

■ WCHE(AM) West Chester, Pa. (1520 khz; 250 w-D)—

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Seeks assignment of license from Farwill Communications Inc. to WCHE Inc. for \$250,000. Seller is principally owned by Frank A. Robino, president. It has no other broadcast interests. Buyer is owned by Horace Gross, who also owns WCTR(AM) Chestertown, Md. Filed Oct. 10.

■ WRAK(AM)-WKS(B)FM) Williamsport, Pa. (AM: 1400 khz; 1 kw-U; FM: 102.7 mhz; 53 kw; HAAT: 1,270 ft.)—Seeks assignment of license from Stainless Broadcasting Co. to Pennsylvania Broadcasting Associates for \$1.2 million. Seller is owned by Henry J. Guzowicz, who also owns WICZ-TV Binghamton, N.Y., and KTVZ(TV) Bend, Ore. Buyer is owned by J. Albert Dance, who also owns WKBO(AM) Harrisburg, Pa. Filed Oct. 14.

■ KWYR-AM-FM Winner, S.D. (AM: 1260 khz; 5 kw-D; FM: 93.7 mhz; 100 kw; HAAT: 560 ft.)—Seeks transfer of control of Midwest Radio Corp. from Mary Clark to Steve Clark for \$487,366.50. Seller is mother of buyer. Neither has other broadcast interests. Filed Sept. 29.

■ WAXO(AM) Lewisburg, Tenn. (1220 khz; 1 kw-D)—Seeks assignment of license from 1220 Radio Corp. to Marshall County Radio Corp. for \$200,000. Seller is owned by G.W. West, who has no other broadcast interests. Buyer is owned by Bob Sonart, sales manager of station. Filed Oct. 15.

■ KTXS-TV Sweetwater, (Abilene) Tex. (ch. 12; ABC; ERP vis. 257 kw; aur. 25.7 kw; HAAT: 1,400 ft.)—Seeks assignment of license from SWMM/Abilene Corp. to Lamco Communications Inc. for \$11,740,000. Seller is Houston-based group of three TV's owned by Billy Goldberg and Lester Kamin. Buyer is closely held Williamsport, Pa.-based station group of one AM, one FM and two TV's headed by Andrew W. Stabler, chairman. It is former publisher of *Grit* magazine. Filed Oct. 10.

■ KTAB(TV) Abilene, Tex. (ch. 32; CBS; ERP vis. 2,051.3 kw; aur. 610.7 kw; HAAT: 909.5 ft.)—Seeks assignment of license from International Broadcasting Corp. to Shamrock Broadcasting Co. for \$15,750,000. Seller is owned by Thomas K. Scallen, president. It has no other broadcast interests. Buyer is Burbank, Calif.-based group of three AM's, six FM's and five TV's owned by Roy E. Disney and family. Filed Oct. 14.

■ KLZK(FM) Farwell, Tex. (98.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from KLZK Partnership to Dominion Communications Inc. for \$25,000. Seller is owned by Charles Wolfe, Larry Millhouse and his wife, Delarrie, and Neva Kuhn. It has no other broadcast interests. Buyer is owned by ALTON L. Finley and Robert L. Carnes. Finley owns WMRB(AM) Greenville and WGCQ(AM) Paris Island, both South Carolina. Filed Oct. 2.

■ KENU(AM) Enumclaw, Wash. (1330 khz; 500 w-D)—Seeks assignment of license from Robert J. Reverman to Starr Broadcasting Corp. for \$159,000. Seller has no other broadcast interests. Buyer is owned by Gary R. Holzschuh, who has no other broadcast interests. Filed Oct. 6.

■ KTAG(AM) Cody and KTRS(FM) Casper, both Wyoming, KIIIX(AM)-KTCL(FM) Fort Collins, and KRAI-AM-FM Craig, both Colorado (KTAG: 97.9 mhz; 100 kw; HAAT: 1,901 ft.; KTRS: 95.5 mhz; 100 kw; HAAT: 1,920 ft.; KIIIX: 600 khz; 5 kw-D; 500 w-N; KTCL: 93.3 mhz; 100 kw; HAAT: 1,275 ft.; KRAI: 550 khz; 5 kw-D; 500 w-N; KRAI-FM: 93.7 mhz; 100 kw; HAAT: 980 ft.)—Seek assignment of license from Wyomedia Associates Inc., W.R.E.N. Broadcasting Co. and Northwestern Colorado Broadcasting Co., respectively, to U.S. Media Group for \$4,840,000, comprising \$1,540,000 for KTRS(AM)-KTAG(FM), \$2.7 million for KIIIX(AM)-KTCL(FM) and \$600,000 for KRAI-AM-FM. Seller is principally owned by Alf Landon and family. It also owns KEDD(AM) Dodge City and KSCB(AM) Liberal, both Kansas. Buyer is owned by Michael R. Kassner and Joseph D. Tydings. It also owns WKAB-TV Montgomery, Ala., and WTXL-TV Tallahassee, Fla. Tydings is former senator (D-Md.) Filed Oct. 10.

■ \*Ocala, Fla.—Cultural Arts TV Associates Inc. seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,959 ft. Address: 630 U.S. Hwy. 1, Suite 403, N. Palm Beach, Fla. 33408. Principal is nonprofit corporation headed by Renee Lansat, president. It has no other broadcast interests. Filed Oct. 20.

■ Victoria, Tex.—Victoria Broadcasting seeks ch. 31; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 496.6 ft. Address: 523 South Hill Ave., Tyler, Tex. 75702. Principal is owned by Adelita Carter, who has no other broadcast interests. Filed Oct. 14.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WRMG (1430 khz) Red Bay, Ala.—Seeks CP to change power to 3 kw. App. Oct. 14.

■ KUUY (870 khz) Cheyenne, Wyo.—Seeks CP to change city of lic. to Orchard Valley, Wyo.; change freq. to 650 khz; change day power to 8.5 kw and change night power to 750 w. App. Oct. 14.

##### Accepted

■ WYFX (1040 khz) Boynton Beach, Fla.—Seeks MP to change daytime DA pattern. App. Oct. 15.

■ KPEL (1420 khz) Lafayette, La.—Seeks MP to reduce night power to 750 w and make changes in ant. sys. App. Oct. 15.

■ KSKY (660 khz) Dallas—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 14.

■ KPXE (1050 khz) Liberty, Tex.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 14.

#### FM's

##### Tendered

■ \*KVSC (88.1 mhz) St. Cloud, Minn.—Seeks CP to change TL; change ERP to 6.49 kw; change HAAT to 256.5 ft., and make changes in ant. sys. App. Oct. 14.

■ KLMT (96.7 mhz) Marlin, Tex.—Seeks CP to change community of lic. to Riesel, Tex.; change TL, and make changes in ant. sys. App. Oct. 20.

##### Accepted

■ WWDC-FM (101.1 mhz) Washington—Seeks mod. of CP to change ERP to 35.5 kw and change HAAT to 577.28 ft. App. Oct. 20.

■ WOCL (105.9 mhz) Deland, Fla.—Seeks CP to install aux. sys. App. Oct. 16.

■ WEAG (93.1 mhz) Indianapolis—Seeks CP to install aux. sys. App. Oct. 16.

## Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total*
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ KIDS (98.3 mhz) Palmyra, Md.—Seeks mod. of lic. to move main SL outside community of lic. App. Oct. 16.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Seeks CP to install aux. sys. App. Oct. 16.

■ KJYO (102.7 mhz) Oklahoma City—Seeks CP to install aux. sys. App. Oct. 17.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks CP to change TL and change HAAT to 695.36 ft. App. Oct. 15.

#### TV's

##### Accepted

■ \*WFWA (ch. 39) Fort Wayne, Ind.—Seeks MP to change ERP to vis. 690 kw. App. Oct. 17.

■ WFAT-TV (ch. 19) Johnstown, Pa.—Seeks CP to change TL and change HAAT to 1,380.88 ft. App. Oct. 17.

■ WZZW (ch. 60) Roanoke, Va.—Seeks MP to change ERP to vis. 2,056 kw, aur. 206 kw; change HAAT to 1,537.4 ft., and change TL. App. Oct. 17.

#### Actions

##### AM's

■ WEIS (990 khz) Centre, Ala.—Granted app. to increase power to 1 kw. Action Oct. 9.

■ WGAB (1550 khz) Bloomfield, Conn.—Granted app. to operate transmitter by remote control. Action Oct. 2.

■ KDFT (540 khz) Ferris, Tex.—Returned app. to increase power to 1 kw. Action Oct. 10.

##### FM's

■ KHLS (96.3 mhz) Blytheville, Ark.—Granted app. to change ERP to 100 kw and change HAAT to 350.96 ft. Action Oct. 8.

■ WJYO (107.7 mhz) Mount Dora, Fla.—Granted app. to install aux. sys. Action Oct. 10.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 48 kw and change HAAT to 510 ft. Action Oct. 10.

■ \*WCTS-FM (100.3 mhz) Minneapolis—Granted app. to change ERP to 92 kw; change HAAT to 1,089.29 ft., and change TL. Action Oct. 15.

■ KZBC (102.3 mhz) Kearney, Neb.—Returned app. to change TL. Action Aug. 5.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to move SL to Horse Hill Road, Cedar Knolls, N.J. Action Oct. 10.

■ KCKN (97.1 mhz) Roswell, N.M.—Dismissed app. to change HAAT to 1,000 ft. Action Oct. 9.

■ WTOO-FM (98.3 mhz) Bellefontaine, Ohio—Returned app. to change TL; change ERP to 1.41 kw, and change HAAT to 466 ft. Action Sept. 12.

■ KAFM (97.5 mhz) Durant, Okla.—Granted app. to change TL; change ERP to 45 kw, and change HAAT to 513.8 ft. Action Oct. 15.

■ KQFM-FM (99.3 mhz) Hermiston, Ore.—Dismissed app. to change HAAT to 300 ft. Action Oct. 9.

■ WCNA (98.3 mhz) Clearwater, S.C.—Granted app. to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. Action Oct. 10.

■ WMXQ (105.5 mhz) Moncks Corner, S.C.—Granted app. to change TL; change ERP to 2.04 kw, and change HAAT to 383.76 ft. Action Oct. 10.

#### TV's

■ \*WUCX-TV (ch. 35) Bad Axe, Mich.—Granted app. to change ERP to vis. 85.9 kw. Action Oct. 9.

■ \*KCPT (ch. 19) Kansas City, Mo.—Granted app. to change ERP to vis. 1,137.6 kw. Action Sept. 30.

## In Contest

##### Review board made following decision:

■ Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.) TV proceeding. Scheduled oral argument for Oct. 31 on exceptions to initial decision of ALJ John H. Conlin granting app. of Sungilt Corp. for new TV station at Green Valley, and denying competing app. of Alden Communications Corp. Each party has 20 minutes for argument. Alden may reserve part of its time for rebuttal. By letter, Oct. 3.

##### ALJ Thomas B. Fitzpatrick made following decision:

■ Syracuse, N.Y. (Microband Corp. of America, et al) MDS

## New Stations

proceeding. Approved settlement agreement and dismissed with prejudice apps. of Microband Corp. and Broadcast Data Corp. and granted app. of Contemporary Communications Corp. for new MDS station at Syracuse. By MO&O. Oct. 10.

ALJ John M. Frysiak made following decision:

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Granted U.S. Communications Inc.'s motion for partial summary decision and resolved air hazard issue in its favor. By MO&O. Oct. 8.

ALJ Edward J. Kuhmann made following decisions:

■ Cambridge, Mass., and Boston (J. Christopher Robinson, et al) AM proceeding. Approved settlement agreement between J. Christopher Robinson and Nash Communications Corp. and dismissed Nash's app. with prejudice. By MO&O. Oct. 14.

■ Amarillo, Tex. (Caprock Educational Broadcasting Foundation and Southwest Educational Media Foundation Inc.) Ed-FM proceeding. Approved settlement agreement and dismissed Southwest Education's app. with prejudice; granted

Caprock's app. for new educational FM station at Amarillo, and terminated proceeding. By MO&O. Oct. 10.

ALJ Walter C. Miller made following decision:

■ Denver (Don Tomas Moore, et al) TV proceeding. Approved settlement agreement and dismissed apps. of Don Tomas Moore, Sky High Telecommunications Co., Brassell & Romero, and Mountain States Telecasters with prejudice; conditionally granted amended app. of High Seas Communications Ltd. for new TV station at Denver, and terminated proceeding. By summary decision. Oct. 9.

ALJ Richard L. Sippel made following decision:

■ Bunnell, Fla. (Meredith Corp., et al) TV proceeding. Granted Press Broadcasting Co.'s request and dismissed its app. with prejudice. By order. Oct. 7.

ALJ Joseph Stirmer made following decisions:

■ Bakersfield, Calif. (Dorothy J. Owens, et al) TV proceeding. Approved settlement agreement and dismissed with prejudice apps. of Harold L. Mullican, Lash Communications, Liberty Broadcasting Corp., and Crown City TV Inc.; conditionally granted app. of Dorothy J. Owens for new TV

station at Bakersfield, and terminated proceeding. By MO&O. Oct. 9.

■ Denver (Gali Communications Inc., et al) TV proceeding. Granted Urban Minority Broadcasting Institute Inc.'s consolidated motion to enlarge issues against Amador Broadcasting Limited and Gali Communications to determine availability of proposed transmitter/antenna site. By separate order, granted Amador Broadcasting's motion for limited summary decision and resolved engineering issue in its favor. By MO&O's. Sept. 29 and Oct. 3.

ALJ James F. Tierney made following decisions:

■ Fort Bragg, Calif. (Fort Bragg Broadcasting Co. and Axell Broadcasting) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Fort Bragg Broadcasting; granted Axell's app. for new FM station at Fort Bragg, and terminated proceeding. By MO&O. Oct. 1.

■ Fresno, Calif. (Contemporary Communication Corp., and Kravetz Media Corp.) MDS proceeding. By separate orders; granted Contemporary's petition and dismissed its app. with prejudice; granted Kravetz's app. of new MDS facilities at Fresno, and terminated proceeding. By order, Oct. 8, and by MO&O. Oct. 9.

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KBGE	Gill Communications Inc., Bellevue, Wash.
	<b>Existing AM's</b>
KKOA	KRNY Radio Ingstad Nebraska, Kearney, Neb.
WNAP	WGHW George H. Buck Jr., Norristown, Pa.
WCRV	WMSO Bott Broadcasting Co., Collierville, Tenn.
	<b>Existing FM</b>
KQPR	KRNY-FM Radio Ingstad Nebraska, Kearney, Neb.

### Grants

Call	Assigned to
	<b>New AM's</b>
WJVR	JF Radio, Callahan, Fla.
KQSR	Basin Broadcasters Inc., Williston, N.D.
	<b>New FM's</b>
*WFDA	Family Stations Inc., Arcadia, Fla.
WAEO	Dawn Marie Price, La Grange, Ind.
*WFTF	Christian Radio Fellowship, Rutland, Vt.
	<b>New TV</b>
WJYS	Jovon Minority Broadcasting Corp., Hammond, Ind.
	<b>Existing AM</b>
KINC	KRKY Courtney Broadcasting Co., Winfield, Kan.
	<b>Existing FM's</b>
WZBQ	WWWB-FM SIS Sound Inc., Jasper, Ala.
WRXK	WLEQ Beasley Broadcasting of Western Florida Inc., Bonita Springs, Fla.
WWMX	WMKR-FM S&F Communications Corp., Baltimore
WKLI	WWOM Premier Broadcast Group Inc., Albany, N.Y.
WJET	WSEG The Jet Broadcasting Co., Erie, Pa.
WGMW	WMXX Ocean Communications Inc., Georgetown, S.C.

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**Sales manager:** Class C, promotion oriented strong CHR leader. Needs aggressive, strong, experienced people-oriented leader to organize, train, motivate sales staff to match. Further advancement possible. Salary and incentives. Box 876, Ft. Smith, AR 72902.

**Want money now!** Call Robert, 904-787-1410. Medium market. It's Christmas time.

**Excellent opportunity** for an experienced, small market, radio sales professional. Our top sales person is moving up in company group, opening this position. Must have impressive track record. Don't apply unless you're a dedicated sales pro, willing to give 150% effort, accept direction, continue your sales training and want to grow. Straight commission earns well into five figures and more potential to go. Mid Wisconsin is great for families and outdoors oriented people. Call Jack Gennaro or Dennis Gibson, 715-424-1300. Send resume and other information. WFHR/WVFW. P.O. Box 2222, Wisconsin Rapids, WI 54494. An equal opportunity employer.

### HELP WANTED ANNOUNCERS

**Afternoon personality/copywriter** for Christian station in Jacksonville. 1/2 music (MOR), 1/2 talk. Two years minimum radio experience. Call Donna Mangham at 904-264-4523 or write WJAX Radio, P.O. Box 486, Orange Park, FL 32073. EOE. M/F.

**Radio commentator, English/Russian:** Announce radio program from English into Russian to audience. Do simultaneous translations of English into Russian news casts, with a comment each day; perform talk show & make simultaneous translations of prime time entertainment of TV networks & perform other duties. Must have 2 yrs, exp., B.A. in English, be fluent in Russian & English & be able to do simultaneous translation of English to Russian broadcasts. Daily hrs., 8 a.m. - 12 p.m. & 4 p.m. - 8 p.m. Sal: \$12.00/hr. Job site/intrv. in LA, CA. Send this ad & your resume to Job #FHC1909 P.O. Box 9560, Sacramento, CA 95823-0560, no later than 11/11/86.

**Virginia's Shenandoah Valley** is a great place to live and work. WLCC-FM/WRAA-AM needs an all around broadcaster capable of great air work and production and an interest in sales. PBP experience very helpful. T&R to P.O. Box 387, Lurey, VA 22835. EOE.

### HELP WANTED TECHNICAL

**Broadcast engineer.** The Department of Speech Communication and Theatre in a small, church related, liberal arts college is seeking a broadcast engineer to maintain equipment and insure smooth operation of a 1.3kw FM campus radio station and a cable access television studio. Must show evidence of technical expertise and training. Work experience is essential. Some teaching possible. Year round responsibility with one month vacation. Preferred starting date March 1, 1987 (negotiable). Salary competitive. Send letter, vita, and three recent references to Jerry Martin, Chair, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762. Deadline January 15, 1987.

**Chief engineer/radio production/news** announcer. Keep station on air and legal. Work 4-hour news announcing shift; automation operator. Pay commensurate with experience. Company benefits. One hour from L.A. in booming Antelope Valley, So. Calif.'s new aerospace center. Send news audition tape and resume to P. Dale Ware, KUTY Radio, 38201 6th Street East, Palmdale, CA 93550.

