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An RCA Video Production in association with Coca-Cola Telecommunications

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

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

**COMPENSATION CONUNDRUM** □ NBC alters co-op plan, effectively increasing compensation to affiliates; ABC and affiliates compromise on proposed cut. **PAGE 35.**

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

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

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

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

**YEAREND NUMBERS** □ Although network radio sales were off in December, full-year 1986 figures were up 16% over 1985, to $360,024,808. **PAGE 48.**

**GOING SHOPPING** □ Home Shopping Network buys C.O.M.B., operator of Cable Value Network, in deal estimated at $650 million. HSN also contracts to buy Baltimore Federal, a savings and loan institution, for $40 million. **PAGE 49.**

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

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

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

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

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

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

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

**BEHIND THE SCENES** □ CNN President Burt Reinhardt speaks softly, but has helped carry that 24-hour news network into the big time in news delivery. **PAGE 79.**
SOLD WBBM  Chicago  for ACCESS!
SOLD KGO  San Francisco  for ACCESS!
SOLD KXAS  Dallas  for ACCESS!
SOLD KIRO  Seattle  for ACCESS!
SOLD KSTP  Minneapolis  for ACCESS!
SOLD KOVR  Sacramento  for ACCESS!
SOLD WISH  Indianapolis  for ACCESS!
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The
Access Strip
for 1987-’88!

SOLD WISN . . . Milwaukee . . . for ACCESS!
SOLD WLWT . . . Cincinnati . . . for ACCESS!
SOLD KMBC . . . Kansas City . . . for ACCESS!
SOLD WSOC . . . Charlotte . . . for ACCESS!
SOLD WOTV . . . Grand Rapids . . . for ACCESS!
SOLD WHTM . . . Harrisburg . . . for ACCESS!
SOLD WTKR . . . Norfolk . . . . for ACCESS!
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SOLD KSEE . . . Fresno . . . . for ACCESS!

And there are lots more!

A Ralph Edwards/Stu Billett Production in association with Chris Bearde Productions, in association with LORIMAR-Telepictures
A FEW OF THE THINGS ABOUT A TELEVISION SERIES THAT MIAMI VICE CHANGED FOREVER.

MIAMI VICE
FOR ALL TIME, PERIOD.

MCA TV
Open offer?

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

Game plan

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

First ballot

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

Shopping spree

The past year has seen dramatic changes, both in Fifth Estate and on Wall Street, but few would have predicted that Home Shopping Network would be valued in marketplace at more than CBS, MCA or Warner Communications. But that was case on Wednesday of last week, when HSN shares hit post-two-for-one-split price of $47, giving Clearwater, Fla., company market capitalization (price times shares outstanding) of $3.97 billion. To be sure, price of HSN shares was almost certainly forced skyward by battle—termed “short squeeze”—between stock’s naysayers and yeasayers, but even several days after some said “squeeze” was largely over, HSN’s market capitalization was still $3.55 billion, just below Warner’s, ahead of MCA’s and CBS’s and within striking distance of other media stocks such as Capital Cities/ABC, Gulf + Western, Time Inc. and Times Mirror.

Next step

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

Schedule change

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

Early start

Last time NBC renewed contract with its 3,000-member technical union, negotiations dragged for 18 months before pact was signed in late 1984. New talks are now getting under way on next contract, and while parties may be starting no closer together on issues, this time conclusion may come more quickly. NBC is apparently pushing for earliest possible resolution to prevent negotiations from spilling over into 1988, year of NBC Olympics and World Series coverage and of presidential elections. To further that goal, network held first informal exchange of proposals with National Association of Broadcast Employees and Technicians union in New York Jan 13-23, six weeks prior to start of official negotiations next March in San Diego and reportedly first time discussions have begun so early. NABET-NBC contract expires March 31.

Only in Amerika

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

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

Technical talk

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

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

In an editorial written for CAT's newsletter, Effros charged that Patrick had already "made up his mind" that the compulsory license should be eliminated and that the syndicated exclusivity rules, which the FCC eliminated in 1960, should be resurrected. He cited Patrick's speech at an American Bar Association seminar last month. "We wonder why Commissioner Patrick agreed to join in the call for the inquiry," the editorial said. "He apparently has all the facts already....He has already made up his mind."

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

Aces high

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

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

Showtime finished a distant second with 10 ACE's: Arts & Entertainment, nine; superstation WBTS(TV) Atlanta and CNN, three each; Cinemax and ESPN, two each, and Disney and Nashville Network, one apiece.