**Chief engineer** for KZBS FM Oklahoma City. \$36,000 beginning salary. General radiotelephone operator license and FM experience required. Resume to Bill Lacy, KZBS, 9400 North Broadway, Suite 99, OKC, OK 73114-7499, EOE.

**International technical consulting group** needs engineer for AM/FM maintenance, installation work in Hawaii. Experience required in RF, audio, and control systems. Computer experience, SBE certification preferred. Possible future travel is Asia and the Pacific. Growth opportunity for the right self-starter. Send full resume with references. Box K-83.

**Chief engineer** needed immediately for Venice/Sarasota, Florida market AM/FM station. Require general license, and experience with automations, DA, studio rewiring, remotes. Contact: Edd Monskie, VP-Engineering, Hall Communications. 717-397-0333 EOE.

**Chief engineer** for directional 5kw AM and 100kw FM. Must have thorough knowledge and extensive experience in RF applications and in studio equipment; experience in satellite technology and telephone system highly desirable. Responsible for overseeing all facilities planning and maintenance. Send resume, including details of technical knowledge and experience as well as references, to Margaret Russ, WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity/ affirmative action employer.

### HELP WANTED NEWS

**News person** for established Midwest AM/FM North Central Illinois, 90 miles from Chicago. Experience in gathering, writing and interviewing required. Send tape and resume to J. McCullough, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301.

**Anchor/reporter** needed for top station in Tulsa. Experience preferred, must be fast. T & R to Rand Lavonn, KRMG, 7136 S. Yale, Tulsa, OK 74136. No calls. EOE, women and minorities are encouraged to apply.

**Host/newscaster** for WHA Radio's Morning Edition. Prepare and present issue-oriented newscast and live interviews in precisely-timed format. Run control board, assign local stringers. Conversational delivery and writing style, ability to handle adversary interviews, essential. Salary: \$20,000 annual rate. For required application, write of call: Mary Mead, WHA Radio, 821 University Avenue, Madison, WI 53706. 608-263-2170. Application deadline: November 24, 1986. Equal opportunity employer.

**Experienced morning news anchor** wanted for top rated news oriented AC. Send tape and resume to Ed Huot, WTRC Box 699, Elkhart IN 46515 EOE.

**Experienced anchor/reporter** for Long Island's most powerful station. We want a strong communicator with solid air sound and one-on-one writing skills. Send recent aircheck and resume to Frank Brinka, News Director, WALK FM/AM, P.O. Box 230, Long Island, NY 11772. EOE.

**Reporter/morning co-anchor:** energetic, authoritatively conversational sound. 3 years experience. Women and minorities encouraged to apply. Send tape, resume, and references: David Collin, WGR/WRLI, 464 Frankio Street, Buffalo, NY 14202.

**WDEV - reporter/anchor,** competitive salary/excellent benefits. 1986 Vermont Station-of-the-Year, first place - news. Rush tape/resume. No phone calls. Brian Joyce, News Director, WDEV Radio, Box 550, Waterbury, VT 05676 EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**On air program director.** Major southeast market. Target black adults with Gospel music and community affairs format. Send resume to Box K-74. EOE.

**Traffic manager,** northern NJ Christian station. Basic computer knowledge required. Prior traffic experience helpful, though not necessary. Contact Joe LaZizza, Program Director, WWDJ Radio, P.O. Box 970, Hackensack, NJ 07602. 201-343-5097.

**Program director:** also announcers. Our PD just advanced to top 10 market; our Asst. PD has offer as PD in twice this size market. R&R reporting station; top CHR Class C in 200,000 market. We are good, with top reputation as winner. Promotion oriented station in beautiful mid-SW area. Green country with hunting, fishing, sailing, white-water within short drives. Need creative, talented on-air leader with proven record: able to organize, train and motivate. Box K 110.

**Producer.** American Jazz Radio Festival, WBGO, the NY market's only full-time jazz station, seeks a producer for weekly two-hour jazz performance series broadcast over 200 stations nationwide. Successful candidate will have comprehensive experience in producing radio programs and recording/producing jazz performances, financial and organizational skills. Knowledge of public radio helpful. Send resume and tape to Robert Ottenhoff, General Manager, WBGO-FM, 54 Park Place, Newark, NJ 07102. AA/EOE.

**Hall Communications** group station seeks experienced program director/air talent for its southeastern Massachusetts full service AM station. We're looking for a take charge leader with excellent people skills. Experience implementing research a plus. Please send tape, resume and salary requirements to Joanie Pfeiffer, Operations Manager, WNBH, P.O. Box H 3201, New Bedford, MA 02740. Hall Communications is an EOE.

**Broadcast announcer and producer.** Gather, prepare, analyze and review material from newspapers, periodicals and magazines for the daily program to be broadcast; pre-record certain segment for particular programs; actual broadcasting or program; work with other station personnel. 2-yr's experience. Must speak Mandarin Chinese. Salary \$1,200 per month. The job site Alhambra, CA. Send this ad and your resume to job # FHC 1910. P.O. Box 9560, Sacramento, CA 95823-0560. No later than 11/11/86.

#### SITUATIONS WANTED MANAGEMENT

**I can solve your sales management problems...** 20 years successful experience building stations. 905 Rivercrest, Allen, TX 75002.

**General manager** looking for underdeveloped or new AM/FM or FM in a top 100 market. Sales and programing oriented. Box K-53.

**GM or GSM.** Strong sales, professional, creative. 27 years experience. Presently employed. All markets considered. Box J-144.

**GM or GSM** ambitious middle market GSM looking for new opportunity in West or Midwest. Desire a position with aggressive group who want the best and won't settle for less. Box K-79.

**General manager.** Operating radio stations is my business. 20 years experience. Strong on promotions, sales training, news, community involvement, & bottom line. We just sold our station I was co-owner and general manager of and I am looking for a new challenge. Northwest or Mountain states preferred. Call Jim 1-206-256-1919.

**10 years experience.** Looking for GM position in Florida or Carolina's. Currently on with GM duties. Promotions, programing and sales oriented. College grad who wants new challenge. Have done it all and can do it all. Box K-87.

**Successful sales manager** looking for move-up to GSM of GM. Small to medium market preferred. Currently leading #1 station and sales team in market. Excellent track record, one of R.A. B.'s finest! Box K-108.

**GSM, CRMC** qualified, wants to GM a small or medium market AM in North Carolina or South Carolina. AM is not dead, and I can prove it! Box K-92.

**Owners attention:** general manager armed with 21 years in management as a highly successful performer. Effective management skills include, increasing sales & profits, programing, superior leadership, motivation, goal achievements. Seeking challenging opportunity. Box J-160.

**Responsible and experienced OM/AT/MD** now available for any market in same capacity. Excellent promotions, sales record, programing and air work. Looking for growth opportunity. This is the person who will make the difference. Call 307-362-9022.

#### SITUATIONS WANTED SALES

**Unparalleled experience** and ability, Washington or Baltimore, only. 703-323-7812.

#### SITUATIONS WANTED ANNOUNCERS

**Easy listening or soft rock.** Excellent voice and commercial delivery, experienced. West coast. Dan Louis 818-980-2625.

**Resident crazy** for morning drive team. Original character voices, hilarious song parodies and strong comedy writing. Solid team player. Steve Bryant 609-784-1678.

**"Personality"** announcer with polished act. Need station that loves good humor. Have Sennheiser, will travel. 219-833-4340. Ask for Ken.

**Eight year pro** ready for major move. Strong production, MD experience. Call Eric M-Th evenings, 316-665-8066.

**Randy Kollins** desires midday or afternoons with top 50 A/C, Country or Talk. Prefer West/Southwest 602-947-6972.

#### SITUATIONS WANTED NEWS

**Newsman** looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, professional. Prefer Midwest. 309-833-3129.

**Star sportscaster.** Sophisticated, exciting PBP and solid anchoring skills too big for small markets. Challenge me. Bob 201-546-5546.

**Looking to break into radio news.** Money no object, relocation no problem, hard worker, can do sports. Call for tape, "including street work", resume, writing samples, references. Robert Brown, work number 212-867-7020.

**Veteran on sports talent** with 10 years experience in Boston market, play-by-play, sports talk, drive time reports, television anchor regional cable net, winner of 3 awards, seeks new opportunity top 20 market. Play-by-play basketball is a priority, but will certainly listen to your situation. If you need a pro, call 617-523-6562.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Small, medium market stations.** Sound like major, 30 year professional broadcast veteran, retired, but staying in touch, will voice your station ID's, promos, images, station breaks and commercial spots. \$1 per second. 702-735-4382.

**Seeking position** with radio or television. Have 2 years experience with production, marketing and promotions. Willing to relocate. Call 614-475-6939.

**Stable FM's:** sensible PD/mornings wants to lead your staff and be involved in every event in your community. Sunbelt. Monica 715-878-4170.

**Experienced programing, production, promotions** and administrative professional. Salary plus percentage of revenues considered. 214-539-0877.

**20 years experience!** Canadian man 40, (former CBC announcer) seeks a PD's job in a major market. I've spent the past six years in Europe as a reporter and host of an unorthodox classical music show for an English network. I've also done TV news reporting, interviewing and acting. My programing ideas are eclectic. Phone Neil Lundy 416-690-0057. Write 181 Bingham Ave., Toronto M4E3R2.

**PD, sales, news,** college play by play, movie actor and morning drive. One price fits all! Box K-107.

#### MISCELLANEOUS

**RADIOBOOK.** Affordable, accurate, usable audience surveys for small and medium markets. Full demographics and dayparts. Call 406-752-7857.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Local sales manager:** Harrisburg-Lancaster-Lebanon-York #44 market. WPMT-TV only indy in the market. Candidate should have local sales and management experience. Must have leadership an management skills. Great opportunity at a great station. Send resumes to: Mike Conway, WPMT-TV, 2005 S. Queen St., York, PA 17403. EOE.

**General manager:** Southeast network affiliate is in need of person with budgeting and operational skills. Ready to advance. Apply Box K-68.

**Chief engineer:** Excellent opportunity for hands-on chief. New RCA full power UHF transmitter and state of the art studio and production facilities. Growing independent with aggressive production schedule. Send resume and salary requirements to Dave Miller, General Manager, WRG-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

**National sales manager.** Self-motivator with a proven track record in television sales management skills. Pricing, inventory control, and tracking system understanding a must. Applicant will supervise national sales rep. firm and will broaden our station's image in the national marketplace. Send resume to Eric S. Land, WISH-TV, 1950 N. Meridian St., Indianapolis, IN 46207. EOE. No phone calls.

**Promotion manager:** Top 50 group owned affiliate is seeking experienced professional to be responsible for on-air, print, radio, graphics, station image and more. If you have extensive background in all phases of promotion, management experience, and the ability to plan and execute audience generating strategy, our staff is ready to put your ideas into action. Send employment history with salary requirements to Box K-96. EOE. MF.

**News director:** Northwest CBS affiliate seeks news director to provide journalistic and administrative leadership for news department. Excellent communication skills with a minimum of 5 years experience with successful news operation. Strong leadership skills with ability to motivate a diverse staff. Send resume to: Dennis Williamson, KREM-TV, P.O. Box 8037, Spokane, WA 99203. An equal opportunity employer. No phone calls, please.

**Membership manager.** Goal-oriented, self-starter, team player to manage a \$2 million program with over 27,000 members of public radio and television. Must be competent in the areas of on-air fundraising, direct mail, computer/membership software systems, renewals, major donor programs and innovative approaches for attracting and retaining individual donors. Supervises staff of four. Reports to VP/development. Qualified candidates should send their resume, salary history, and examples of fundraising successes to: Personnel, WMFE-TV/FM, 11510 East Colonial Dr., Orlando, FL 32817. EOE.

**Business manager.** Affiliate group owned in desirable midsize market, seeks experienced station accounting department manager. Degree plus experience preferred. Columbine or Jefferson systems experience desirable. EOE. Box K-111.

**Top rated affiliate** in a SW city you will want to live in is looking for a national sales manager. Good parent company for career growth. Minimum 2 years NSM or rep experience required. EOE. Send resume to Box K-105.

## HELP WANTED SALES

**Account executive.** Organized, self-motivated person with strong negotiation/selling ability. Prior media/advertising experience. Quality verbal/written presentation skills. Ability to analyze and manipulate statistical data. College degree preferred. Resumes only; Sales Manager, P.O. Box 400, Hampton, VA 23669. An equal opportunity employer.

**General sales manager:** Ready to operate and train sales force in #2 position Southeast network affiliate. Send resume Box K-69.

**General sales manager** position available at America's #1 indie, KMPH-TV. Candidates must have extensive broadcast background covering preferably local, national and/or regional sales management. Applicants should have a college degree and possess 5 years or more selling experience. Growth potential is very lucrative. Salary, bonus and employee benefits package negotiable. Send resume to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

**Account executive.** The NTV network (ABC), Kearney, Nebraska is seeking an account executive. Ideal candidates should possess sales experience, preferably broadcast. Knowledge of retail, co-op and ratings is desirable. Candidates should possess good written skills. If you are an aggressive, self-motivated person who wishes to affiliate with new ambitious, quality-oriented television company out to make a difference, call today: 308-743-2494.

**KATV Television, Inc.** in Little Rock, Arkansas, has an immediate opening for an account executive to maintain and increase sales volume with established accounts, and to aggressively seek new customers. Person selected will be expected to maintain high visibility in the community by participation in community relations efforts. Require formal education equivalent of a B.S. degree in sales/marketing or related field. Related experience will be evaluated by department management and may be substituted on the basis of one year of experience equals one year of education. One year direct sales experience. Knowledge of sales/marketing concepts. Good oral and written communication skills. Ability to organize, prepare, and present effective sales campaigns. Ability to maintain organized files, such as client files and ratings information. Negotiation skills. Send resume to: Personnel Director, KATV Television, Inc., P.O. Box 77, Little Rock, AR 72203. Equal opportunity employer, M/F.

**Account executive:** Top indy salesperson in your market but it's an ugly market? Upgrade to the lifestyle of beautiful Richmond, Virginia and WVRN-TV! Generous commissions and a healthy management attitude toward self-starting producers strong at local direct development. Dan Peltier, GSM, WVRN-TV, 458 Southlake Blvd., Richmond, VA 23236.

**Local account executive.** Looking for successful sales rep who wants to move up to sales management in near future with a top 100 net affiliate owned by one of the country's top group. EOE. Box K-112.

## HELP WANTED TECHNICAL

**TV maintenance engineer.** Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47's and TCR-100 cart machines desirable. Salary commensurate with experience. Send resume to Chief Engineer, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. An equal opportunity employer.

**Chief engineer** for Midwestern UHF network TV station. Must be "hands-on" chief with strong maintenance background in ENG/EFP, TVRO, digital and RF. Five years experience with SBE certification preferred. Supervisory background helpful. Send resume to: General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE.

**Assistant chief engineer:** Southwestern, top 40 market, excellent technical skills needed, management and people skills equally important. Growing group operation, flagship station with heavy ENG, SNG, production activities. Resumes to Box J-151.

**Assistant video editor:** Independent production facility in Pittsburgh seeks assistant editor for one-inch edit suite. One-inch VTR experience necessary. Great growth opportunity. Please phone 412-471-7224.

**Audio engineer/producer:** Must have experience with current techniques, state of the art equipment, and original track selection and scoring. Field audio production experience helpful. Motivated & dedicated. Please phone 412-471-7224.

**Maintenance technician** for public television station near Los Angeles with signal coverage throughout southern California. Seeking a person with two years full-time experience in the installation, operation, maintenance and repair of radio and/or television equipment at a broadcast station or equivalent. Salary to \$19.5K plus excellent family benefits package. Send letter and resume postmarked by October 31, 1986 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 633 North E St., San Bernardino, CA 92410-3080. EOE.

**Chief engineer:** Should have working knowledge of transmitter and state of the arts electronics. Southeast UHF affiliate. Send resume Box K-70.

**Chief engineer.** Small market network UHF needs take charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box K-47.

**Experienced television maintenance tech.** for central Texas affiliate. Strong trouble shooting ability to component level and responsive to needs of growing, active news operation area mandatory. Heavy ENG emphasis. Good salary, benefits and advancement. Group owner. Send resumes to Box K-100. An EOE.

**Chief engineer.** Small market, southeast affiliate. On air 5 years. Good company and benefits. If you have been number 2 for too long, this could be your opportunity. Box K-85.

**Chief engineer** needed for CBS affiliate in medium Sunbelt market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. Hands-on technical expertise in maintenance and operation of television station VHF transmitter and studio equipment a prerequisite. Reply Box K-18. EOE.

**Studio maintenance engineer:** Immediate opening for an experienced television maintenance engineer. Must have FCC First Class license. Send resume, application, and salary requirements to: Al Deme Dept., KGGM-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. EOE.

**Broadcast engineers,** The University of South Florida seeks qualified applicants to fill positions at WSFP-TV and WSFP-FM in the Fort Myers area and WUSF-TV and WUSF (FM) in the Tampa area. Minimum qualifications: high school diploma and four years experience in the maintenance and operations of broadcast equipment, or equivalent vocational/technical training in communications electronics, or equivalent military electronics training. Starting salary: \$15,868.80 to \$17,455.78 annually, depending on experience. Send resume to: Mr. John Ralle, Broadcast Stations, University of South Florida, 4202 Fowler Ave., Tampa, FL 33620-6800. 813-974-2996.

**Maintenance engineer:** For stereo TV station, production facility and satellite uplinking facility. Experience in TCR-100, TR-600, Sony 1", GVG switchers, and Sony 3/4". Good salary, benefits, M/F, EOE. Send resume to Jim Moore, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

**Audio technician.** Our engineers cover the Washington, DC scene, travel to Europe and the Far East. If you have experience in audio, video or maintenance and want to move up, call us. Phil DeLorme, DE, WTKK-TV, Box 3150, Manassas, VA 22110. We are an equal opportunity employer and encourage minority applicants regardless of race, color, religion, national origin or sex.

**Chief engineer.** UHF ABC affiliate. Responsible for overall engineering operation, including studio & transmitter maintenance, crew training & supervision, budgeting, FCC compliance. Candidate should have experience which would enable him/her to coordinate studio relocation to new site within the next 2-4 years. Resume/salary requirements to Scott Vaughan, GM, KESQ-TV, P.O. Box 4200, Palm Springs, CA 92263. EOE.

**Videotape editor.** Evening editor needed for growing Southeast production company. Two years CMX experience required. Client relation skills important. Send resume to: Editor, Southern Productions, Box 121583, Nashville, TN 37212.

**RF engineer:** Immediate opening for experienced television transmitter engineer. Must have FCC First Class license, experience with Harris transmitters. Send resume, application, and salary requirements to: Al Deme, KGGM-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. EOE.

**TV maintenance engineer** sought by KPBS-TV, San Diego's public broadcasting station. Capable of component-level analysis and maintenance on sophisticated TV production and broadcast systems including color studio cameras, videotape recorders, electronic graphics systems, computer editing systems, video production switchers, and stereo audio mixing and recording equipment. A minimum of two years of journey-level experience in the installation, maintenance and repair of TV broadcast equipment required. Demonstrable expertise with micro-processor and digital circuit technology required. FCC General Class license and/or independent broadcast technician certification desirable. The equivalent of not less than two years college-level courses in electronics engineering technology required. Salary range: \$24,168 - \$29,052 per year. Applications must be received no later than Wednesday, November 26, 1986. Obtain employment applications directly from: San Diego State University Employment Office, Administration Building - 3rd Floor, San Diego, CA 92182. EEO/AA/Title IX employer.

**Chief engineer.** Small market network UHF needs take charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box K-47.

## HELP WANTED NEWS

**Producer,** who loves putting together visually interesting, dynamic newscasts, and has a way with words. Live ENG and SNG are our trademark. Walter Saddler, WJTV, Box 8887, Jackson, MS 39204.

**Producer:** top 20 NBC affiliate seeks innovative news producer. Must have strong writing and production skills, with experience in state of the art "live" technology. Send resume, tape and references to Frank C. Biancuzzo, WSVN-TV, 1401 79th St. Causeway, Miami, FL 33141. No calls. EOE.

**Reporter.** CBS affiliate serving Joplin, Missouri/Pittsburg, Kansas market is searching for a television journalist. Anchor capability a plus. Send tape, resume and salary requirements to Larry Young, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

**Graduate assistant in broadcast journalism.** Earn a Master's degree in mass communication while gaining additional professional experience. Graduate assistant earns partial tuition, remission of out-of-state fees, plus monthly stipend of approximately \$600 a month while working as a weekend assignment editor for a university-owned commercial television station. WOITV is the ABC affiliate for central Iowa. Applicants must qualify for graduate admission based on experience and academic record. Write for application materials to Dr. J.K. Hvistendahl, Coordinator of Graduate Courses, Dept. of Journalism and Mass Communication, Iowa State University, Ames, IA 50011. Deadline for applications is Dec. 1. EEO/AE.

**Still searching for #1 weathercaster.** Midwest medium market. Seal not mandatory, sharp presentation is. Need strong presenter with great graphic and computer skills, team player, involved in community. Very competitive salary, benefits, and long term commitment for right pro to round out rebuilding team. Management support, equipment, second to none. Letter, resume, references to Box K-75.

**Wanted: Creative,** people-oriented feature reporter for growing Southeast television station. Reporter must have strong enterprising and people skills. Immediate opening. Send tape and resume to Bill Carter, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. WCBI is an equal opportunity employer.

**Sports anchor:** Family Christian UHF top 10 market. Sports breaks and 5 minute wrap-up show daily being planned. Plenty of video & ENG crews. Confidential. We are an equal opportunity employer and encourage minority applicants. Reply Box K-99.

**Photojournalist.** We think our photographers are the best in the country. Now we're looking for someone who wants to work with the best, and become part of our team. Lots of creative freedom and sunshine. Women and minorities are encouraged to apply. Non-returnable tape and resume to: Jim Willi, News Director, KPNX-TV, Box 711, Phoenix, AZ 85001.

**Announcer/newscaster.** Television (Bilingual Japanese) min. 3 years exp. with either radio or TV who will introduce various types of television programs and newscasts over foreign language station. Must have desire to communicate, excellent diction and frame of mind that produces warmth, friendliness, confidence, authority and pleasantness in order that viewers can identify with the station itself. Salary \$24,800 yr. Job site and interview: LA, CA. Send this ad and your resume/letter w/qualifications to Job #FHC1902, P.O. Box 9560, Sacramento, CA 95823-0560 not later than Nov. 17, 1986.

**Let's talk.** Top 20 network affiliate looking for bright and light host for daily morning show. The right person for us will have had previous news or hosting experience in radio or TV. Show us your creativity. Resume, no tapes, to Box K-94. EOE.

**McHugh & Hoffman,** Communications consultants, seeking qualified business/economics reporters for client station news operation(s). Prospects must have strong analytic, organizational and communications skills. Understanding of television writing, graphics and visuals helpful. Journalism experience preferred, but business/economics education and experience more important. Inquiries will be treated confidentially. Send writing and/or tape samples, and biographical material to BIZ, McHugh & Hoffman, Inc., 4009 Chain Bridge Rd., Fairfax, VA 22030.

**Assignment editor:** Are you the most organized person you know? Can you spend all day on the phone digging up stories? Number one, Midwest top 80 station beefing up assignment desk. Box K-91.

**Chief meteorologist:** Dominant Sunbelt station seeks meteorologist to anchor weekday newscasts. Must have experience with colorgraphics weather computer and smooth on-air delivery. Send resume and salary requirements to Box K-88.

**News department.** Net affiliate an exceptional top 100 market plans to get into news business and is looking for: news reporters, anchors, producers, videographers, weather/meteorologist. And there is an opening for the right person to lead the news as news director. EOE. Box K-114.

**News NBC affiliate** seeks mature anchor/producer to complement our female anchor. Resume tapes to Ruth Allen, KETK-TV-56, Chase Dr., Tyler, TX 75701.

**Weekend reporter/weekday reporter.** Alaska's #1 station. NBC affiliate. Show us your writing and producing skills. Tape and resume to: Todd Hardesty, News Director, KTUU-TV, Anchorage, AK 99510.

**Sportscaster** to produce and anchor two casts each day. Two years minimum experience. Must be able to shoot a camera and edit. West Coast ABC affiliate. EOE. Box K-101.

**News director.** Wanted: Experienced pro seeking challenge and reward in a top 100 market with group owned affiliate. We plan to build a credible and consistent operation with leadership provided by a news director who will have a minimum of 8 years as news director, assistant news director or senior producer/assignment editor, background including dominant station news operation, maggid or AR&D consultant, major university radio/television journalism degree will enhance candidate's application. Will consider a combo ND/anchor. Help build a new standard of performance in a very attractive market. No guts, no glory. Box K-116. EOE.

**Sports director** for 100 plus mid Atlantic market. Heavy involvement in local sports—must shoot and edit. Resume references and salary requirements to: Box K-102. EOE.

**Artist wanted.** News department needs artist with computer skills to build graphics and series opens and to help refine overall on-air look. Send resume, references and salary requirements to Box K-103. EOE. M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Art director:** Top 20 movie movie/sports oriented independent. Minimum 5 years experience, 2 years management. Be able to show us your best TV Guide ads, in-house animation, set design, intelligent use of digital effects, consistency in on-air and print. BFA or related education. Perfect spelling skills. Send resume to Department AD, P.O. Box 98828, Tacoma, WA 98499. EOE.

**Emerging conservative Christian cable television network** featuring diversified entertainment, educational, and sports programming seeks personnel for various positions including director/producer, experienced news/scriptwriter, switcher, and aggressive business manager. Send resume and references to BBCM/Position B, 6445 Powers Ferry Rd., #108, Atlanta, GA 30339. EOE.

**Producer/director, KUID-PTV,** Moscow, Idaho, PBS affiliate and part of 3-station network. Wanted: energetic, talented and creative producer/director to take charge of the production of local/statewide/national programs for KUID/Idaho Public TV. Direct and edit studio and location productions; develop/control production budgets. Previous experience and degree in broadcasting or related field required. PTV experience producing/directing sports, public affairs and specials and videography experience desirable. Phone or write for application form (required) by November 7. Idaho Public TV, 1910 University Dr., Boise, ID 83725. 208-385-3727. No tapes. \$19,200 starting moves to \$22,200 in July. AA/EEO.

**Commercial photographer:** Medium market CBS affiliate seeks a creative, self-motivated ENG photographer to work with a team of commercial producers. Degree &/or prior experience required. Send tape, resume, & salary requirements to Tim Cox, PD, KOAM-TV, Hwy. 69 & Lawton Rd., Pittsburg, KS 66762. EOE.

**Assistant promotion director:** We need a creative team player experienced in television production, graphic arts, writing and editing. If you're ready for a challenge, this could be your chance. Send resume to Demetri Hadjis, WICS-TV, 20, 2680 East Cook St., Springfield, IL 62703. EOE.

**Promotion producer/writer** for major market ABC affiliate needed to create innovative on-air, print and radio advertising for all facets of station promotion. Work with a multi-talented promotion team including director, videographer and art staff. Two years television promotion or agency related experience preferred. Send tape and resume to Sherri Tolar Rollison, Promotion Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110.

**Harness racing program host.** An exciting new opportunity requiring extensive harness racing and handicapping knowledge, including the ability to analyze fields, conditions and replays. Polished public speaking and communications skills are also required. Responsibilities include the education and novice patron-handicappers, while entertaining and informing the wider audience in an audio/video OTB setting. Send resume and salary requirements. No tapes. Dick Gelgouda, Asst. Mgr., Teletrack, 600 Long Wharf Dr., New Haven, CT 06511. General Instrument Corp., an equal opportunity employer.

**Results-oriented commercial producer** wanted for #1 television station in the nation's fastest growing market. Must demonstrate strong creative writing and producing skills with an ability to maximize production resources such as 1" computer editing and computer graphics. Send demo reel with resume to: Human Resources, P.O. Box 12000, Raleigh, NC 27605

**Promotion director** to keep aggressive NBC affiliate on top! Challenging management position promoting news, entertainment, station image. Competitive compensation package for creative individual strong in on-air and print promotion, plus departmental budgeting and supervision. Resume to Robert E. Hite, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

**Traffic director.** Medium sized market NBC affiliate in Midwest. Bias. Columbine or BCS background helpful. EOE. Box K-115.

**TV promotion.** Immediate opening for video tape/photographer/editor/director. Minimum 3 years experience. Qualified applicants only. Apply with resume tape to: Production Director, KTBC-TV, P.O. Box 2223, Austin, TX 78768. 512-476-7777.

**Computer editor** needed immediately for 1" facility. Minimum 4 years experience. Prefer Sony BVE 5000, GVC 300 NEC & Chyron experience. Client handling skills a must. Send resumes to Barry Sikes, Miami Video & Post, 16550 N.W. 52nd Ave., Miami, FL 33014.

**Assistant editor** needed immediately for 1" facility. Minimum 1 year experience. Operate Chyron 4100, Sony audio board, cameras and tape machines during edit sessions. Send resumes to Barry Sikes, Miami Video & Post, 16550 N.W. 52nd Ave., Miami, FL 33014.

**Production manager.** Creative, enthusiastic and experienced manager who would like to organize, teach and lead the production operation for a newly acquired NBC affiliate in a great Midwest market. Successful candidate will possess minimum of 2 years experience as a production manager. Excellent compensation EOE. Box K-113.

#### SITUATIONS WANTED MANAGEMENT

**General manager** in \$38 million market seeks new opportunities. Have dramatically increased sales and profits. Turned news into a national award winner. Current owners aware of my search for a bigger market. All replies confidential. Box K-73.

**Production/operations manager.** Strong production, air operations, start-up experience. Cost effective utilization of manpower. Seeking new station or turn around that needs creative, quality-conscious leader. 914-331-8601.

**41 year old TV news anchor** wants to settle down. Former radio GM, TV ND, looking for television management opportunity. Aggressive, know sales, news, management. Ready to learn the rest. Box K-106.

#### SITUATIONS WANTED SALES

**Radio sales and management veteran** (certified radio marketing consultant) seeks career change to television sales. John R. Sharp, CRMC, 919-247-6199.

**Results oriented workaholic** with highly successful track record selling weather graphics equipment and data to national TV seeks ultimate challenge. Box K-124.

#### SITUATIONS WANTED ANNOUNCERS

**Talk show host** in desperate need of a change. Experienced. Unique style. Eager to relocate. Debbie 412-378-3520.

#### SITUATIONS WANTED TECHNICAL

**Maintenance engineer.** Freelance. Sony School, A.S. electronics. FCC license. P.O. Box 62599, Los Angeles, CA 90062. 213-299-1411. Can travel.

#### SITUATIONS WANTED NEWS

**Seeking entry level position** in TV news department of medium market. Have internship experience. BA in broadcasting communications and political science. Very hard worker and willing to move anywhere for the right opportunity. Call Robin Ring, 501-229-4360.

**Reporter,** black male, college grad, employed medium market. Seeking opportunity to sink roots and grow. 419-865-6068.

**Feature reporter:** 2 years experience community TV. Skills include social service background, writing, associate producer. Seeking entry position in small-medium market preferably in Southeast. Phone for resume tape. HB 404-874-8951.

**Reporter:** Recent graduate with MA in broadcast communication seeking entry level position. Hardworking, intelligent, ambitious. Will move anywhere for the right position. Daniel Palermo, 116 Deerpark, Webster, NY 14580. 716-872-4513.

**Give me a break!** Entry level position as a videographer. Experienced with Ikegami HL-79D, HL-95 Unicam, 1" and 3/4" portables. Have my own lighting (Lowel). Ready to relocate. Call Michael 216-688-5113.

**On-air position** sought by young, dynamic and articulate former Playboy centerfold and stock broker with BS in journalism. Currently employed at NBC with radio broadcast experience. Audition tapes available. Box K-98.

**TV news reporter:** Hard-working, dedicated journalist--1986 graduate from East Coast journalism school. Named outstanding broadcast journalism undergrad. Have Washington, DC work experience among long list of credentials. Call 202-362-9028.

**Assignment editor/assistant news director.** Four years on the desk in 75th market supervising staff of 22. Also some producing experience. Looking to move up. Call Mike 606-272-8809.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Philadelphia, South Jersey.** Native son looking to return. Skilled cameraman, gaffer, grip. Broadcast, cable or corporate. Willing to work my way up. 609-854-2764.

**Award winning freelance** documentary, public affairs and industrial television producer/writer seeks staff position in New York City metropolitan area. Reply: 718-965-0268.

**Hard working professional** seeks media production position. Broadcasting degree, 4 years experience, and certified audio recording engineer. Knowledge of many aspects of radio/TV including audio/video editing. Need long term growth opportunity. Must move soon. Greg Younts, 115 1/2 North Egan Ave., Apt. 2, Madison, SD 57042 or phone 913-262-0844.

**Bright, articulate, resourceful,** conscientious professional currently employed at major market NBC affiliate - to groom into writer/producer/talent. Seeking creative/challenging position in local programing, public affairs, or promotion. Background in TV promotion and production: radio public service, announcing, and production: script and newsletter writing. John 612-374-1214.

## MISCELLANEOUS

**California, Washington, Oregon** TV newsletter monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

**Primo People:** The news director's best friend when it's time to fill a talent or management position. Top quality people available now. Contact Steve Porricelli or Jackie Roe, Box 116, Greenwich, CT 06870-0116. 203-637-3653.

**TV resume tape editing:** We'll make you look great! For low rates, call 213-395-7405, Mirage Television Arts, Santa Monica, CA.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Assistant professor of Telecommunications.** Tenure-track beginning Fall, 1987; teach production courses, conduct research, and supervise internships. Program emphasizes corporate media. Ph.D. (or ABD) and evidence of strong and phone numbers of at least three references by 12/1/86. to: Garland Elmore, Indiana University, Indianapolis, IN 46202. EOE.

**Graduate assistantships** available for spring semester 1987 (starts January 5) and fall semester 1987, Radio-TV Department, Arkansas State University-Jonesboro, to qualified students enrolling in department's graduate program in mass communications (Radio-TV). For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467, 501-972-3070.

**Tenure track radio-TV** faculty position, begins January 8, 1987. Teach television production, some radio production, R-TV news. Ph.D. required. Professional radio/TV production experience necessary. Rank and salary negotiable. Send official transcripts, resume, and 3 letters of recommendation to Chairman, Theatre Arts Department, East Carolina University, Greenville, NC 27858-4353. Application deadline November 20, 1986. EOE/AA.

**The University of Florida** seeks an assistant professor of telecommunications on tenure track line for August 1987. Desire a generalist with ability to teach basic television production and in one or more of the following areas: writing, research, operations/programming, promotion or mass communication and society, appointment to graduate faculty possible. Ph.D. in telecommunication, or related field, and production experience in television or cable required. ABD considered. Salary range: \$26-32,000 for nine months. Send resume and three reference letters to Dr. John Wright, Department of Telecommunication, 2088 Weimer Hall, University of Florida, Gainesville, FL 32611. Application deadline: November 28, 1986. The University of Florida is an equal opportunity affirmative action employer. The selection and interview process will be conducted under Florida's "Government in the Sunshine" and public records laws. Meeting and interviews will be open to the public and documents will be available for public inspection.

**Graduate assistantships.** Teaching assistants to study for MA or Ph.D. in Mass Communications for Fall 1987, and will train undergraduates in radio, television or field production techniques. Monthly stipend. Persons with undergraduate degrees in telecommunications, or related fields, professional experience and a 3.0 grade point average are invited to apply. Should take GRE. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, University of Florida, Gainesville, FL 32611. AA/EOE.

### HELP WANTED MANAGEMENT

**FCC attorney** wanted with enough confidence to work on percentage basis write Box K-86.

### HELP WANTED SALES

**NYC, local-regional salesman** for advertising within international network programing on NYC broadcast affiliate. Previous experience selling advertising within ethnic or foreign-language programing necessary. Proven track record in NYC a must. Salary plus commissions. Send resume to: ASN Box 2727, Grand Central Station, NYC, NY 10163.

### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Fast-growing Florida** production/syndication company needs curious, reporter-types ready to go behind the scene to produce TV programing. Creativity, writing skills, attention to detail, motivated attitude are essential. Send demo tape. ICI, P.O. Box 1666, Orlando, FL 32802.

### 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.

**Christian Countdown America** is a weekly 2 hour countdown of the contemporary Christian hits. Currently heard in 92 countries. Call 312-820-1369 for demo tape, or write: Box 900 Wheaton, IL 60189.

### MISCELLANEOUS

**For sale:MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**Unity Awards in Media** recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 9, 1987. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314-681-5306 or 681-5307.

**200 movies for sale.** High quality video, 3/4", 1" and Pal formats. Write for listing. V. Stasiunaitis 7321 W. Breen, Niles, IL 60648. 312-966-0496.

**Starfield:** Brilliant, beautiful computer generated Starfield. "Runs five minutes. \$100.00 in any format. Market One Communications. P.O. Box 323, Radio City Station, NYC, NY 10101.