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

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

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

A list of the ACE winners follows:

Robin Williams, Comic Relief, Home Box Office & Performance in a comedy special.
Patti Labelle, Sistets in the Name of Love, Home Box Office & Performance in a music special.
Stuart Pankin, Not Necessary the News, Home Box Office & Actor in a comedy series.
Lucy Webb, Not Necessary the News, Home Box Office & Actress in a comedy series.
Mandy Patinkin, Sunday in the Park with George, Showtime & Actor in a theatrical or dramatic special.
Bernadette Peters, Sunday in the Park with George, Showtime & Actress in a theatrical or dramatic special.
Ozbridge Blues, 'He'll See You Now,' Arts & Entertainment Network & Actress in a dramatic series.
Matt Frewer, The Max Headroom Show, Cinemax & Music host.

Roy Firestone, SportsLook, ESPN & Sports host.
Hal Holbrook, Portrait of an Artist, WBTS & Information host.
Larry King, Larry King Live, CNN & Program interviewer.


National Geographic Explorer, WBTS, National Geographic Society, Tim T. Kelly and Tim Cowling, executive producers; Tom Simon, series producer & Information host.

Down and Out in America, Home Box Office, Joseph Feury and Millimeter Productions, Lee Grant, director & Documentary special or series.

CNN Prime News—The Shuttle Explosions, CNN, Charles Cault, executive producer; Patricia Neale, senior producer; Eral Maple, director & News Special or series.

World Championship Boxing: Leon Spinks vs. Larry Holmes, Home Box Office, HBO Sports, Ross Greenberg, executive producer/producer; Marc Peyton, director & Sports events coverage series.


CNN Sports Tonight, CNN, Richard Davis, executive producer; Jim Walton, editor/executive producer; Michael Begar, Michael lanchir, Howard Sappington and Mark Popkin, producer & Sports information special or series.

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

The Max Headroom Show, Cinemax, Chrisisa Visual Programming, Jerry Wex, producer; Ricky Morton and Annabel Jenkie, directors; Paul Owen and David Hansen, writers & Music series.

Comic Relief, Home Box Office, Comic Relief in Association with Motttt-Lees Productions, John Motttt, Pati Tourt, Lou and Bob Zmuda, executive producers; Walter C. Miller, director; Bob Kohe, Steve Barker, Anne Beatts, Matt Neuman, Tom Peru, Gilda Radner, Lane Sarason, Shu Silver and Alan Zweibet, writers & Comedy special.

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

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

Morrow, Home Box Office, Titus Productions, Taft Entertainment/Lawton Group, Herbert Brodkin, executive producer; Robert Miller, executive producer; Walter C. Miller, director; Bau Kohe, Steve Barker, Anne Beatts, Matt Neuman, Tom Peru, Gilda Radner, Lane Sarason, Shu Silver and Alan Zweibet, writers & Music series.

Knockback, Arts & Entertainment Network, BBC, John Hinchliffe, producer; Piers Haggard, director; Brian Prelin, writer & Dramatic Special.

Cinemax/Chrysalis Visual Programming, Jim Henson, executive producer; Lawrence Link, executive producer; Walter C. Miller, director; Bau Kohe, Steve Barker, Anne Beatts, Matt Neuman, Tom Peru, Gilda Radner, Lane Sarason, Shu Silver and Alan Zweibet, writers & Drama special.

Ozbridge Blues, Arts & Entertainment Network, BBC, James Cerial Jones, producer/director; Frederic Raphael, writer/director & Comedy special.

Fragile Rock, Home Box Office, Benson Associates Inc., Canadian Broadcasting Corp., Jim Henson, executive producer; Lawrence S. Mirkin, producer; Eric Till, director; David Young and Jerry Juhl, writer & Children's programing special or series—6 and younger.

Shelley Duval's Tall Tales & Legends, Showtime, Plutus Productions Inc. in association with GayWode Television Co. Shelley Duval, executive producer; Bridget Terry and Fred Fuchs, producers & Children's programing special or series—6 to 10 years old.

Trummet of Coesience, WBTS, TBS Productions, Jeffrey Hewitt, executive producer; Kevin McCarley, producer/director & Programming for or about a special audience special or series.

La Tragedie de Carmine, Arts & Entertainment Network, Interna- tional Research Center, coproduction of Benwood Television Corp. Channel Four TV/London; Bavaria Atelier/Munich; Antenne 2 Paris; Alby Films; Pierre Jourdan, executive producer; Michele Nizan, producer; Peter Broek, director & Cultural or performing arts special or series, given in honor of Curtis W. Davis.

Tom Trbovich, The Garry Shandling Show: 25th Anniversary Special, Showtime & Directing a comedy special.

John Motttt and Hoile Caston, Not Necessarily the News.
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$27,000,000
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has sold
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to
Infinity Broadcasting Corp.

The undersigned initiated this transaction and acted as financial advisor to Lake Huron Broadcasting Corporation.

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January 1987

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10
The Adventures of the Wilderness Family
Vanishing Wilderness
Wilderness Family Part 2
The Dream Chasers
Across the Great Divide
The Great Adventure
Young and Free • Cold River
Mountain Family Robinson
Challenge to Be Free
Mystery Mansion • Sacred Ground
Wonder of It All • Windwalker

Critically Acclaimed
High-Grossing Theatricals
That Are Household Names
The November sweeps show Knight Rider working overtime—delivering the key demographics stations demand...battling sitcoms, soaps, game shows and news to a standstill...increasing time period ratings and shares with little or no help from its lead-ins...and doing it all on both indies and affiliates.
REMEMBER

MIAMI
WDZL IND. M-F 6PM
• #1 indie with M 18-49
• Increases sitcom lead-in by 25% in rating, 69% in W 18-49 and 100% in W 18-34
• Boosts rating of year-ago program by 67%, W 18-49 by 108%, M 18-49 by 130% and teens by 100%.

SAN DIEGO
XETV IND. M-F 5PM
• #1 indie in rating, share and all demos
• #1 in time period with teens and kids
• Increases lead-in 200% in rating, 450% in W 18-49.

PHOENIX
KUTP IND. M-F 5PM
• Increases lead-in rating by 200%, share by 50%
• Tremendous increases in every demographic category: W 18-49 up 600%, M 18-49 up 333%, under 50's up 150%, teens up 50% and kids up 33%.

RALEIGH-DURHAM
WKFT-TV IND. M-F 5PM
• Turns time period around from last year: up 200% in rating and 250% in share, and up in every demographic category.
• #1 indie and ties a network affiliate.
• Triples lead-in rating, almost doubles share.

CHARLESTON-HUNTINGTON
WSAZ-TV AFFIL. M-F 5PM
• #1 in time period in rating, share and all demographic categories
• More than doubles the under 50 audience of its nearest competitor
• More M 18-49 and kids than the competition combined.

ORLANDO
WMOD-TV IND. M-F 6PM
• Rating up 200%, share up 150% over sitcom lead-in
• Increases under 50's by 75%, W 18-34 by 133% and W 18-49 by 140% over lead-in
• Boosts rating of last year's time period sitcoms by 50%.

BIRMINGHAM
WTTO-TV IND. M-F 7PM
• #1 indie in rating, share and every demographic category
• Beats network affiliate airing first-run primetime series in M 18-49, teens, kids and under 50's
• Doubles W 18-49 and W 18-34; and quadruples M 18-49 over last year.
• Teens up 800% over last year.

FRESNO
KSEE AFFIL. M-F 4PM
• Boosts lead-in rating by 33%, share by 20%
• Increases W 18-34 by 200%, W 18-49 by 167%, under 50's by 73% and teens by 150%

SAVANNAH
WTGS-TV IND. M-F 6PM
• Increases rating by 50% over sitcom lead-in
• Doubles its lead-in audience of W 18-34, M 18-49, teens and under 50's
• Triples its lead-in's delivery of W 18-49.

GREENVILLE, NC
WCTI-TV AFFIL. M-F 4:30 PM
• #1 in time period among M 18-49, teens and kids
• Overwhelms sitcom, soap, game show and court series in delivery of under 50 viewers.

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

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

Mobil Chemical Co. □ Advertising for Hefty Cinch Sak waste bags will be unveiled this week on prime and daytime network television as well as in large number of spot TV markets. Commercials will be presented in prime, daytime and fringe segments throughout first quarter. Target: women, 18-49. Agency: Wells, Rich Greene/Worldwide, New York.

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

National Pork Producers Council □ Year-long advertising campaign to improve image of pork will be launched in March in television and print with expenditures expected to total about $6.5 million. Outlay is four times larger than 1986 advertising. Approximately 30% of budget will be allocated to spot television in 13 key markets. Campaign is designed to alter perception about fat and cholesterol content of pork. Commercials will be carried in prime, fringe and daytime segments. Target: total adults. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Omaha, Neb., New York and regional buying offices.

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

Atlanta Gas & Light Co. □ About 10 or...
THE WIL SHRINER SHOW

FIRM ON NBC OWNED STATIONS

WNBC-TV NEW YORK  WMAQ-TV CHICAGO  WRC-TV WASHINGTON  WKYC-TV CLEVELAND

PLUS MANY OTHERS INCLUDING:

KHJ-TV LOS ANGELES  WTVT TAMPA-ST. PETERSBURG  WSOC-TV CHARLOTTE

KTVY OKLAHOMA CITY  WBNS-TV COLUMBUS  WOTV GRAND RAPIDS

KJRH-TV TULSA  WJRT-TV FLINT-SAGINAW  KLAS-TV LAS VEGAS

Wil Power is working!

Produced in association with Charles Colarusso Productions.
To David Griffin, CEO of Rock Solid Productions, transferring tape to film is standard procedure. Here's what he has to say about Fuji Betacam® videocassettes.

"A few years ago, people thought tape to film transfers were impossible. But my company has built its reputation on it. I attribute a large part of our success to the reliability of the videotape we use. After all, any imperfections in the tape aren't going to disappear on film.