### EMPLOYMENT SERVICES

**300 Government Jobs list.** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

**Seeking a new challenge?** The Hot Sheet is the ideal source to supplement your search. Attractive job opportunities plus advice on potential openings. 813-786-3603.

### CONSULTANTS

**Consultants.** Solutions to technical problems 24 hours a day. New facility construction and planning a specialty. Bill Elliott, 203-773-8072.

### 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.

**Wanted: remote van/control room.** 3 complete color camera chains, tripods, control console, monitors, scopes, character generator, 3/4" vcr, editing facility, microphones, audio console/w/playback, air conditioned, motor generator to carry full load including air cond. Group W Cable, Box 25990, Los Angeles, CA 90025 or call Roger Wilson 213-315-4420.

**Instant cash-highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

**FM transmitters:** 25kw-Harris FM25k(1986), Harris FM 25k(1982), Sparta 625(1975)\*\*20 kw-CCA 20,000DS\*\*10kw-Harris/Gates 10G \*\*5kw Bauer 605B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B \*\*1kw-Syntronics 1.5kw, Gates FM1B, Gates FM1C, Transcom Corp. 215-884-0888.

**AM transmitters:** 25kw-CSI(1985)\*\*10kw-RCA BTA 10H\*\*5kw-Harris BC5H, \*\*1kw-Harris SX1, Harris BCIH\*\*250W-Collins 250G, Transcom Corp. 215-884-0888.

**50kw AM- GE 4BT50A2,** on air, excellent condition, w/over \$15,000 in spares. Transcom Corp. 215-884-0888.

**Harris SX-1, 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 - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303-665-3767.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

**Townsend UHF TV transmitter:** 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-Immaculate! Laird 3615A; Sony VO-2800s: Antennas-TX line; much more! Call Ray LaRue 813-685-2938.

**Over 100 AM/FM transmitters in stock.** AM - 50kw thru 1kw. FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214-630-3600. New # 276-9725.

**Wegener 1602** with CNN demod and tone boards. 205-821-1491 after 5 p.m. CDT.

**FM Isocoupler,** 5kw, tuned to 97.7. Ampex 602, fair condition. 205-821-1491 after 5 p.m. CDT.

**AM transmitters:** 50, 10, 2.5, 1.5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 10, 5.1 and .25 KW Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**Revox tape decks,** A77HS factory reconditioned, new heads. A77 low hours. Both excellent condition. Audio-philie owned. 205-821-1491 after 5 p.m. CDT.

**RCA TTU110 transmitter** for sale and will be available mid March 1987. Unit currently on the air 24 hours per day. For full information, please write Box K-45.

**Ampex VPR 2B** with TBC 2B in full consoles, including all monitoring and dynamic tracking. 5 machines available. Call Video Brokers at 305/851-4595.

**Beta Cam Systems.** These BVW3 cameras have the enhanced Saticon tubes, new carrying cases, battery charger, AC adaptor, 14 to 1 zoom lens with 2x extender, and more. They were originally demo units deployed with field personnel for a major production company for testing purposes. Very little wear and in like new condition... new price over \$40K, our price is under \$30K (only 2 left-call soon) Call Video Brokers at 305/851-4595.

**1 Sony BVW-20**, low hours. 1 Sony BVH-2000 1 inch machine with dynamic tracking and full range TBC. 1 Sony 500-A portable VTR, less than 300 hours Call Video Brokers at 305/851-4595.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying etc. Field mini KCS-20 minute cassettes. \$6.99 Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**RCATP-55, TP-7, TP-66 island.** Hitachi FP-15s. Sony M3As. Grass 1600-3K reduced from 73K TO 55K. Grass 32x48 router. RCATK-46 and TK-44 cameras. If you don't see it here, call! We may have just what you need. Lynwood Taylor or Marvin Luke 919-977-3600.

**ITC WP series cart machines**, mono, triple cue, mint condition. 1 KW antenna tuning unit, tuned to 1230 Khz. 205-821-1491 after 5 p.m. CDT.

**Grass Valley 1400-7 20X3 production switcher system.** \$6500. Grass Valley 400 routing switcher, 32X32 w/single channel audio. Avil. Dec. '86. Maze Broadcast. 205-956-2227.

**RCA TTU-60AH UHF transmitter**, stainless G-7 934' tower, 1000' 6 1/8" line, plus mid band antenna. Buyer removes. Avail. immed. Maze Broadcast. 205-956-2227

**For sale:** 2 - Ampex 2" VTRs. Hitachi 1" HR-200 VTR. Cameras: Phillips LDH-20, Norelco 610, Hitachi FP-20, JVC NU-1800. Monitors, 3/4" units, accessories, much more! Complete list: 317-724-7721

## RADIO

### Help Wanted Sales

#### MAJOR SUNBELT MARKET

**NUMBER ONE RATED STATION NEEDS EXPERIENCED RADIO SALES MANAGER TO MAINTAIN NUMBER ONE BILLING POSITION IN MARKET.**

**This is not a development situation** ...superior skills at motivation, training, leadership and inventory control a must.

**SUPER PAY PLAN, 90+ ... GREAT PERKS...**

**HIGH PROFILE COMPANY... NATIONAL EXPANSION PROGRAM UNDERWAY...**

**DECISION SOON**

All inquires confidential

**Experienced Radio Sales Managers Only**

**Rush resume, references and photo**

**Box J-131.**

### Help Wanted Technical

#### CHIEF

Great Southeastern Coastal Market. 100KW FM 5KW AM. Need hard working resourcefull engineer to join our winning team. Rush resume to: Paul Neuhoff, WKQB/WQIZ. 4995 La-Cross Rd., Charleston, SC 29418.

## Help Wanted Programing, Production, Others

### Major Radio Broadcaster Seeks

### Top Rated, Beautiful Music PROGRAM DIRECTOR

### Also Required Highly Rated

### BEAUTIFUL MUSIC FORMAT (In Stereo)

(Format must be proven and available exclusively nationwide)

### Send Resume and Salary Requirements

or

### Tapes and Format Costs to

**Post Office Box 21108  
Tampa, Florida 33622**

### Help Wanted Management

#### OPERATIONS MANAGER

An AM station that dominates the market? Yes - we still have one, and this is a rare opportunity at one of America's premier radio stations in this major Eastern market. Looking for someone to program our #1 rated station. This is a news/sports/personality powerhouse that is the #1 biller in the market, so we have money to spend for that person with the right skills and experience. Perks, money and benefits excellent. Send resume, including references, and a cover letter to: Box K-81. EOE, M/F.

### Situations Wanted Programing, Production, Others

#### AM is not dead!

Want to be the KMOX, WGN, WCCO of your market, but lacking staff commitment to excellence? Hire a news and program director who knows it takes hard work, dedication and motivation. 901-794-4695. Don't delay.

## TELEVISION

### Help Wanted Sales

#### LOCAL SALES

Midwest NBC affiliate seeks experienced sales rep. Must have proven track record and be willing to do what it takes to get the job done. Want hard-hitter, not a quitter. Good list, salary, commission, and great potential for the right person. Position available January 1, 1987. Send full details, picture, and salary history. Box K-117. EOE.

### Situations Wanted Announcers

#### SITUATION WANTED

One of the nation's finest radio talk host is now available. Nearly twenty years top ten market experience. Acclaimed as "one of the nation's best radio talk hosts" by the Detroit News, and chosen this year as the "best talk show host in Detroit" by Detroit Monthly magazine. Great voice, superb interviewer, extraordinary general knowledge. Resume and tape on request. Box K-84.

**Help Wanted Sales  
Continued**

**RETAIL  
DEVELOPMENT COORDINATOR**

Candidate will be responsible for development of new business accounts, coordinating and developing key target accounts, planning and organizing vendor development and stimulate overall spending into television from other media. Prefer individual with experience in television sales retailing, marketing, new business development and retail event planning.

Send resume to:

**Lynn Mortimer  
Local Sales Manager  
3900 Biscayne Blvd.  
Miami, FL 33137**

EQUAL OPPORTUNITY EMPLOYER

**STATION MANAGER**

Top 25 Indy looking for experienced station manager. Great opportunity for self-starter with leadership and management skills. Must have successful Indy track record. Send resume to Box K-125.

**GENERAL SALES  
MANAGER**

Major market So. Ca. Indy is looking for experienced GSM to lead large sales force. Must have national Indy sales experience and a successful track record. Send full details (no blue sky, please) with salary history first letter. Superb opportunity .but only for heavy hitters. EOE.

Box K-61

**Qualified syndication sales rep. to work natl. local sale of super sports mag. TV show.. excellent salary plus comm... Call Walt 415-742-5768 (SF).**

**For Fast Action Use  
BROADCASTING'S  
Classified  
Advertising**

**Help Wanted Management**

**PUBLIC RELATIONS  
MANAGER**

Major cable television multiple system operator is seeking a highly qualified public relations professional to be responsible for the production of corporate public relations and public information materials. Successful candidate should have a Bachelor's degree in Journalism, Mass Communications or related curriculum and have a minimum of 5 years experience as a writer for a major telecommunications company, major print or television news organization or other organization. Interested candidates must document substantial experience as a public spokesperson to or on behalf of news media and demonstrate success as manager of diverse public relations projects. Some experience in financial public relations preferred. For immediate consideration, send resume and salary history to:

**NAS Confidential Reply Service, Dept. 3PR  
1325 S. Colorado Blvd., Denver, CO 80222**

An Equal Opportunity Employer M/F/H/V

**AUDIENCE PROMOTION MANAGER**

The Number One station in America's Number One City needs an Audience Promotion Manager to create promos, show opens and various special projects. KDKA-TV is one of the most dynamic stations in the country. You'll help run the Creative Services Department and you'll have lots to do with the success of ambitious local and national projects

You must be a first-rate writer of television, radio and print copy. You must be equally at home in the field and in studio. You'll need at least two years major market experience. Send a letter, resume and examples of your best television and radio promos to:

**ARTHUR GREENWALD/Creative Services Director  
KDKA-TV/One Gateway Center/Pittsburgh, PA 15222**



**PITTSBURGH**

An Equal Opportunity Employer

**Manager,  
Affiliate Relations  
Eastern Region**

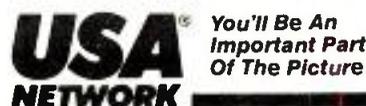
**OUR GROWTH IS  
WORTH WATCHING!**

We're USA Network, and we are seeking a sales professional to manage all affiliate sales activities in 6 states.

You will handle affiliate relations sales and marketing for over 500 systems, and negotiate contracts between USA Network and regional MSO's. Two to four years' sales experience in cable network affiliate sales, broadcasting syndication sales, MSO or cable system management is required. Knowledge of contract negotiation, cable programming, or marketing would be a plus. Travel approximately 60-70%.

Please forward your resume with salary history to: Lisa Fuhrman, Dept. ERB, USA Network, 1230 Avenue of the Americas, New York, NY 10020

An Equal Opportunity Employer



**GENERAL  
SALES MANAGER**

Rapidly growing ABC affiliate seeks high-caliber individual capable of producing results in a competitive market. Must be self-starter with winning track record. Daily hands-on involvement required to keep pace with aggressive management team. If you're tired of deep snow and long commutes, send cover letter, resume, salary requirements, and references to: Jess Allred, KBMT-TV P.O. Box 1550, Beaumont, Texas 77704.

EQUAL OPPORTUNITY EMPLOYER



**Help Wanted Management  
Continued**

**A PROMOTION  
MANAGER'S  
FANTASY**

*Be part of a television management team that has control over its own destiny.*

*Work with people who understand and appreciate the value of good advertising and promotion.*

*Get to run your own department like it's your own business.*

*Work in an environment that encourages creativity.*

*Manage a budget that's big enough to do things of quality with some frequency.*

*Live in one of America's most beautiful and exciting cities.*

*Work at a top ten network affiliate that makes local news and locally produced programming a priority.*

*Work in a market that offers you a wealth of creative and production resources at your fingertips.*

*Be recognized for your accomplishments.*

*Grow.*

If you want to know how to turn this fantasy into a reality, send me your resume and some samples of your work. Then, we can discuss why this job isn't too good to be true.

Send resume and samples to Box K-76

*An Equal Opportunity Employer*

**Help Wanted News**

**CNN  
NEWS PRODUCER**

CNN needs experienced TV news producer for CNN/Europe operations. Editing skills a must.

Send resume to John Baker, CNN, 1050 Techwood Drive, Atlanta, GA 30318.

No phone calls please. An EOE.

**Help Wanted News  
Continued**

**GRAPHIC  
DESIGNER  
News**

Local network affiliate seeks news graphic designer with 1-3 years' broadcast design experience, BFA or Certificate in Graphic Design or Illustration, and paintbox experience.

Will design and execute news graphics and visually communicative images to support stories for evening newscasts. Must have strong knowledge of design and typography and strong conceptual abilities. Must have experience with video paint systems, character generators, and electronic still store.

Please submit resume and non-returnable samples of work to Box K-118

*An Equal Opportunity Employer*

**NEWS DIRECTOR  
TOP 30 NORTHEAST  
NETWORK AFFILIATE  
LOOKING FOR A  
NEWS DIRECTOR**

Individual must have a minimum of 5 years experience in that position that included a "turnaround" situation leading to a stabilized operation. We are looking for leadership qualities that translate into strong people and management skills. This is a challenging and exciting career opportunity with a growing organization. Send resume to Box K-66. EOE.

**Help Wanted Technical**

**CHIEF ENGINEER**

IDB is a public company which provides audio, video & data satellite transmission service. We are looking for a qualified candidate with 5 years broadcast engineering experience to report to our Sr. VP and be responsible for the design and implementation of broadcast and satellite technical facilities. The position is based in Los Angeles. If hard work, responsibility and opportunity are for you, send resume to: Dennis Feely, IDB Communications, 10525 W. Washington Blvd., Culver City, CA 90232. EOE.



**IDB COMMUNICATIONS  
GROUP, INC.**

**Help Wanted Technical  
Continued**

**TELEVISION MAINTENANCE  
MANAGER**

for NASA television support services contract at JSC in Houston. BSET preferred or AAS with extensive industry related schooling required. At least 10 years experience in electronic maintenance with 5 years supervisory experience. Experience with Ikegami, Grass Valley, CMX and AMPEX equipment a plus. Will oversee maintenance supervisors and maintenance staff of over 15 personnel. Salary commensurate with experience. good benefits package. Call Jeff Van Pelt 713-480-3377 StellaCom, Inc., 16441 Space Center Blvd Building A, Houston, TX 77058.

**BROADCAST  
APPLICATIONS ENGINEER**

Television

ANDREW, a recognized leader in the development and manufacture of advanced state-of-the-art antennas and transmission lines, is conducting an immediate search for a Broadcast Applications Engineer. Position requires an individual experienced in actual customer application of UHF-TV and VHF-TV high power transmitting antenna and transmission line products. A thorough understanding of products and applications plus experience with broadcast field sales and product support is desirable. B.S.E.E. desired, but equivalent experience may be acceptable.

For immediate and confidential consideration, please submit your resume, including salary history to:



**ANDREW**

**CALIFORNIA CORPORATION**  
1037 West Ninth Street  
Upland, California 91786  
ATTN: Personnel Manager

*An equal opportunity employer*

**FOR EARLY DEADLINE INFORMATION  
SEE PAGE 137.**

## PRODUCER/DIRECTOR ARE YOU DOING TIME?

... in a local market, waiting for a chance to break into national television? We need an imaginative television professional to produce a nationally syndicated health news series. Superior writing, directing, photography, and editing skills are a must. **NO BEGINNERS!** The selected candidate will enjoy an industry competitive salary with an excellent benefit plan. Come live on an island in the Gulf, and work in one of the top ten markets in the nation. **RUSH YOUR TAPES TO:**

Mr. Dana C. Randall, Mgr. of Media Productions, Biomedical Communications, 520 Learning Center, J36, The University of Texas Medical Branch, Galveston, Texas 77550-2782.

**BIOMEDICAL  
COMMUNICATIONS**



UTMB is an AA EOE M-F-H employer.

### PROMOTION PRODUCER/WRITER

Top 80 Midwest network affiliate seeking innovative, creative individual primarily for on-air news and program promotion. Growth position for the right person. Television promotion or agency related experience preferred. Send resume only to Box K-90.

### Situations Wanted Management

#### Now Available TV GENERAL MANAGER West Coast

Ownership change makes available an energetic, dedicated professional with proven success in sales, programing, and news.

**WRITE BOX K-78**

## VIDEOGRAPHER

Be part of a successful show in America's #1 city. We are looking for a seasoned, hardworking, videographer with 3-5 years of magazine feature shooting experience to work with our team of creative producers in executing solid feature stories. EOE

**MUST SUBMIT RESUME AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:**



**KDKA-TV  
ONE GATEWAY CENTER  
PITTSBURGH, PA 15222**

## PROGRAM DIRECTOR

New TV group needs programing professional to play key role in start-up UHF indy, Syracuse, NY. Must have extensive background. Opportunity to get in on the ground floor of the Flatley Company's newly created Media Division. Send resume (no phone calls, please) to:

**Vincent Arminio, GM  
WSYT-TV**

**P.O. Box 6968**

**Syracuse, NY 13217-6968**

The Flatley Company, an equal opportunity employer.

## TV PROFESSIONAL

Experienced top ten independent GM and currently group operations executive now wants to use expertise as programmer, planner, coach and strategist in assisting quality affiliate group to meet new challenges of changing competitive environment. Box K-121.

### Situations Wanted News

#### Medicine, Technology, Science, Environment

WGBH Boston has trained six of the nation's top science journalists in radio and television news techniques. They are now seeking positions as producers or reporters at major news and production organizations. Their broadcast work has already achieved national exposure; their resume reels speak for themselves. If you want a first-rate, aggressive specialist who works to the industry's highest standards, please contact: David Kuhn, Director, Science Fellowships, WGBH, 125 Western Avenue, Boston, MA 02134, 617 492-2777



## SENIOR PRODUCER

Houston's fastest growing station is looking for a strong #2 person with a solid writing and producing background. Individual must have a minimum of 3-5 years experience in TV promotion or advertising department. Some management experience preferred. Send resume, reel and references to:

Emily Barr  
Advertising & Promotion Mgr.  
KHOU-TV  
1945 Allen Parkway  
Houston, Texas 77019  
(No phone calls please)  
An Equal Opportunity Employer



K H O U - T V

## PROMOTION DIRECTOR

New TV group needs highly experienced professional to play key role in start-up UHF indy, Syracuse, NY. Must have extensive experience in all phases of indy promotion. Opportunity to get in on the ground floor of the Flatley Company's newly created Media Division. Send resume (no phone calls, please) to:

**Vincent Arminio, GM  
WSYT-TV**

**P.O. Box 6968**

**Syracuse, NY 13217-6968**

The Flatley Company, an equal opportunity employer.

### ALLIED FIELDS Radio & TV Programing



#### Lum and Abner Are Back

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

## Help Wanted Management

### EXECUTIVE DIRECTOR ACADEMIC ASSOCIATION

The Broadcast Education Association (BEA), a cooperative venture of broadcasters and educators made up of college and university institutional as well as individual members, and publisher of the quarterly *Journalism of Broadcasting and Electronic Media*, and *Feedback*, seeks a full-time executive director to begin no later than March 1, 1987. Based in Washington, DC, BEA needs a dynamic administrator adept at budgeting and fund-raising, program initiatives, and effective small office operation. Ideally, the executive director will have academic background (advanced degree preferred) in some area of mass communication, and prior experience with convention organization. Some travel required. Salary competitive depending on background, with good benefits package. BEA is housed at and works closely with the National Association of Broadcasters. Send letter of application with resume and names of at least three references to Dr. Christopher H. Sterling, Telecommunication Policy Program, George Washington University, 515 22nd St., NW, Washington, DC 20037. By December 1, 1986. BEA is an EEO/AA employer.

## Help Wanted Financial

### FINANCIAL ANALYST

Communications Equity Association, the industry's leading radio, broadcast & cable brokerage and investment banking firm is seeking a financial analyst for its Wash., DC office. Applicants should have a background in commercial lending, credit, or investment banking, and have the ability to analyze and recommend financial structuring of communications related companies. Knowledge of loan covenants, contract terms, rates of return, and financial instruments is essential. Applicant must be self-directed and able to work with a minimum of supervision and be able to function in a "teamwork" environment. This is not an entry level position. At least 2 yrs. of experience in banking, credit or investment banking is preferred, but will consider candidates with less experience but outstanding track records. Master's degree a plus, but not required. Send resume with salary requirements to:

**Mr. Kent M. Phillips**  
Senior VP & Managing Director  
Communications Equity Associates  
1133 20th St., NW, Suite 260  
Washington, DC 20036  
An equal opportunity employer

## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

## Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$30 you get a daily report for 6 weeks. Learn more: 312-855-6779. MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



### Consultants

### APPLYING FOR A NEW STATION?

Contact

**BROADCAST MEDIA LEGAL SERVICES**

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-8907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

### FM 80-90 APPLICATIONS

Exclusive applications guaranteed \* Special price on group of 12. \* 180 page Demographics book available for \$100.00. Contact Darrell Baugess.



Telecommunications and Broadcast Consultants  
4401 East-West Highway, Suite 308  
Bethesda, MD 20814. 301-654-0777

### Wanted to Buy Stations

INVESTOR GROUP WANTS AM OR FM RADIO STATION OR COMBO? TURN AROUND SITUATION. STRONG TO MEDIUM SIGNAL WITHIN 150 MILES OF LOS ANGELES. NO BROKERS PLEASE. RANGE \$1,000,000 - \$2,000,000.  
Box K-77

Want to buy AM (no daytimers) or FM station with little or nothing down. All replies confidential. Call residence evenings, 216-454-7778.

### For Sale Stations

#### FOR SALE-NEW YORK

Old established 1000w fulltime AM radio station, medium, expanding market, upper New York state. Billing over \$300,000 annually and growing \$550,000 incl. real estate - easy terms - neg.

Box K-120.

## SOUTHERN CALIFORNIA

AM/FM combo with real estate. \$2.0 million with \$650,000 down. Profitable.

## NORTHERN CALIFORNIA

AM/FM combo at \$1.1 million, has cash flow to service debt after \$300,000 down. Includes studio-transmitter real estate.

## OREGON

Class C FM with constantly improving grosses. \$625,000 is 2 1/2 times gross. \$125,000 down and 10 year payout.

## FAR WEST

VHF network affiliate in three station market. State of the art equipment and building. \$10 million with terms for qualified buyer.

## PORTLAND

AM/FM combo offers great potential for strong operator or group. \$6 million with \$1 million down.

**BILL EXLINE ANDY McCLURE**

*William A. Exline, Inc.*  
Media Brokers

4340 Redwood Highway  
Suite F-121  
San Rafael, CA 94903  
415-479-3484

# The Holt Corporation

## APPRAISALS

Over 25 years as recognized experts in the field of broadcast asset valuation. Schedule your asset allocation appraisals NOW for completion prior to end-of-year IRS changes. Call John Caso at 703-662-0123 for more information.

Suite 205  
The Westgate Mall  
Bethlehem, PA 18017

Washington Office:  
7809 Freehollow Drive  
Falls Church, VA 22042

One Tower Park  
Route 9 - Box 34  
Winchester, VA 22601

# AUCTION:

By Order of  
Secured Creditor

## RADIO STATION-WSES-AM

Raleigh, North Carolina  
fully-equipped, on the air

TO BE SOLD AS AN ENTIRETY  
at WSES studios

647 Maywood Ave., Raleigh, NC  
(intersection of Maywood & S. Saunders St.)

**THURS., NOV. 6 at 1:00 PM**

Frequency 1550 kHz AM

1 kw - D Non-Directional - Class C

Terms of Sale - Contact Secured Creditor:  
Allied Financial Corp., 1625 I Street NW, Suite 503  
Washington, DC 20006 (202) 331-1112  
David P. Parker Esq. or Kathleen Ryan  
Auction License #3860-NR

## Michael Fox Auctioneers,

Executive Offices • 3835 Naylor's Lane inc.  
Baltimore, Maryland 21208 • 301/653-4000

"25 YEARS EXPERIENCE  
GOES INTO EVERY SALE"

*H. B. La Rue,*  
*Media Brokers*

TV • RADIO • CABLE • APPRAISALS

EAST

500 East 77th Street Suite 1909  
New York NY 10021 (212) 288-0737

WEST

9701 Wilshire Boulevard Suite 700  
Beverly Hills CA 90212 (213) 275-9266

SOUTH

11285 Elkins Road Suite J-8  
Roswell GA 30076 (404) 442-5711  
HAL GORE, Vice-pres.

*Hogan - Feldmann, Inc.*  
MEDIA BROKERS • CONSULTANTS  
P.O. Box 146  
Encino, California 91426  
Area Code (818) 980-3201



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

This absentee-owned Class C FM station in a top 150 North-western market is an excellent turnaround acquisition opportunity. \$750,000.

508 Pineland Mall Office Center  
Hilton Head Island, South Carolina 29928  
803-681-5252

## BOB KIMEL'S NEW ENGLAND MEDIA, INC.

### BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff.

8 Driscoll St. Albans, VT 05478  
(802) 524-5963

### MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you ...

BURT **SHERWOOD** INC.

3125 Maple Leaf Dr. • Glenview, IL 60025

**312-272-4970**



### SOUTHERN INDEPENDENT TV

Positive cash flow limited competition.  
Asking \$10,000,000.

Call Brian Cobb 202-822-8913.



**CHAPMAN TELEVISION®**  
div. of Chapman Associates, Inc.

For sale in suburban Nashville.  
500W - AM station. Daytime 6am -  
6pm. \$500,000. Terms available.  
615-373-1100.

### NETWORK UHF

This medium market affiliate has all kinds of potential. Located in a growing retail trade area and its the only station in town. It has a positive cash flow and sales have climbed steadily. Excellent future prospects. 6 million.  
Box K-93

### INVESTMENT OPPORTUNITY

25% interest in Class C FM and 5kw daytime AM in Southwest for passive investor or active partner. Ideal for aggressive young sales executive seeking ownership. Must divest due to family reasons. \$65,000. Financially qualified principals only. P.O. Box 993, Center Harbor, NH 03226.

### Phoenix Market AM

\$895,000 or \$1.2 million, with  
real estate. Write Box K-89.  
Brokers or principals.

Major market AMs priced to  
sell. Contact Norman Fischer  
& Assoc., Inc., 1209 Parkway,  
Austin, Texas 78703. 512-476-  
9457.

### WASHINGTON STATE COMBO

FM/AM; great potential. Priced reduced to \$525,000 with \$125,000 down/terms for quick sale.

The Montcalm Corporation, 311 Norton Building, 801 Second Avenue, Seattle, WA 98104. 206-622-6236.

### VIRGINIA

Beautiful area, full time middle of the dial AM, serving one of Virginia's better markets. Priced at about two times gross at \$205,000. \$35,000 down - long term payout.  
Write Ted Gray - Broker, P.O. Box 475, Altavista, VA 24517.

Heart attack forces sale of long established 5kw AM stereo in top 100 markets. East coast location with dual network affiliation. Sizeable facility with all new equipment and 3 transmitters. Signal includes 700,000. Available on excellent terms due to health to qualified buyer. Class C FM application on file. Jack Rockwell 305-744-8751.

### GOSPEL AM

Near Texas Metroplex, Can be metro licensed. Terms or cash discount.

Box K-80.

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	FM	\$1700K	Cash	Bill Whitley	(214) 680-2807
Rky. Mtn.	Met	AM/FM	\$1500K	\$250K	David LaFrance	(303) 234-0405
MW	Sub	AM/FM	\$1400K	Terms	Bill Lochman	(816) 941-3733
SE	Sub	FM	\$1000K	Terms	Mitt Younts	(202) 822-8913
SE	Sub	AM	\$800K	Cash	Ernie Pearce	(404) 998-1100
SW	Met	FM	\$750K	\$250K	Bill Whitley	(214) 680-2807
Rky. Mtn.	Sm	AM/FM	\$650K	\$95K	David LaFrance	(303) 234-0405
MW	Sm	FM	\$450K	\$95K	Bill Lytle	(816) 941-3733
Rky. Mtn.	Sm	AM/FM	\$450K	\$75K	Greg Merrill	(801) 753-8090
FL	Sm	AM	\$400K	\$125	Randy Jeffery	(305) 295-2572

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338, 404-998-1100.



# AUCTION:

By Order of  
Secured Creditor

## RADIO STATION

In Operation — 24 Hour Format

### WCSE-AM

(Myrtle Beach, SC Market)

TO BE SOLD IN BULK ONLY

Auction To Take Place At

The Beach Cove Hotel

4800 South Ocean Blvd.

North Myrtle Beach, SC

**Thurs., Nov. 13 at 11:00 A.M.**

1450 Hz AM - 1 kw Day/Nighttime

For Complete Terms of Sale

or Illustrated Brochure Contact

## Michael Fox Auctioneers,

Executive Offices • 3835 Naylor's Lane inc.  
Baltimore, Maryland 21208 • 301/653-4000

### ROCKY MOUNTAIN FM

Class C in fast growing dual market area (Top 100). Deliver with CP for new tower to put city grade signal into both markets. Superb growth opportunity.

**\$2.6 Million**

Contact:

Trey Hunt

Vice President

**Butcher & Singer, Inc.**

211 South Broad Street

Philadelphia, PA 19107

215-985-3600

### RADIO & TV STATIONS

Medium mkts to small..Tex, La, Miss, Ala, Ark, Mo...Prices range from \$14M cash to \$200K with very little down pmt.

John Mitchell or Joe Miot

**MITCHELL & ASSOCIATES**

318-868-5409

318-869-1301

Box 1065, Shreveport, LA 71163

### LOOKING FOR A STATION?

512/327-9570

**JAMAR RICE CO.**

Media Brokerage & Appraisals

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

### NORTH TO ALASKA

FM/AM combo in important market. Motivated seller asking \$1.6 million with 25% down/terms.

The Montcalm Corporation, 311 Norton Building, 801 Second Avenue, Seattle, WA 98104.; 206-622-6236.

### FLUSH & FLORIDA

Best: location, city, station, cash flow. Large down. Station pays all. Write Box K-119.

### MICHIGAN TOP FIFTY MARKET

Very under-developed 5kw full time AM billing \$160,000 per year: \$245,000 on terms. Substantial discount for cash and quick sale.

Box K-8

- Fulltime with prime signal over Nashville. \$700,000. Less than 2 times billing.
- Class C in NW California. \$1.9 million.
- Class C in SE Texas. \$2.8 million.

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

### TV'S IN THE WEST \$5 MILLION AND UP

Terms available to qualified buyers.

The Montcalm Corporation,

311 Norton Building,

801 2nd Ave., Seattle, WA 98104.

206-622-6236.

## EARLY DEADLINE NOTICE

Due to holiday Tuesday, November 11, 1986, the deadline for classified advertising for the November 17 issue will be noon, Friday, November 7, 1986.

### BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media



Osterhout

**Michael D. Osterhout**, VP and general manager, Edens Broadcasting Inc.'s WRBQ-AM-FM Tampa, Fla., named executive VP, Edens, owner of three AM and three FM stations.

**James Saunders**, president and general manager, WOTV(AM) Grand Rapids, Mich.,

joins WXFL(TV) Tampa, Fla., as VP and general manager.

**Robert L. Calvert**, general sales manager, KMIZ(TV) Columbia, Mo., joins KCWY-TV Casper, Wyo., as general manager.

**Leonard R. Eliason**, local sales manager, WVUD-FM Kettering, Ohio, named general manager.

**Todd Glickman**, VP, Technology Broadcasting Corp., licensee of noncommercial WMBR(FM) Cambridge, Mass., named president.

**Jhani Kaye**, operations manager, KFI(AM)-KOST(FM) Los Angeles, named station manager. She will continue to serve as program and operations manager, KOST.

**Bill Newman**, general manager, KCFX(FM) Harrisonville, Mo., adds duties as VP, Hoker Broadcasting Inc., station's licensee.

**Elaine S. Quintana**, senior financial analyst, CBS News, New York, joins CBS-owned WCAU-TV Philadelphia as manager, financial planning.

**Dan Yorke**, program director, WGAB(AM) Hartford, Conn., named station manager.

**Harold Smith Jr.**, program director, WBBA-AM-FM Pittsfield, Ill., joins WRVI(FM) Virden, Ill., as station manager.

**Gene Collins**, program and operations manager, WTEN(TV) Albany, N.Y., joins WTZA(TV) Kingston, N.Y., as station manager.

**Rick Mendelson**, former general manager, WBTE(AM)-WDJB(FM) Windsor, N.C., joins WVOT(AM) Wilson, N.C., as station manager.

**Jim Mabe**, salesman and announcer, WBLB(AM) Pulaski, Va., named station manager and sales manager.

**Joe Short**, general manager, KDNT(AM) Denton, Tex., joins Texas State Network, Dallas, as affiliate relations director.

**Bill Spitzer**, from WFTY(TV) Washington, joins WNYW-TV New York as operations manager.

**Dave Reinhart**, weekend announcer, WLW(AM) Cincinnati, named operations manager and program director.

**David Priest**, production manager, KBCI-TV Boise, Idaho, named operations director.

**Ronald John Donovan**, director of development, noncommercial KAKM(TV) Anchorage, joins noncommercial WENH-TV Durham, N.H., in same capacity.

**Jean Zeller**, associate director, station independence program, Public Broadcasting Service, Washington, joins noncommercial WEDH(TV) Hartford, Conn., as director, unrestricted support.

**Robert E. Merrilees**, manager, financial planning and control, Group W's Mahwah, N.J., cable system, joins THE ENERCOM division of American Television & Cable Corp., Denver, as VP, finance. **Kay Rabbitt**, marketing director, Continental Cablevision, Ohio region, joins THE ENERCOM as VP, marketing.

**Judy Jenkins**, manager, program acquisitions and scheduling, sports and entertainment programming, USA Network, New York, joins NBC there as regional manager, Northeast affiliate relations. **Anne Leslie Kurrasch**, counsel, 20th Century Fox, Los Angeles, joins NBC, New York, as manager, business affairs.

**C. Stephen Backstrom**, director, tax administration, Comcast Corp., Bala Cynwyd, Pa., named VP, taxation.

## Marketing

**Tom McKinley**, executive VP/corporate, Major Market Radio, New York, joins Group W Radio Sales there as president. **David Ford**, regional/national sales manager, WGN-TV Chicago, joins Group W Television Sales there as Midwestern sales manager.



McKinley



McHugh

**Bart McHugh**, senior VP and director, Cable TV, DDB Needham Worldwide, New York, named senior VP and director, national broadcasting, radio and TV programming. **Rick Gans**, freelance producer and director, joins DDB Needham, Chicago, creative services department, as production cost manager.

**William D. Richard**, VP, Campbell-Ewald Co., Warren, Mich., named senior VP. Appointed VP's, Campbell-Ewald, New York: **Pam Dawson** and **Stuart Weisselberg**, senior art directors; **Irving Weinberg**, senior copywriter. **Michael Sanders**, director of communications, Rockwell Defense Electronics Operations, Anaheim, Calif., joins Campbell-Ewald, Los Angeles, as VP and account supervisor.

**Claire R. Geier**, senior VP and group account director, J. Walter Thompson USA Inc., Washington, joins Earle Palmer Brown Advertising, Bethesda, Md., as senior VP. **La Neil Gregory**, VP and director of advertising, Oglivy & Mather, Washington, joins Earle Palmer Brown as senior VP and management supervisor.

Directors elected to board of BBDO Worldwide Inc., based in New York: **Lew Pringle**, chairman, BBDO Worldwide, Europe, Middle East and Africa; **Eduardo Vargas**, chairman, Latin America; **Geoffrey Wild**, chairman, Asia-Pacific region. Pringle is based in London, Vargas in Bogota, Colombia, and Wild in Sydney, Australia. **Kathy Segal**, VP and associate media director, BBDO, Chicago, named VP and director, media planning.

**Garry Gassel**, producer, Tatham-Laird & Kudner Advertising, Chicago, named partner in firm. **Bev Ornik** and **Dirk Herrman**, account executives, named account supervisors.

**Donald K. Williams**, director, sports sales,

## the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.  
For a confidential discussion, call 312-991-6900.

*Youngs, Walker & Company*

1605 COLONIAL PARKWAY  
INVERNESS, ILLINOIS 60067

**Blair Television**, market development division, named VP. **Lloyd Komesar**, program associate, Blair Television, New York, named associate programming director. **Nancy A. Coleman**, account executive, On-the-Air, New York, joins Blair Television there as account executive. **Robert Heyde**, account executive, WRGT-TV Dayton, Ohio, joins Blair Television, Chicago, as account executive. **Edward Timek**, from WBAY-TV Green Bay, Wis., joins Blair Television, Minneapolis, as account executive.

**Margie Lefcoe**, VP and media director, Ketchum Advertising, Philadelphia, named senior VP and account supervisor. **Judy Ver-nosky**, art director, named senior art director.

**Scott Hall**, account supervisor, Tracy-Locke Inc., Dallas, named VP and account supervisor. **Doug Rucker**, associate creative director, named VP and creative director.