"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 even though we shoot on tape, our clients expect the quality to be as good as film."

FUJI PROFESSIONAL VIDEOTAPE
Heller Financial, Inc.

has provided

$15,000,000

Senior Secured Notes due 1994

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A Subsidiary of The Fuji Bank, Limited

Communications Finance • Chicago, Illinois

Financial services for the broadcasting and cable industries.
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Beck Ross Communications, Inc.

IN

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

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

RADIO & TV

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

Amoco Oil Co. □ Campaign for Amoco Silver gasoline began last week in Chicago, Detroit, Kansas City, Mo., and Topeka, Kan., with commercial featuring Clayton Moore, the Lone Ranger. Spot makes use of catch-phrase, "Hi ho Silver!" Ranger spot will be added to other Amoco Silver markets throughout year. TV spots are set for prime time, news and fringe and radio in daytime and drive segments. Target: adults, 25-59. Agency: D'Arcy Masius Benton & Bowles, Chicago.

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

Broadcasting Jan 26 1987 18
HE'S COOL
...like Newman.

HE'S TOUGH
...like Eastwood.

HE WORKS ALONE
...like Bronson.

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

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

McQueen—a superstar with timeless appeal!
BENNY HILL GETS FUNNIER BY THE HOUR AND THE HALF HOUR.

THE COMEDY CHAMP

- In Comedy/Variety Syndication:
  - #1 in Prime and Weekend Fringe
  - #1 in Women 18+ and Women 18-49
  - #1 in Men 18+ and Men 18-49
- In Total Syndication:
  - Top Ten in Men 18-49
Fresh delights from the man whose comedy is as pure as the driven snow. It just drifts a little.

Whether he's dressed as the butcher, the baker, the candlestick maker. Or the candlestick maker's wife!

Score big with the saucy satire that's built a fanatical following in markets everywhere. With demos as desirable as Benny's glamorous playmates.

Now there are over 100 slapstick half hours for stripping.

And once you're hooked, you'll see why you never get over the Hill.

Source: Nielsen Cassandra 7/86
Public TV future shock: program migration, funding

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

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

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

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

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

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

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

How much fact and how much fantasy?

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

Some observations:

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

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

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

TV, technology, funding and viewers have changed; we have not. The well-publicized fluctuations in "federal funding" have obscured the larger problem of nonfederal funding, which is pressed to its limits. The root causes go deep. Public broadcasting has been denied an admissions gate—and the financial base of nonprofit universities, hospitals, orchestras and theaters. We have long blurred distinction between perception and fact. Let's briefly examine facts.

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

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

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

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

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

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

William J. McCarter is president and general manager of noncommercial WTTW-TV, Chicago, a post he has held since 1972. He began his broadcasting career in 1953 at WFLD-TV Philadelphia. He became program director of noncommercial WYTV there in 1958, moved to New York as program development officer of National Educational Television in 1962 and was president and general manager of Washington public stations, WETA-TV from 1964 to 1971. He is a member of the board of directors of the Public Broadcasting Service.
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Langdon Hill talks with a very eager studio audience about relationships, romance & caring...anything that has to do with love.

On Mr. Romance there are no experts, just the passionate secrets of your audience...America's greatest lovers! And celebrities share their real life love stories too.

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

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With the Honorable Chuck Barris presiding, there's no order in this court! The wackiest court you've ever seen will soon be in session. Comedy Court, a zany new spoof on courtroom shows.

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

The plaintiff and defendant are played by some of the most surprising people you've ever seen. Top comics play the attorneys. And jurors are chosen from the audience.

The result is a show so funny it's criminal. Solid evidence points to a hit!

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

Comedy Court

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(212) 713-0240
Formerly Clarion Communications

Distributed by Barris

PROGRAM SALES
1200 West Broadway, Hewlett, NY 11557
(516) 569-6900
Formerly Bel-Air Program Sales, Inc.
This week


Jan. 26—Forum on media coverage of Iran and Wadgeilitary coups. Sponsored by Gastett Center for Media Studies, Mark Hopkins hotel, San Francisco. Information: (212) 280-8392.


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


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


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


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


February


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

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

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


Feb. 3—Advertising Club of Greater Boston meeting featuring Time magazine’s Laurence Barret, national political correspondent. Ritz-Carlton, Boston.

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

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

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


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


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

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


Feb. 10—Electronic Media Marketing Association
The STAR TWO collection is a programmer’s dream! Topnotch Emmy and Oscar winning stars give great performances in good films at most reasonable prices.

And STAR TWO’s promotional kit contains all the advertising vitals: essential information on each title, a complete selection of print materials and network-quality on-air spots.

Take a good look at STAR TWO – it’ll solve your budget problems without sacrificing sizzle!


Feb. 15—Deadline for entries in 15th annual Clarion Awards sponsored by Women in Communications Inc. Information: WC1, Box 9561, Austin, Tex.: (512) 546-9875.