**Ted C. Kolozsvary**, senior VP and creative director, Carr Liggett Inc., Cleveland, joins Mills Hall Walborn there as VP, creative.

**Virginia Westphal**, VP, advertising sales, Viacom Cablevision, Pleasanton, Calif., named VP, marketing and advertising sales.

Appointments at Cable AdNet Inc., Malvern, Pa.-based cable TV advertising representative: **William J. Keller Jr.**, general manager, Philadelphia office, to VP; **Rich Millar**, regional sales manager, Philadelphia, replaces Keller; **David P. McGlade**, general manager, Pittsburgh office, to VP and general manager; **Ellen B. Pritzker**, director, marketing, Malvern, to general manager, national system division; **Carol Slahor** and **Sue Hauman**, account executives, Pittsburgh, to senior account executives.

**Linda Savidge**, media coordinator, McAdams & Ong Inc., Philadelphia, named media buyer and planner. **Kathleen Smith**, art director, named senior art director. **Charles Redner** and **Robert Musial**, account executives, named account supervisors.

**Debra McRoberts**, from L.M. Berry & Co., Milwaukee, joins Damart Advertising Associates, Minneapolis, as account supervisor.

**Barbara Miller**, media planner, Oglivy & Mather, Houston, joins Carmichael-Lynch Inc., Minneapolis, as senior media planner.

**Karen Kennedy**, art director, McCann-Erickson, Troy, Mich., joins W.B. Doner & Co., Detroit, as art director.

**Jim Humphreys**, local and regional team manager, KUSA-TV Denver, joins TeleRep, Houston, as sales manager. **John McMorro**, programming analyst, program department, TeleRep, New York, named associate program director. **Cindy Talley**, senior sales assistant, TeleRep, Los Angeles, named account executive.

**Dan Mushalko**, creative director, WFPG(FM) Atlantic City, joins Masterminds Inc., Atlantic City advertising agency, as senior copywriter. **Sandy Pytel**, former senior art director, Spiro & Associates, Philadelphia, joins Masterminds as creative director.

**Cathi Caiola Henderson**, account executive, J. Walter Thompson Co., New York, joins Siddall, Matus & Coughter Inc., Richmond, Va., as senior account executive.

**Tod R. Brubaker**, copywriter, BBDO, Chicago, joins D'Arcy Masius Benton & Bowles Inc., St. Louis, as copywriter. **Jim Moser**, from Frank J. Corbett Advertising, Chicago, joins DMB&B there as assistant account executive.

**Scott Silverstein**, from TeleRep, New York, joins Seltel there as account executive.

**Kathryn Sakata**, senior media director, SMY Inc., Chicago, joins CPM Inc. there as account executive.

**Janet Passmore**, affiliate relations director, Texas State Network, Dallas, named account executive, sales department.

**Luz Erdmann**, national sales manager, KFI(AM)-KOST(FM) Los Angeles, named general sales manager.

**Len Graziano**, president, Productivity Inc., Atlanta broadcast sales and management consultancy, joins WGNX(TV) Atlanta, as general sales manager.

**Gary Fisher**, general sales manager, WHTZ(FM) Newark, N.J., named VP and general sales manager.

**Jeffrey A. Johnson**, account executive, WCLR(FM) Skokie, Ill., joins WGAB(AM) Hartford, Conn., as general sales manager.

**Mike Petty**, general sales manager, KQAM(AM)-KEYN-FM Wichita, Kan., joins KLTE(FM) Oklahoma City in same capacity.

**Kent Lillie**, general sales manager, KRBK-TV Sacramento, Calif., named VP and director of sales.

**David M. Lynch**, sales manager, MMT, St. Louis, joins WRGB(TV) Schenectady, N.Y., as general sales manager.

**Russ Hamilton**, general sales manager, KBAK-TV Bakersfield, Calif., joins KTTC(TV) Rochester, Minn., in same capacity.

**Bonnie Hiramoto**, assistant director, research, WCVB-TV Boston, joins WCAU-TV Philadelphia as director, research. **Angela Palermo Adler**, account executive, WCAU-FM, and **Jeff MacDougall**, local/retail sales manager, KMOV(TV) St. Louis, join WCAU-TV as account executives.

**John Peck**, general sales manager, WJKA(TV) Wilmington, N.C., joins WWAY(TV) there as local sales manager.

Appointments at WFTY(TV) Washington: **Bar-**

**bara Terry**, national group supervisor, *Baltimore Sun*, to national sales manager; **Jane Kerr Baxter**, account executive, WFTY, to senior account executive; **John Fiore**, account executive, WCLY(FM) Morningside, Md.; **Patrice Dozier**, account executive, WMAL(AM) Washington; **Gail Ruppe**, media buyer, Ehrlich Manes Advertising, Washington; **Karen Koones**, investment product manager, The Chase Bank, Washington, and **Lisa Nelson**, traffic manager, WFTY, to account executives.

**Eve Minitillo**, account executive, WWL(AM) New Orleans, named national sales manager, WWL and co-located WAFY(FM).

**Charles Compagnone**, account director, WJAR(TV) Providence, R.I., named national sales manager.

**Sally Wilcox-Dickson**, account executive, WPRI-TV Providence, R.I., named retail development manager.

**Michelle Mager**, from WWJ(AM)-WJOL(FM) Detroit, joins WLS-AM-FM Chicago as account executive.

Appointments at KYUU(FM) San Francisco: **Craig McFarlane**, account executive, KRQR(FM) San Francisco, and **Jeff Lynch**, account executive, Girvin Conrad & Girvin, to account executives; **Kitty Herzog**, sales assistant, KDRV(TV) Medford, Ore., to senior sales coordinator; **Margaret Provost**, programming secretary, KYUU, to sales coordinator.

Account executives appointed at KSL-TV Salt Lake City: **Dan Checketts**, account executive, KBLQ-AM-FM Logan, Utah; **Jim Copeland**, account executive, KLZX(AM)-KFMV(FM) Provo, Utah; **Joanne Siskierski**, account executive, KDYL(AM)-KSFI(FM) Salt Lake City.

**Laura Babcock**, from WOWO(AM) Fort Wayne, Ind., joins WFFT-TV there as account executive.

**Dawn Rossler**, sales executive, *Connecticut Business Journal*, Hartford, joins WPOP(AM)-WIOF(FM) Waterbury, Conn., as account executive.

## Programming

**Robert I. Silberberg**, senior VP and general sales manager, ABC-TV, New York, joins Syndicast Services Inc. there as executive

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**Marshall Cohen**, senior VP, network and corporate services, MTV Networks Inc., New York, named senior VP, research and corporate services. **Harriet Seidler**, VP, central region, affiliate sales and marketing, MTV Networks Inc., New York, named VP, marketing, MTV.

**John L. Barber**, director, current dramatic programs, ABC Entertainment, Los Angeles, named VP, current series programs. **Richard**



Barber



Carr

**F. Carr**, VP, marketing, Air Atlanta Inc., joins ABC Radio Networks, New York, as VP, entertainment programming.

**Ellen Franklin**, director, current comedy series, ABC-TV, Los Angeles, joins Lorimar-Telepictures, Culver City, Calif., as VP, comedy series development.

**Ellen Endo-Dizon**, VP, current programs, Embassy Communications, Los Angeles, named VP, comedy development. **Deborah Curtan**, VP, current comedy, Lorimar-Telepictures, Culver City, Calif., replaces Endo-Dizon as VP, current programs.

**Christopher Egolf**, director, International sales, Embassy Communications, Los Angeles, joins MGM/UA International Television Syndication there as VP.

**Steven Beeks**, VP, corporate development, The Paragon Group, investment partnership recently acquired by Republic Pictures Corp., Los Angeles, named VP, Republic.

Appointments at Showtime/The Movie Channel: **Nathalie Seaver**, director, program development, West Coast, Showtime/TMC, Los Angeles, to VP, dramatic development; **Diane Asadorian**, associate director, program development and program research, CBS Productions, New York, to program executive, Showtime/TMC, New York; **Martha Malkin Zornow**, associate, Hess, Segall, Guterman, Pelz, Steiner & Barovick, New York law firm, to counsel, Showtime/TMC, New York.

**Haldon Harrison**, counsel, 20th Century Fox, Los Angeles, joins Turner Entertainment Co., Culver City, Calif., subsidiary of Atlanta-based Turner Broadcasting System Inc., Atlanta, as VP, legal affairs. **Paul Krimsier**, VP and assistant general manager, KGMC(TV) Oklahoma City, joins Turner Broadcasting as program manager, WTBS Atlanta. **Luis Torres-Bohl**, manager, international research, department of international and new technology research, CBS/Broadcast Group, New York, joins Turner Program Services, Atlanta, as director, international sales.

**Dick Ross**, manager, operations, CBS-TV, New York, joins USA Network there as VP, network operations.



**Charity event.** Fifth Estaters got together to assist the American Diabetes Association when Richard Braunstein (right), a member of the Washington communications law firm of Dow, Lohnes and Albertson, presented a bottle of rare wine to Senator Ted Stevens (R-Alaska) (left), a member of the Senate Commerce Committee, and Catherine Rivera, wife of former FCC Commissioner Henry Rivera (now practicing with Dow Lohnes). They were promoting the second annual "Rare Wine Auction" to benefit the fight against diabetes, to be held at 7 p.m., Nov. 22 at Intelsat headquarters in Washington.

**Robert F. Neece**, VP, East Coast sales, Four Star International Inc., Los Angeles-based production and distribution firm, named VP, domestic sales.

**Brian Pussilano**, VP, CBS Sales, New York, joins SuperSpots, Chicago-based production company, as executive VP and general manager.

**Robert J. Williamson**, former president, RKO General, radio and TV divisions, New York, joins New Century Telecommunications, New York production and distribution firm, as VP, sales.

**Scott Goldstein**, supervising producer, NBC's *Today*, New York, named producer, *L.A. Law*, prime time drama on NBC. He will be based in Burbank, Calif.

**Kim Rowley**, program publicist, ABC Television Network, Los Angeles, joins Fox Broadcasting Corp. there as program publicist. **Fred Warner**, director, creative services KABC-TV Los Angeles, joins Fox as director, on-air promotion.

**Jon McHugh**, director, affiliate relations, Radio International, New York, joins DIR Broadcasting Corp. there as affiliate relations representative.

**Robin Veiders**, former associate producer and executive assistant, Elinor Bunin Productions Inc., New York, joins Teletime Video Productions, Great Neck, N.Y., as director, operations.

**Todd E. Kessler**, East Coast executive in charge of specials, CBS TV, joins Scholastic Productions, New York, as director, development. **Lisa Melamed**, manager, prime time development, Scholastic Productions, named director, prime time development. **Elsabeth Feiss**, independent producer, joins Scholastic Productions as director, creative affairs.

**Steve Hackett**, account executive, Blair En-

tertainment, Dallas, joins Columbia Picture: Television Domestic Distribution as sales executive and head of Dallas office.

**Dean Rotbart**, reporter and columnist, *The Wall Street Journal*, New York, and head of *Journal's* new TV projects, named executive producer, *The Wall Street Journal Report on Television*, syndicated show. **Carl Sabatino** sales/marketing consultant, Dow Jones, New York, joins *The Wall Street Journal Report on Television* as director, sales and marketing.

**Raúl Velasco**, host, *Siempre en Domingo (Always on Sunday)*, SIN Television Network New York, named host, *Camino a la OT (Road to the OT)*. OTI is competition of amateur singers and songwriters broadcast on SIN annually.

**Constance Bullard**, sales executive, Bonneville Satellite Communications, New York joins Mediatech East there as syndication coordinator.

**Chuck Crane**, assistant program director and music director, WLS(AM) Chicago, joins WYNY-FM New York, as program director.

**Jon Holiday**, operations manager and program director, WPOW(FM) Miami, joins WQAN (AM) there as program director.

**Kevin Metheny**, VP, music programming and production, MTV Networks Inc., New York joins KISS(FM) San Antonio, Tex., as program director.

**J.D. Slade**, morning announcer, WJMA(AM) WJZZ(FM) Orange, Va., named program director.

**Jerry Brown**, assistant production manager KBCI-TV Boise, Idaho, named production manager. **Steve Klotz**, from KTRV(TV) Nampa Idaho, joins KBCI-TV as producer and director.

**William Lowery**, producer and director, WPRI-TV Providence, R.I., joins WISN-TV Milwaukee as production manager.

**Phyllis McHale**, public affairs coordinator Colony Communication's Inc.'s Vision Cable of Rhode Island Inc., Providence, named program production supervisor.

**Randy Patrick** announcer, WKRG-AM-FM Mobile, Ala., named assistant program director.

## News and Public Affairs

**Robert E. McCarthy**, director, business affairs CBS News, New York, named VP, business affairs.

**Steve Shepard**, Pentagon correspondent ABC News, Washington, named correspondent, Frankfurt, West Germany. **Dean Reyr olds**, correspondent, London bureau, name Tel Aviv correspondent.

**Bob Walsh**, farm and ranch manager, trust department, InterFirst Bank, Fort Worth joins Texas State Network, Dallas, as farm director, TSN Agribusiness Network.

**L. Leslie Reif**, credit markets reporter, Muni facts, New York-based financial news wire joins Financial News Network, Santa Monica, Calif., as news manager. **Celeste Whiteford**, anchor and reporter, FNN's *Business Times* and *Warton Management Report*, named anchor, *Wall Street Final*, night

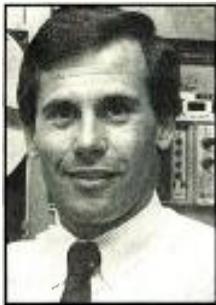
ews program.

**David E. Lucas**, former senior reporter and political analyst, WCIV(TV) Charleston, S.C., joins Medstar Communications Inc., Allentown, Pa., distributor of medical and health information shows, as producer and reporter for Medstar's *Med\*Source*. **Kelly J. Fagan**, conference coordinator, Birch & Davis, Silver Spring, Md., joins Medstar as guest coordinator.

**Tom Wilborn**, correspondent, AP Broadcast News Center, Washington, named agriculture correspondent, AP Broadcast Services.



Wilborn



Niemann

**Fredrick F.C. Niemann**, executive director and general manager, New Jersey Network, Trenton, joins Potomac News Service Inc., Washington, as president and CEO. He replaces Potomac's majority owner, **Bruce Finland**, who remains chairman of board. **Bill Line**, assignment editor, WJLA-TV Washington, joins Potomac as Washington bureau chief. **Bertrude Houston**, producer, *PM Magazine*, VTTG(TV) Washington, joins Potomac as producer of its *Redskins Saturday Night*, weekly sports feature.

**John Evans**, reporter, KGX(AM) San Francisco, joins KRQR(FM) there as news director.

**Frank Verdel**, assistant news director and executive producer, WFTV(TV) Orlando, Fla., joins WHNT-TV Huntsville, Ala., as news director.

Appointments at WDHN(TV) Dothan, Ala.: **Gary Bruce**, from WOOF-AM-FM Dothan, to news director; **Bill Ryan**, from WVGA(TV) Valdosta, Ga., to sports director; **Sonja Abraham**, reporter, WDHN, to assignment editor.

**Rich Freeman**, announcer, WBLB(AM) Pulaski, Va., named news director.

**Jeff Asch**, associate producer, WCAU-TV Philadelphia, named sports producer.

**Lester Gray**, producer, *Good Company*, morning talk show, KING-TV Seattle, named associate program producer. *Evening*, KING-TV's nightly public affairs program.

**Pat Burns**, from KTVV(TV) Austin, Tex., joins WCPO-TV Cincinnati as news producer. **John Damachroder**, account executive, Cochran Public Relations, Columbus, Ohio, joins WCPO-TV as reporter.

Appointments at WFSB(TV) Hartford, Conn.: **Susan Maier**, from WISN-TV Milwaukee, to assignment manager; **Newton Burkett**, news writer, WOR-TV Secaucus, N.J., to Shoreline bureau chief and reporter; **Virginia Pryor**, assignment manager, Cablevision of Connecticut, Hartford, to evening assignment editor; **Tim Klein**, anchor, KRBK-TV Sacramento, Calif., to co-host, *PM Magazine*; **Greg Bjerg**, director, on-air promotion, WHO-TV Des Moines, Iowa, to executive producer, *PM*

*Magazine*; **Anita Cajar**, promotion producer and news writer, WFSB, to associate producer, *PM Magazine*.

**Brad Schultz**, anchor and reporter, WROQ (AM)-WAES(FM) Charlotte, N.C., joins WPCQ-TV there as assignment editor. **Lori Waldon**, from WALA-TV Mobile, Ala., joins WPCQ-TV as general assignment reporter.

**Darryl David**, anchor and reporter, KIRO-TV Seattle, joins WMAQ-TV Chicago as reporter and weekend anchor.

**Huel Perkins**, anchor, WRBT(TV) Baton Rouge, joins KSDK(TV) St. Louis as anchor and reporter.

**Jerry Tate**, from WREG-TV Memphis, joins WHBQ-TV there as anchor.

**Ron Martin** weekend anchor, WGAL-TV Lancaster, Pa., named weekday anchor; **Karen Jenkins**, general assignment reporter, replaces Martin. **Susan Shapiro**, morning anchor, named noon anchor.

**Barbara Lewis**, from KSBY-TV San Luis Obispo, Calif., joins KOVR(TV) Stockton, Calif., as anchor.

**Roger Follebout**, morning anchor, WUHQ-TV Battle Creek, Mich., named evening anchor.

**Monica Gayle**, reporter and weekend anchor, KGW-TV Portland, Ore., joins KUSA-TV Denver as weekend anchor.

**Paul Heppner**, from WNEP-TV Scranton, Pa., joins WDAU-TV there as chief meteorologist.

**Phil Sommers**, from WOI-TV Ames, Iowa, joins KCRG-TV Cedar Rapids, Iowa, as weekend weathercaster.

**Sandie Newton**, host, *Hollywood Insider*, entertainment magazine show, USA Network, joins KHJ-TV Los Angeles, as entertainment reporter.

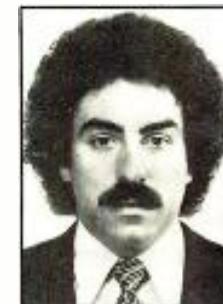
**Linda Robertson**, general assignment reporter, WHIO-TV Dayton, Ohio, named Springfield, Ohio, bureau chief.

**Angela Cain**, from WHIO-TV Dayton, Ohio, joins WRTV(TV) Indianapolis as general assignment reporter.

**Gary Cheevers**, former goaltender and coach, National Hockey League's Boston Bruins, joins Sports Channel, Woburn, Mass.-based regional sports network as color commentator for Harford (Conn.) Whalers games.

## Technology

**Robert B. Bonney**, vice chairman, EECO Inc., Santa Ana, Calif., manufacturer of TV editing systems, named chairman of board.



Menozzi

**Alfred J. Menozzi**, general manager, Northeast region, Toshiba America Inc., joins dbx/ADC, Newton, Mass., audio systems manufacturer, as VP, marketing and sales.

**James Peacher**, former sales manager, EECO Inc., Santa Ana, Calif., joins

Shoreline Professional Video Systems, Los

# Broadcasting

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Angeles video design and installation service, as VP and sales manager.

**Ronald J. Kazda**, from KHOW(AM)-KPKE(FM) Denver, joins Parker Communications Inc., Minneapolis-based owner of two AM and three FM stations as corporate technical director.

**Michael J. Pavlinch**, art director, WVJW(TV) Boston, joins Quanta Corp., Salt Lake City, as director, graphic design.

**Bill Franklin**, engineer, Fidelipac Corp., Moorestown, N.J., manufacturer of broadcast tape cartridges and magnetic recording tape, named director, engineering. **Fred Buehler**, customer service executive, named customer service manager.

**Tom Nichols**, editor, Positive Video, Orinda, Calif., joins Varitel Video, San Francisco, as senior editor.

**John Arminio**, head of field operations, Video Tape Associates, Atlanta, joins Medallion Video Productions Inc., Chicago, as associate director, sales and marketing. Medallion operates mobile teleproduction trucks and provides technical crews and services.

## Promotion and PR

**James D. Eadline**, senior VP and director, public relations, McAdams & Ong Public Relations, Philadelphia, named president.



Bishopric

**Susan Bishopric**, independent public relations consultant, joins Beber Silverstein & Partners, Miami advertising agency, as VP and head of newly formed public relations division.

**Alex Wagner**, senior account executive, March Five Enterprises, New York,

joins Group W Satellite Communications there as director, public relations.

**Karen A. Lubienecki**, senior director, media relations, Earle Palmer Brown Public Relations, Bethesda, Md., named VP.

**Robert Burris**, assistant director, creative services, KABC-TV Los Angeles, named director, creative services.

**Joyce Huyett**, account executive, public relations division, Russ Reid Co., Pasadena, Calif., named account supervisor. **Colleen Siegersma Dickey**, recent graduate, California State University, Fullerton, joins Russ Reid Co. as account coordinator.

**Deborah Derrickson**, public relations account executive, Earle Palmer Brown Companies, Philadelphia, joins KYW(AM) there as advertising and promotion manager.

**Steven H. Baylin**, publicist, E. James White Co., Washington public relations firm, joins WFTY(TV) there as promotion director.

**Linda Nix**, director, public information, non-commercial WYES-TV New Orleans, joins WDSU-TV there as advertising and promotion director.

**Dave Howitt**, assistant director, advertising



**Edmund Robert (Curly) Vadeboncoeur**, 85, retired president, Newhouse Broadcasting Corp., Syracuse, N.Y., died Oct. 22 of cancer at his home in Cazenovia, N.Y. Vadeboncoeur went to work as a full-time reporter at age 17 for the *Syracuse Journal*. After 21 years as a newspaper reporter and editor in Syracuse, he joined WSYR(AM) there as news editor in 1939. With the outbreak of World War II Vadeboncoeur began a series of 15-minute commentaries aired daily on WSYR four or five times a day for 14 years. Also during the war he assumed extra duties as head of promotion and, finally, general manager.

WSYR's owner, Harry Wilder, sold the station to newspaper publisher S.I. Newhouse in 1947. Vadeboncoeur stayed on as WSYR general manager until 1952 when Newhouse appointed him president of the newly formed Newhouse Broadcasting Group. Vadeboncoeur served as president of the group until 1982 when the last of the stations was sold. At its peak Newhouse Broadcasting included two AM, three FM and five TV stations and 50% ownership of KOIN-AM-FM-TV Portland, Ore. He is survived by his wife, Orelta, and daughter, Joan Vadeboncoeur, entertainment reporter for Newhouse papers *Herald-Journal* and *Herald American*, Syracuse.

and promotion, WUAB(TV) Lorain, Ohio, named director, advertising and promotion.

**Jennifer Lane Maier**, journalism student, Ohio State University, Columbus, joins university-owned, noncommercial WOSU-AM-FM as promotion coordinator.

**Robert L. Davidson**, account supervisor, Regis McKenna Inc., Boston public relations firm, joins PR Newswire, New York-based electronic press release service, as Boston bureau manager.

## Allied Fields

Officers elected by board of Association of Independent Television Stations Inc. (INTV), Washington: **Charles L. Edwards**, executive VP, Gaylord Broadcasting, and general manager, KTVT(TV) Fort Worth, chairman; **John Serrao**, general manager, WATL-TV Atlanta, vice chairman; **Ted Baze**, president and general manager, KGM(TV) Oklahoma City, secretary; **Bob Wormington**, VP and general manager, KSHB-TV Kansas City, Mo., treasurer. **Lawrence B. Laurent**, director of communications, INTV, Washington, named VP, communications. **Susan Ryan**, research manager, USA Network, New York, joins INTV's of-

**Helicopter crash.** Jane Dornacker, 40, traffic reporter for WNBC(AM) New York, drowned Wednesday (Oct. 22) when the helicopter from which she was reporting crashed into the Hudson River. William Pate, pilot of the helicopter owned by Spectrum Helicopter Co. of Ridgefield Park, N.J., survived the crash and was admitted to Bellevue hospital in critical condition after suffering cardiac arrest. The cause of the crash was not determined.

While making a routine 4:45 p.m., rush-hour traffic report on WNBC over a highway near the Lincoln Tunnel, Dornacker paused and then said: "Hit the water, hit the water, hit the water."

Dornacker, who joined WNBC last year as afternoon traffic reporter, survived a crash last April 18 when a Spectrum helicopter with a different pilot crashed into the Hackensack River. She is survived by a daughter.

vice there as research director.

**Lin Wood Lloyd**, deputy director of budget, Corporation for Public Broadcasting, Washington, named director of budget.



Stoddard

**Laurence R. Stoddard Jr.**, senior VP, Young & Rubicam Inc., New York, joins Advertising Research Foundation, New York, as senior VP and director, media research.

**Jeff Greenfield**, political and media analyst, ABC News, wins fellowship at Gannett Center for Media

Studies at Columbia University, New York. Greenfield will take leave of absence from ABC from January to June 1987. He will study how press handles unanticipated domestic political crises.

**Ernest E. Holling**, VP, operations, Harron Communications Corp., Paoli, Pa., multiple cable systems operator, and **Joel R. Richard**, private accountant, form Richard/Holling & Associates Inc., Philadelphia telecommunications consultancy.

**Rebecca L. Sims**, assistant VP, finance, Marlarkey-Taylor Associates Inc., Washington communications consultancy, named VP, finance.

**Thomas F. Leahy**, executive VP, CBS/Broadcast Group, New York, to receive Joseph E. Connor Memorial Award from Phi Alpha Tau, communications fraternity, Emerson College, Boston. Award, which recognizes excellence in speech and communications, will be presented Oct. 29 on Emerson College campus.

## Deaths

**Dewey (Bud) Nelsen**, 56, retired assistant general manager and VP, sales, WHBF-TV Rock Island, Ill., died Oct. 14 of cancer at Lutheran hospital, Moline, Ill. Nelsen retired from WHBF-TV on Sept. 30 after 19 years with station. He is survived by wife, Janet, son and daughter.

## NBC's Sherlock: The case of the Contented manager

Like Sherlock likes to tour 30 Rock, bounding by rooms full of NBC's latest technical wonders and even sneaking past his secretary and an awaiting appointment to relish the last electronic marvel. The 49-year-old head of operations and technical services (OTS) has reason to be proud of his charge. He has helped turn one of the oldest plants in television into one of the most innovative.

In his four years as head of a 3,000-employee division, Sherlock has rallied his crew of engineers and operators to a series of technological advances that have drawn the respect, and some criticism, of colleagues in the industry.

While Sherlock is quick to credit his staff with the advances—his past responsibilities have had more to do with finances than frequencies—it is no coincidence that during his tenure the company became the first commercial network with a full-time satellite network interconnect, the network leader in stereo television and, most recently, the first and only to plan an all-out conversion to new half-inch videotape technology.

Colleagues at NBC describe Sherlock as hard working, bright, a leader and consummate manager of the largest division in the company. Ray Timothy, the NBC group executive vice president who selected him for the post in 1982, said that Sherlock has done a "marvelous job of leading an important group."

Many throughout the company have special accolades for Sherlock's part in moving the company this year onto its new Ku-band satellite distribution system.

Sherlock has had his share of criticism, too, in the wake of his well-publicized decision last spring to convert virtually all of NBC's videotape plant in the next five years to the new half-inch M-II system from Matsushita. The expensive move (costing upward of \$50 million) has received strong and widespread support from the NBC divisions making the switch. But some NBC affiliates and rival broadcasters such as his Capcities/NBC counterpart Julius Barnathan, president of broadcast operations and engineering and Sherlock's self-professed "idol," have challenged claims made for the system and see the sizable commitment to it as risky.

Such straits are nothing new to Sherlock; he has made his way through others in the past. One of his toughest trials came during the company's 1979 unit manager scandal, when widespread financial abuses were discovered in NBC's unit manager division, then responsible for fiscal management of network shows.

Sherlock, his long years of financial expertise and solid reputation in hand, was called in along with his present boss, group



MICHAEL JOHN SHERLOCK—president, operations and technical services, NBC, New York; b. April 1, 1937, Syracuse, N.Y.; bachelor's, business administration, Le Moyne College, Syracuse, 1958; assistant account supervisor, CBS News, 1959; budget analyst, business affairs, NBC, 1960-1973; director of business administration, business affairs, NBC, 1973; vice president, administration, Hertz Corp., 1973-1977; vice president, business affairs and administration, NBC News, 1977-1979; executive vice president, production administration, finance, NBC, 1979; vice president, finance and administration, NBC Sports, 1979-1982; executive vice president, operations and technical services, 1982-1986; present position since October 1986; m. Margaret DeCarlo, June 21, 1958; children: Margaret, 28; Mary, 24; Marjorie, 24; Michael, 18.

executive vice president and chief financial officer, Bob Butler, to help clear up the "unpleasantness." Several unit managers were eventually convicted of falsifying expenses; dozens of others were fired, and the operation was dissolved, its responsibilities given to individual management divisions. He describes it in retrospect as "gut wrenching."

Sherlock, who moved on in late 1979 to join the sports division as chief financial officer, also weathered the company's ill-fated 1980 Olympics planning, when the U.S. boycott of the games left NBC with an out-of-pocket loss in the \$25-million range and a gaping 150-hour hole in the schedule.

Once past these early misfortunes, Sherlock's two-and-a-half-year tenure in sports proved an invaluable step towards the job he'd always wanted—what Butler described as Sherlock's "secret wish"—to be head of NBC operations.

From his start at NBC in the business affairs division, Sherlock had always gotten himself involved in operational activities, even if it was only assigning desks. "I've always had an interest in how things worked," he explained. "I like getting things done, contributing to an end."

His first real taste of operational activity came during his one departure from NBC, a four-year stay at RCA-owned Hertz Corp., where he had responsibility for all Hertz real estate, airport concessions, facility design and construction and purchasing. He was later brought back into the fold as a vice president at NBC News and loved it ("When I die and go to heaven, I'm going to work in a news division," he says). But it was really in the day-to-day activity of the sports division that Sherlock got his heaviest exposure to broadcast operations.

When the OTS slot under Timothy opened up in 1982, Sherlock was on the short list, Timothy recalled, but there was one hitch; he was not an engineer. Sherlock argued that the division had no lack of technical experts and what it really needed was someone to guide that expertise.

"When I walked through the door," Sherlock remembered, "I found people who were hungry for leadership. They did not have enough of management's understanding and capital support."

For Steve Bonica, vice president of engineering, Sherlock has provided that leadership, giving long-term engineering programs the backing they needed and applying his financial knowledge to technology plans and capital expenditures. "He understands better than we do what a program costs and what its benefits are," Bonica said. Because Sherlock also recognizes his own limits when getting deep into engineering territory, he has delegated and offers continuous encouragement to his staff to advance their management skills.

For Sherlock, his staff members are not so much 'engineers' as "very dedicated broadcasters." And as such, they've taken well to his view of the division as doing "nothing but servicing customers. Almost everything is customer-oriented."

There will certainly be no shortage of customers for Sherlock in the next several years, with some major NBC projects falling squarely in his lap. The coming of the 1988 presidential election and NBC's coverage of the summer Olympics, as well as the simultaneous implementation of M-II, are probably the biggest things on Sherlock's mind these days, although another big task for his crew will be the network's move to new facilities in the early 1990's.

Despite the load, Sherlock says he works a "reasonable" day (7:45 a.m. to 5:30 or 6:30 p.m.), is able to summer on the New Jersey shore with his wife, Anna D., and his boat, and ponder how much he likes his job: "NBC is a wonderful place to work; there's a cooperative spirit."

But his task is not always easy. "We don't have a profit and loss statement; we don't get ratings. All we can do is make mistakes; we're only as good as our latest [success]. But I get my kicks out of making things run right."

**Group W Satellite Communications** confirmed last week it will shut down **Home Theater Network**, 12-hour-a-day service that featured only G or PG movies. Its last day will be Jan. 31, 1987. Launched in July 1977, HTN is one of oldest cable services, but also one of smallest in terms of subscribership. It now has 375 affiliates and serves 325,000 subscribers. "Over the past few years, HTN has gone from a money loser to a company with positive cash flow," said Cheryl Daly, spokeswoman for GWSC, "but we could not project significant growth for it in the future." She said two factors dampened service's prospects: sale of Group W's cable division, which had provided affiliate base, and projected long-term difficulties of pay cable in general. Decision to shut down service was precipitated by desire to lease GWSC's Satcom III-R transponder to TWA for its new programming service, The Travel Channel (see below).

**TWA Chairman Carl Icahn** has entered cable business. He announced last week **plans to launch The Travel Channel**, 24-hour-a-day basic cable service, on Feb. 1, 1987. New service will be division of TWA subsidiary, TWA Marketing Services Inc., and will be **headed by Jim Trecek** as chief operating officer. Trecek had been senior VP of Tempo Enterprises. To distribute service, Trecek said, TTC has secured 12 hours (4 p.m.-4 a.m. NYT) on Satcom III-R, transponder 16, from Group W Satellite Communications, and is negotiating for fulltime slot on Satcom IV. GWSC will also handle tape playback and uplinking of service from its Stamford, Conn., facility, he said. GWSC made time on Satcom III-R transponder available following its decision to close down Home Theater Network (see above). Trecek said TTC also bought its name from GWSC. TTC had been name of travel-oriented programming presented between movies on HTN. TTC will be offered to cable system at no charge. He declined to say how much money Icahn

**Bottom line considerations for 'Cosby'.** A week after Viacom's announcement of its terms of sale for The Cosby Show in syndication (BROADCASTING, Oct. 20), stations were studying the company's marketing plan to determine whether the series, given the high prices it is expected to attract, makes economic sense.

At least one general manager said last week that his station would probably take itself out of the bidding. Others studying Viacom's offer said that while the show itself is not likely to make a profit, the strong lead-in it will probably provide to the remainder of the station's schedule could justify its purchase. "We can make money on this," said one executive.

The reactions came after meetings between Viacom and New York-based rep firms and some stations. Viacom will open sales of Cosby in New York today (Oct. 27) with formal presentations. Stations will be notified of the show's reserve price immediately following the presentations. The second market to bid on the show will be Chicago, with California markets following that.

According to sources, "a new wrinkle" in the marketing plan emerged from the initial meetings—Viacom will accept alternative offers for the show at the same time it is accepting bids in 5% increments over the reserve price it sets. It was not clear whether the two bids would be accepted simultaneously.

According to those reached last week, initial reserve prices for a week's worth of the show in New York are expected to be \$130,000-\$160,000. In Los Angeles, where the show is expected to command a higher weekly price than New York because there are more stations, the show could go for \$165,000-\$170,000. Station executives in Chicago estimated the show would be offered at a weekly reserve price of \$115,000-\$140,000.

Most of those commenting said Viacom's decision to take bids was fair, although many were not happy with Viacom's keeping of a barter minute. "I don't see anyone not wanting the product," said Viacom president of domestic distribution, Joe Zaleski.

as committed to venture, saying only, "It's funded well, funded deep."

Proposal by **Association of Independent Television Stations and NATPE** to add **day of first-run syndicated programming to annual Television Critics Association press tour** ("In Brief," Oct. 13) is picking up speed. INTV said last week that **17 producers/syndicators have far agreed to split cost** of Jan. 14 presentations. They are: MC Gaylord, SFM, Fries, Disney-Buena Vista, D.L. Taffner, Coltex, LL Communications, Paramount Domestic TV, Viacom, Lionheart Blair Entertainment, 20th Century Fox, Lorimar-Telepictures, Tribune Entertainment, Television Program Enterprises and Group W.

**Pacifica Foundation**, licensee of noncommercial KPFK(FM) Los Angeles, has responded to FCC Mass Media Bureau's formal request for comment on **allegations that programming it broadcast was "obscene or indecent"** (BROADCASTING, Sept. 29). In letter to bureau, Pacifica said that homosexual programming at issue consisted of interview with playwright and excerpts from play. "The treatment was sensitive and the predominant mood reflected the need to affirm life in the face of death," Pacifica said. Pacifica also said it broadcast warning that program contained material some might find objectionable. Program also was broadcast between 10 p.m. and 11 p.m. when children, Pacifica said, would not ordinarily be in listening audience. Pacifica said it regretted that other programming at issue aired.

**First five prime time World Series games** between New York Met and Boston Red Sox carried by NBC have **averaged 26.2 rating and 42 share** in Nielsen ratings, 9% higher than 1985's five-game national average of 24.1/37, NBC spokesman said. Game five last Thursday (Oct. 23) had national average of 29.8/47. Night was helped by *Cosby Show* lead-in (35.4/54), delaying coverage by half-hour to 8:30 p.m. Spokesman said *Cosby* aired because it is "most popular show in the country" and network feared calls from disgruntled viewers if program didn't run. He added that "practically speaking," it was also "good lead-in" to series. Advertising—roughly \$275,000 per 30-second spot—was sold out for first five games (25 minutes in each game). Games six and seven were "just about sold out," spokesman said.