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


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

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

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

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

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

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


Feb. 18-20—The Texas Show sponsored by Texas Cable TV Association, San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-0802.


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


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


Feb. 23-26—Kentucky Broadcasters Association trip to Washington for NAB’s annual state leadership conference (see item above).

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


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Feb. 27—Deadline for entries in Ralph Lowell Award, recognizing outstanding contributions to public television, sponsored by Corporation for Public Broadcasting. Information: (202) 955-5211.
Feb. 27—Deadline for entries in Edward R. Murrow Brotherhood Awards, for "television and radio news productions that best exemplify human understanding and good relations among people," sponsored by B’nai B’rith CinemaRadioTV’ Unit. Information: (212) 668-3199.

March
March 1—Deadline for applications to KOMO minority scholarship sponsored by ABC Information Radio and ABC Television affiliates, for western Washington minority students. Scholarship provides up to three nonwhite high school or college students with college tuition for up to one year. Information: (206) 222-4024.
March 6—Ohio Association of Broadcasters ’youngstown managers’ meeting. ’youngstown Club. youngstown, Ohio.
March 6-8—Women in the Director’s Chair film and video festival. Facets Multimedia. Chicago. Information: (312) 281-4989.

Major Meetings

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South March 15—Deadline for entries in 10th annual Home- 
town USAVideo Festival sponsored by National Federa-
tion of Local Cable Producers and Fuji Photo Film's 
agnetic products division. Awards are made to 
local origination productions "that address com-
munity needs, develop diverse community participation in the 
production process, challenge the conventional 
commercial television format and move viewers to look 
at television in a different way." Information: Julie Omel-
chuck, NLCFP, 906 Pennsylvania Avenue, S.E., Wash-
ington 20003.

March 15-19—Nebraska Videodisk Workshop, 
sponsored by Videodisk Design/Production Group of 
braska ETV Network/University of Nebraska-Lin-
coln, UN campus, Lincoln, Neb. Information: (402) 472-3811.

March 16-17—West Virginia Broadcasters Associa-
tion spring meeting, West Virginia Marriott hotel, 
harleston, W. Va.

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

March 17-18—New York State Broadcasters Associa-
tion sixth annual call on Congress. Capitol Hill, Wash-
ington.

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

March 18—New Jersey Public Broadcasting Au-
thority board of commissioners meeting, New Jersey 
etwork, Trenton studio. Information: (609)530-5252.

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

March 19—International Radio and Television Soci-

March 20-22—Intercollegiate Broadcasting System 
formation: Jeff Tellis, (914) 565-6710. Andy Moore, 
(803) 782-7413.

March 22-26—National Computer Graphics Associ-
tion Graphics 87 conference. Philadelphia Civic 
ter, Philadelphia. Information: (703) 698-9600.

March 24—American Women in Radio and Televi-
sion 12th annual National Commendation Awards 

March 24—Federal Communications Bar Associa-
tion luncheon. Sponsored by Tom Brokaw NBC. 
Waldorf Marriott, Washington.

March 24—Television Bureau of Advertising regional 
ales training conference. Meridian. San Francisco. In-
formation: (415) 486-1111.

March 26-27—“How States and Cities Are Coping as 
Federal Funds Shrink,” conference for journalists 
sponsored by Washington Journalism Center. Waje-

More congratulations

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

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

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

Early bird

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

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

Philly flip

EDITOR: I wish to bring to your attention an 
accurate report in the Jan. 12 issue of 
BROADCASTING. In the "In Brief" section on 
page 168 under the heading "Ratings round-
up," your top five ranking for the Philedel-
phia fall '86 Arbitron 12-plus metro share 
stations is incorrect.

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

Welcome to the club

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

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

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

Radio reading

EDITOR: To one who was lured into broad-
casting in radio's "golden era," it's gratifying to 
note the recent upsurge in syndicated and 
network radio features having continuity of 
more than 90 seconds. Actual programs! 
What now seems to be called "long form" 
radio promises a welcome alternative to the 
ubiquitous "juke box with antenna" format 
that has almost totally dominated radio since 
TV came on the scene.

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

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

Exceptions to the fault analogy are NPR 
stations, with their varied and discrete pro-
grams. They have suffered all along from 
this one-brush treatment in newspaper pro-
gram listings; so have their would-be listen-
ers.

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

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

Broadcasting Jan 26 1987
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NATPE’s biggest yet in New Orleans

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

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

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

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

Vincent played devil’s advocate on the fin-syn issue. “I think the networks should accept a reasonable limit on the hours of in-hour production, and I think they ultimately will,” he said. “But I also think—and here I verge on heresy—the networks could have some financial interest in product which first appears on the networks if they will share in some of our production deficits.” Vincent expressed the hope that the networks and syndicators could resolve their differences without calling on Congress or a government agency. “I don’t think major companies on both sides of the issue need the government as an umpire,” he said.