Last week's news that WKJL(TV) Baltimore had settled on **contract with syndicators** in wake of station's sale to **Home Shopping Network** (BROADCASTING, Oct. 20) has raised ire of other stations which are now demanding similar reduction in their syndication payments. Syndicators settled with WKJL(TV) since they had no prospect of getting full value of their original contracts after station's asset-only sale to HSN. Association of Program Distributors now estimates that outstanding payments to syndicators as result of station purchases and affiliation agreements by HSN, plus stations' credit problems, total between \$750 million and \$1 billion. Between 85 and 90 APD members have now contributed \$2,000 each for legal counsel.

**Pay cable penetration reached 26.1%** of U.S. TV households as of July, according to Nielsen Station Index. Leading list is Laredo, Tex., with 55% pay cable penetration. NSI also estimates that **V penetration has reached 39.9%** of U.S. households, with San Francisco-Oakland-Santa Rosa, Calif., market and Las Vegas each having 56% VCR penetration.

**CBS is negotiating with actress Mariette Hartley for possible co-host role on new morning news-entertainment program** that network planning for next January. Robert Shanks, executive producer of new show, said last week that he would not yet discuss plans. He did confirm that talks were ongoing with Hartley. In past, Hartley has substituted for Jane Pauley on NBC's *Today*. Unconfirmed reports said Shanks has also approached columnist **Jack Anders** about contributing regular feature. Anderson did regular reporting for *Good Morning America* for about five years, ending in 1985.

ks was executive in charge of *GMA* when Anderson was ght aboard.

□

**York Mayor Ed Koch has refused to sign revised contracts with vision Systems Corp. for cable service for Bronx and three-ers of Brooklyn.** Larry Simonberg, assistant press secretary ayor, said last week that information had come to Koch since d of Estimates and Koch had approved revisions Aug. 14. le Koch had not "indicated what his sources of information" e been, Simonberg said that recent press reports on investiga-s into franchise awards had "been enough" and Koch felt "eve-ne should look at this again." In other New York cable action week, **Judge Francis X. Smith**, administrative judge of State rome Court in Queens, **was indicted by grand jury** there. Ac- ing to Smith's lawyer, Smith was charged with perjury and g "evasive testimony" to grand jury in August, September earlier this month. Fuchsberg will move to have charges dis- ed, probably in next few weeks.

□

last week said it had made **full year (22-week) commitments** to of its new shows, including *Crime Story*, *Our House*, *L.A. Law* Matlock. Those shows, and most new programs received al 13-week commitment before being renewed for full year or eled. No word yet on shows at ABC or CBS.

□

ional Association of Broadcasters, following meeting between esentatives of CBS and NAB, said **CBS has decided to retain n of engineers headed by Emil Torick to continue development on C stereo system** while CBS and NAB try to find third-party estors to help fund development for share of licensing royalties. of FMX development was thrown into doubt last month when announced closing of CBS Technology Center, where Torick his team were working.

□

**ional Black Media Coalition's 13th annual conference** kicked off Washington last Wednesday (Oct. 22). Four-day event, with ne "**Conquering Attitudes, Pressures and Politics**," drew 2,500 ple to 35 panel sessions on broadcasting, cable, print journal-, advertising and recording industry. Speakers included Repre- tative Walter Fauntroy (D-D.C.), syndicated talk show host ah Winfrey, National Black Network correspondent Mal de, radio and TV commercial producer Anna Morris, and k Melton, president and chief executive officer of WLBT(TV) sson, Miss. Keynote speaker at closing banquet Saturday night : to be Randall Robinson, executive director of human rights nization, TransAfrica.

□

**eral Election Commission late last week voted 5-0 to reconsider ruling prohibiting television station's offer of free advertising e to incumbent North Carolina congressman** (see page 104). will issue new order in 20 days.

□

**asonic will introduce new three-chip CCD camera** at Society of ion Picture and Television Engineers annual meeting in New t this week (see story, page 107). Broadcast camera, available next spring, docks directly on company's new M-II half-inch so portable recorder.

□

**east three FBC affiliates have moved The Late Show Starring Rivers to 11-12 p.m.**, from 11:30 p.m.-12:30 a.m. slot: WTAF-TV delphia, KTXL(TV) Sacramento, Calif., and KDVR(TV) Denver. d Hilton, FBC VP, affiliate relations, said that moves are result 'vers tripling stations' ratings from November last year, when ran half-hour sitcoms.

□

Oct. 13-17, **first full week for which ratings are available, The Show Starring Joan Rivers** (appearing in 98 markets) earned 3.2 sen rating (no share available) compared to 6.4/21 share for

**The Tonight Show Starring Johnny Carson** (in 202 markets). Syndicat- ed *Night Life with David Brenner* (in 100 markets) had 2.4 rating (no share available). Spokeswoman for Fox Broadcasting Co. said Rivers's numbers have nearly doubled 1.8 rating Fox stations had been getting in that time period. Fox has guaranteed advertisers 4 rating within year or it will have to offer makegoods.

□

**Frances W. Preston, president and CEO, Broadcast Music Inc., was unanimously reelected** to that post and named to organization's board at annual BMI shareholders and directors meeting in Los Angeles last week. In other action, **Joseph A. Carriere**, president, Caprock Telecasting, Roswell, N.M., **was elected board chairman**, succeeding William Faber, chairman, Media General Broadcast Group, Tampa, Fla. Faber, however, remains on board.

**FCC seeks 'Shurberg' remand.** *The FCC has asked the Court of Appeals in Washington to remand Shurberg Broadcasting v. FCC (BROADCASTING, Sept. 29), in which the commission's distress sale policy is under constitutional challenge, to "reexamine the justifications" for the policy. In a motion filed with the court last week, the FCC said the distress-sale policy raised "many of the same questions" raised in the Steele case, which the court has already remanded (BROADCASTING, Oct. 13). The FCC had requested a remand of Steele, a comparative licensing case that was won because the victor was preferred for being female, to reconsider whether it should continue granting licensing preferences to females and minorities. "Because the commission now intends to undertake a proceeding to ascertain whether there is an adequate justification for the policy of granting comparative preferences based on race and gender, it seems appropriate also to reexamine the justifications for the distress sale policy," the FCC said last week. The distress-sale policy permits a licensee who has been designated for hearing to sell out before the hearing starts to a minority at 75% of the station's fair-market value. Jack Smith, FCC general counsel, said the commission planned to address both issues in the same proceeding. He said he hoped the proceeding, which will be open for public comment, could be launched by Christmas.*

*The FCC also asked the court to remand Winter Park Communications v. FCC to determine whether the minority preference granted there was significant to the decision. In that case, Winter Park had appealed the FCC's grant of the application of Rainbow Broadcasting Co., which received a minority preference for a new UHF TV station in Orlando, Fla. Smith said that if the preference were determined to be "decisional," the FCC would advise the court within 45 days and then have to decide whether to seek a remand to consider it along with Steele.*

*FCC Commissioner James Quello issued separate statements on each request for remand in which he said he had supported the requests because Supreme Court case law raised questions about the constitutionality of the preferential policies. "I want to make crystal clear, however, that I am not, at this time, questioning the wisdom of continuing our minority policies," Quello said in each statement. "I must, of course, study the law to be sure that the commission's policies are constitutional. However, as I have said before, I place the burden of proof on those that would challenge the constitutionality of our long-standing minority policies."*

*Senate Commerce Committee Chairman John Danforth (R-Mo.) has asked the FCC to keep him informed on the Shurberg case. In a letter, Danforth said: "So that the Commerce Committee may better assess these important issues, I ask that you advise us about the position the commission intends to advocate in this case, and to keep us informed about the status of this proceeding and any other proceedings that concern the commission's distress-sale policy." Also expressing interest was Senator Lowell Weicker (R-Conn.). In a statement Weicker made two weeks ago before Congress adjourned, the senator said the distress sale policy "works" and should "remain unchanged."*

## Editorials

## Soul searching

It is no longer accurate to say that the times they are a'changin' in broadcasting. The times they have a'changed.

A remarkable testimonial to that effect is presented in this issue's "At Large" interview with Laurence A. Tisch, the acting chief executive officer of CBS Inc. We have used the phrase "new realism" to describe his approach to operating one of the industry's leading companies. It commended itself to our editors when they asked him whether we was "optimistic" about CBS's prospects for the future. He replied that he was, instead, "realistic."

Can one be both? The men in current charge of the three major network companies are far more concerned at present with insuring their organizations' fiscal well beings than with the state of their souls. Capacities/ABC was the first to introduce the idea of modesty to network life styles that had, in some instances, become Roman. Last week, the new president of NBC was caught on the front pages in conflict with his colleagues over a proposal to reduce budgets by 5%. And Tisch, whose enthusiasm for his new line of work is perhaps exceeded only by his dedication to the bottom line, is unabashedly reducing expenditures at the Tiffany network to a level befitting a company that may believe most of its growth is behind it.

It is relatively easy to undo what earlier generations of broadcast leadership spent years in creating: the best system of broadcasting in the world, complete with a few bells and whistles that helped make the difference. It may be the better part of wisdom to bring more restraint than enthusiasm to wielding the budgetary axe.

## Task force time

The attorney general, perhaps feeling the heat that has been building among conservative constituents, announced last week a seven-point plan of attack on pornography. Said plan, according to Meese, covers over 90% of the recent recommendations of his commission on pornography (BROADCASTING, July 14). That's about 89% more cure than is necessary for the problem at hand.

In the press conference announcing the plan, Meese's frequent references to the Supreme Court's *Miller* test as a clear guideline for obscenity cases seemed at odds with his call for a legislative package to be presented to the next Congress, including legislation to "proscribe obscene cable programing." While the suggestion of legislation raised morality watchdog hopes of reaching beyond obscenity to collar cable with the indecency standard that is currently applied to commercial television, Meese indicated that would not be the case.

The eventual bark-to-bite ratio of the attorney general's proposals remains to be tested. Let us hope that the vague references to legislation targeting cable will fall under the former.

## Politics as usual

The Federal Election Commission has provided yet another illustration of how the regulation of political broadcasting is rigged to favor incumbents over challengers. Responding to a request for a declaratory ruling from, surprise, surprise, an incumbent member of the House of Representatives running for reelection, the FEC ruled that a television station's offer of free advertising time to the congressman and his opponents would, if accepted, constitute an illegal contribution to the candidates' campaigns.

True, the incumbent loses the free ride that had been offered, but at less sacrifice than will be suffered by rivals who, lacking the regular media exposure that comes with service in the Congress, need all the campaign air time they can get. If the FEC has correctly read the law that it administers, the Federal Election Campaign Act is of a piece with sections of the Communications Act that guarantee access and equal time for political appearances in nonnews programing. It is all designed to make sure that no challengers can make up for all the news coverage that incumbencies inevitably attract.

Gene Bohi, who runs WGGT(TV) Greensboro, N.C., offered 18 30-second spots to every congressional candidate in his area. Representative Howard Coble, a first-term Republican from Greensboro, trying for a second term, asked the FEC whether the free time would be a campaign contribution by a corporation, as proscribed by law. The FEC obliged with an affirmative answer.

Quite properly, the National Association of Broadcasters, going to the aid of Bohi and other members who may be generously disposed, has asked the FEC to reverse itself, and the agency agreed to reconsider. If the FEC looks to the basic purpose of the election act—to equalize opportunities for political debate—it will remove the gag.

**Footnote.** In its effort to persuade the Federal Election Commission to reverse its ruling about free political ads (see above), the NAB may have wandered into arguments it will later regret in other contexts. At one point in its appeal to the FEC, the association says that the parts of the Communications Act requiring broadcasters to provide "reasonable access" to candidates for federal office and equal time for all candidates to any office "reveal that providing free time directly to candidates on a nonpartisan basis is also a legitimate press function." That observation gets perilously close to saying that the First Amendment endorses intrusion by the government in the broadcast editorial process. At another point in the FEC appeal, the NAB refers to the "broadcast licensees' duty under the provisions of Sections 307 and 309 of the Communications Act to serve the public interest, convenience and necessity." The NAB adds: "Political broadcasts constitute a major element in meeting this standard." Is this the same NAB that has for years sought repeal of political broadcasting restraints?



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# WHAT THE 6 O'CLOCK NEWS TEAM WATCHES AT 5:59.

... FOREIGN SECRETARY  
... AFRICA LATER THIS WEEK IN  
... AFRICAN LEADERS AND THE  
... IS REFUSING TO MEET WITH HOWE AND IN A  
... DEMOND TUTU SAID HE PLANS TO SNUB HOWE

... GROUP DEMANDING AN END TO AMERICAN AND FRENCH  
... SOUTH AFRICA IS CLAIMING RESPONSIBILITY FOR TWO BOMBINGS  
... MORNING IN PARIS. THE BOMBS WENT OFF OUTSIDE THE OFFICES OF TWO  
... WHITE HALL BUSINESS IN SOUTH AFRICA. NO ONE WAS HURT.

... THE LIBERTY WEEKEND CELEBRATIONS CONTINUED LAST  
... NIGHT WITH A GALA CONCERT AT NEW YORK'S CENTRAL PARK. THE ROSTER OF  
... STARS INCLUDED PLACIDO DOMINGO, MARILYN HORNE AND THE NEW YORK  
... SYMPHONY. TONIGHT, LIBERTY WEEKEND CONCLUDES WITH A GRAND FINALE AT  
... GIANTS STADIUM IN NEW JERSEY.

... POPE JOHN PAUL IS CONDEMNING THE NICARAGUAN GOVERNMENT FOR  
... RESTRICTING THE LIBERTY OF A ROMAN CATHOLIC BISHOP. PRESIDENT DANIEL  
... ORTEGA ORDERED THE BISHOP TO LEAVE THE COUNTRY, ACCUSING HIM OF  
... SUPPORTING THE ANTI-GOVERNMENT "CONTRA" REBELS. JOHN PAUL SAYS THE  
... EXPULSION EVOKES THE DARK DAYS OF REPRESSION AGAINST THE CHURCH.

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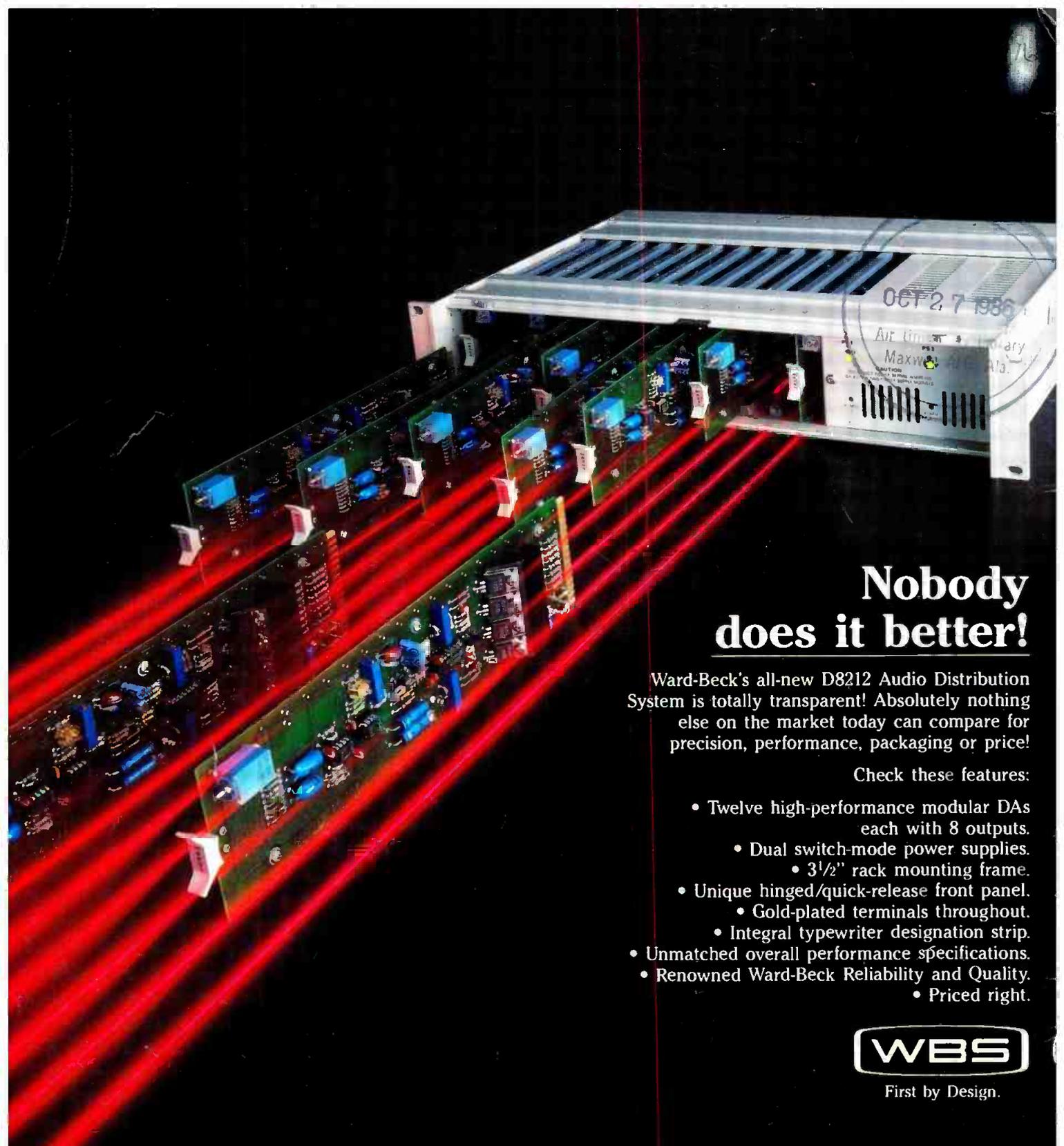
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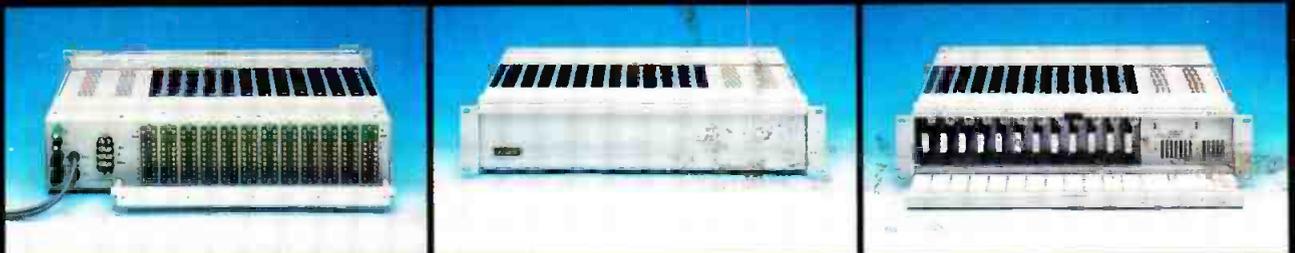
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