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

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

- Capital will become more vital.
- The networks will change as they develop new relationships with production companies.
- "There will be fewer players at all levels," but those players will have capital and will produce quality programs.
- The issues of financial syndication and network in-house production will be settled, "with Congress, regrettably, supplying the whip to get it done."
- Congress and the FCC will address the cable concentration issue.
- The entertainment business will be entered by more conglomerates.

NBC to increase affiliate compensation

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

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

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

In addition, the network said it was expanding the prime time commercial inventory by one 15-second spot, which will be placed in the 9:30-9:58 p.m. time period. But the network, in effect, is splitting the expanded time with the affiliates equally because it is also restructing the NBC News Digest break from 9:58 p.m. to 9:59 p.m. That break consists of 45 seconds of news headlines with a 15-second spot each night. Up to now, those spots were shared equally between the network and the affiliates. Starting in February, the affiliates will capture all of that time, and affiliates have the option of carrying the Digest or dropping it. Clearance for the segment had been spotty, averaging around 70%, with many affiliates opting for a local news insert. Thus, said Mapes, the network has exchanged one 15-second unit for a better "protected" unit within the 9:30-10 p.m. program block.

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

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

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

ABC had indicated its intention to reduce overall compensation by at least 9% over the next two years, but the affiliates balked at that move. The two sides entered into discussions on compensation and reached a compromise last week (see box, left). CBS executives met with board members in the Virgin Islands two weeks ago and let the board know that because of the network's financial strains, changes would have to come in current compensation payment structure. CBS chief executive officer Lawrence Tisch reportedly told board members the network may lose $20 million this year.

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

ABC, affiliates meet halfway on compensation

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

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

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

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

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

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

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

Affiliate board chairman Hooten, who heads the Hearst broadcast group, said the compromise "was not a victory, but it's a very reasonable compromise. The board supports it."
last week, the network said the proposals would suggest changes in the compensation structure "more reflective of today's business realities." After talks with the economic study committee, the network said it would submit a revised compensation plan to the full affiliate board at a special meeting on March 30. Phil Jones, vice president and general manager, KCTV (TV) Kansas City, Mo., said last week proposals to change the current payment structure are being initiated by the network against the advice of the affiliates' advisory board. CBS also said that contrary to early reports, "there will be no reduction in compensation for NBA or NCAA basketball in 1987."

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

### Early warning

On Monday, Feb. 2, Broadcasting will occupy new Washington headquarters. The magazine's editorial, business, advertising, circulation and production staffs, as well as the staffs of the Broadcasting Cablecasting Yearbook and the Book Division, will be based at 1705 DeSales Street, N.W., 20036; and the new phone number will be (202) 659-2340.

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**NATPE talks must carry**

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

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

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

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

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

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

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**Moderator Mickey Gardner. Quello. Sikes. Lane**

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**Broadcasting Jan 26 1987**

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

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

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

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

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

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

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

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

The first day of wheeling and dealing in the NATPE program marketplace at the New Orleans Convention Center was, by most accounts, slower and quieter than last year. No potential blockbuster accounts, NATPE program to home and stations activity Entertainment such as Wheel of Fortune, Jeopardy, Entertainment Tonight and Oprah Winfrey, was subdued last week (see page 56). And the Lorimar/Fox co-venture, the TV, debuted last week with ratings of 1 or below, not the 3's its backers were projecting, observers noted. But they also said it was probably too early to draw final conclusions at this point.

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

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

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

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

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

Programmers at last week's show, at least on the first day, reported less traffic than a year ago. Some also suggested that NATPE may have peaked in number of exhibitors. (There were more than 270 at last week's show.) "I think you'll see less distributors next year," said Ed Vane, President, Group W Productions. Setting up a booth runs into the hundreds of thousands of dollars, and with only a handful of new shows making each year, said Vane. "It's not worth it" for many distributors, George Back, president. All American Television, said that companies that took booths at the show last year did not return this year, while 81 new companies appeared at this year's show. Back and others said that with mounting costs pressures facing the program business, the smaller players will find it increasingly difficult to stay solvent. Let alone justify the cost of a NATPE show.

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

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

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

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

**ABC-TV**

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

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

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

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

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

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

**CBS-TV**

The first 58 minutes of CBS-TV's hour with its affiliates at NATPE failed somehow to mention two of the subjects on most minds last week: what's going on with compensation and how about CBS's The Morning Program? Questions about both came from the floor in the sliver of time left for discussion and it was left for Tony Malar, senior vice president and name for the new company. No projects have been announced yet.

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

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

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

The decision on proceeding with the industry's first proposed "instant strip," Housewarming Hotel, should be made no later than March 1, according to Ritch Colbert, president of Access Syndication, the show's distributor. The sitcom, being produced by De-Laurentis Entertainment, was cleared in 80% of the country for a recent five-episode test, and those stations have until the end of the month to exercise their option to take the show, a planned 100-episode first-run strip.

By day's end of the conference, Colbert reported that a dozen stations had opted to pick up the show with none at that point turning it down.

Hal Roach announced a new half-hour action adventure vehicle for Mr. T, T'N'T, for 1988, to join others new shows in that genre, including The New Rat Patrol and The New Sea Hunt, both half-hour action shows from MGM/UA, for the 1987 season. Force III from Orbs, Crossbow from Roach and Callahan from ITC. Syndicate has proposed another action half-hour, Neal & Tidy, but that is not a definite go yet. T'N'T will feature Mr. T as a private investigator studying to be a lawyer and using street smarts to combat crime. The program will be aimed primarily at children and teen-agers, with Mr. T playing a "super hero with just super powers" who solves social problems. The actor will give up his gold chains and don a three-piece suit, but the trademark mohawk will stay. Roach hopes to position the series between 6 and 8 p.m. on weekends or preempt an 8 p.m. network spot. The show is likely to be bartered. Production begins in March for a January 1988 availability.

Simon emphasizes NATPE's business theme

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

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

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

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

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

International

The future for co-productions between U.S. and European companies is bright, according to panelists at a NATPE session on international programing last week where European broadcasting executives and television producers discussed the prospects for more joint ventures.

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

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

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

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

The BBC's John Reynolds was also enthusiastic about the prospect for future co-production ventures. He noted that in the past, the BBC has been largely dependent on co-financing deals with U.S. public television. But that is changing and the BBC has formed viable partnerships with some of the cable networks such as Arts & Entertainment. The BBC, he added, has yet to "crack the American television networks."

Reynolds thinks the major barrier is subject matter that does not appeal to the networks. "I think that's about to change," Reynolds said. "This year I think you'll see the BBC talking seriously to the networks."

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

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

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

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

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

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

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

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

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

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

Patrick's rise to power may occasion some internal restructuring at the agency. Diane Killory, one of his former advisers, has already been installed as general counsel; Bradley Holmes, another former adviser, is now chief of the Mass Media Bureau's policy and rules division, and Kathie Levitz, yet another former aide, is an attorney with the Office of Plans and Policy.

As chairman, Patrick also would be likely to be permitted to have his say on who heads the agency's bureaus. While most FCC employees are shielded under civil service regulations, several of the agency's higher positions are filled by political appointees, who are particularly vulnerable to changes in leadership. Among the agency's political appointees: Jerald Fritz, chief of staff to Fowler; Dale Brown, special assistant to Fowler; Albert Halprin, Common Carrier Bureau chief; Peter Pitts, Office of Plans and Policy chief; John Kamp, director of the Office of Congressional and Public Affairs, and Edward Minkel, managing director.

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

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

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

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

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

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

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

WRTV will accept condom ads as part of its regular ad schedule, according to general sales manager, Sharon Chalpin, but with two preconditions: 1) commercials must present the product solely for the purpose of the prevention of the spread of disease, and 2) the ads will run only, after 11:30 at night. The decision has been in the works for some time and was made independently of the KRON-TV announcement, according to Chalpin. As of last Thursday (Jan. 22), the station had not been contacted by any prospective condom advertisers, she said. Chalpin said the decision received "heavy support" from state health officials.

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

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

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

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

Kerkorian, MSO’s buy into TBS

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

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

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

Once finalized, the deal will leave Turner at the helm of TBS, the company he built into one of the leading cable programmers (superstation WTBSTV Atlanta; CNN and CNN Headline News) over the last 15 years, but it will also significantly weaken his control.

He’ll no longer be able to do anything he wants with the company. Wall Street analysts see that as a good thing, “It’s going to be a tighter ship,” said one.

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

What’s more, according to the announce-

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

Turner agreed to the dilution of his stock and authority to prevent even greater loss of control over TBS. The proceeds from the private placement will be used to redeem 33 million shares of TBS preferred stock that, if not redeemed, would gradually dilute Turner interest by paying common stock dividends starting this spring. After three years of paying such dividends, Turner interest would have dipped below 50%.

Turner issued the preferred shares to shareholders of MGM/UA Entertainment Co. last March as part of his $1.35 billion purchase of the motion picture studio. Kerkorian, who owned 50.1% of MGM/UA at the time of the sale, still reportedly owns about half of the preferred shares and, thus, is not likely to be able to redeem all the $550 million. How many of the new units he or, for that matter, any one of the MSO’s are buying was not disclosed last week.


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

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

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

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

Each of the 12 million units contains one share of common and one share of preferred. The new common stock would raise the number of shares outstanding from 22 million to 34 million. The terms of the preferred shares were not disclosed last week.
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FOR THE TELEVISION OF THE WORLD

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MIP-TV you'll meet everyone and see
everything in the World of Television.
In 1986 there were 5621 participants,
representing 1449 companies from 107
countries. In 1987 MIP-TV will once
again be the international meeting place for
television stations, production and dis-
tribution companies and programme
buyers.

It's happening at MIP because MIP-TV is
at the heart of the programmes which
make Television.
MIP-TV is the world's largest market for
buying, selling and coproducing. It's the
place to learn about the evolution of
market demands and to discover new
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of today's television: Be at MIP-TV'87.

MIP-TV 87
23RD INTERNATIONAL TELEVISION
PROGRAMME MARKET

21ST-26TH APRIL 1987 - PALAIS DES FESTIVALS - CANNES/France

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Name: ________________________ Title: ________________________
Company: ________________________
Address: ________________________ Tel.: ________________________
City: ________________________ Postal Code: ________________________
Country: ________________________

Please return to MIP-TV - Perard Associates - Sales Manager: Barney Bernhard
38 West 32nd Street, Suite 1512 - NEW YORK N.Y. 10001 - Tel: (212) 967.76.00 - Fax: (212) 967.76.07
Telex: 4979122 PERAD UI
If you're thinking of switching, contact:

DICK SHARPE  212/309-9002
CHUCK HILLIER  312/372-9600
JACQUI ROSSINSKY  212/309-9003
IRA WECHSLER  213/470-7178

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AMERICA ARE TO HNWH.

WCZE/WLOO
CHICAGO
Century Broadcasting

WGAR AM/FM
CLEVELAND
Nationwide Broadcasting

WZPL-FM
INDIANAPOLIS
Booth Broadcasting

WWKB/WKSE
BUFFALO
Price Communications

WKSZ-FM
PHILADELPHIA
Greater Media Radio Co.

WZGC-FM
ATLANTA
First Media Broadcasting

WJBO/WFMF
Baton Rouge Broadcasting Co.

WIRK AM/FM
WEST PALM BEACH
Price Communications
Closing totals

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

Looking at 1986 sales by region, both New York (East) and Chicago (Midwest excluding Detroit) were up 16% in billings over 1985 to $232,386,497 and $92,455,797, respectively. Detroit registered an increase of 15% to $31,490,885, and Los Angeles (West) was up 11% to $23,691,619.

Reagan address

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

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

Roundball rights

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

CRS lineup

Singer Barbara Mandrell and motivational speaker Patrick O’Dooley will highlight the 15th annual Country Radio Seminar, sponsored by Country Radio Broadcasters, which is scheduled for the Opryland hotel in Nashville. Feb. 19-21. Mandrell will be the seminar’s keynote speaker on Friday (Feb. 20) morning while O’Dooley is scheduled to close the meeting the following afternoon.

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

Positive tone

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

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

VOA on Vladimir

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

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

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

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

WDSR offered the program to the VOA after. Gillman said. State informed him the Voice would probably be interested in it. WDSR’s program will be rebroadcast by The New York Times’s classical music station, WXR-AM-FM New York.
Docket 80-90 scramble? FM equipment replacement? Harris has got you covered.

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

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

The first merger—which is actually between HSN and C.O.M.B. Co., originator and half owner of CVN—would clearly eliminate some competition in the tele-shopping business: both compete for cable system affiliations and CVN had earlier hired away some HSN over-the-air announcers. At the same time, it was not clear from the brief announcement what synergies were to be expected. What was clear is that there were differences still to be resolved between HSN, which now owns 10 television stations, and CVN, which has criticized its merger partner for diversifying into broadcast operations. One issue still said to exist is a guarantee that cable operators will have available to them cable-exclusive programming. The other merger announced last week could result in financial services being offered as a tele-shopping product.

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

During the next few days, the stock trading was halted as much as it was allowed. Various announcements were made by HSN. Last Wednesday the stock was on a roller coaster, opening at $43 ($86 pre-split), up 5 1/2, then dropping to close at $34. Trading was also delayed Thursday morning because of the Baltimore Federal acquisition announcement. The stock of C.O.M.B. was less volatile but also rose during the past 10 trading days on heavy trading from $22 to last Wednesday's closing of $30.

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

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

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

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

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BROADCASTING WITH OTHER MAJOR INTERESTS

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ELECTRONICS/MAUFACTURING

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TV: Toronto, A: American, N-N: N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.
HSN’s acquisition of Baltimore Federal is subject to approval by the Federal Home Loan Bank Board and the Federal Savings and Loan Insurance Corp. and other conditions. The company said it expect all necessary approvals for the acquisition will be obtained by late summer. HSN Chairman Roy Speer said in a statement that the purchase would represent the company’s initial entry into the financial services market, “and the establishment of an HSN financial network.” The statement also said that although Baltimore Federal’s core business is in real estate loans, HSN contemplates using the thrift to develop and sell consumer financial products to HSN customers.

### Changing Hands

**PROPOSED**

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

WPTR(AM) Albany and WFLY(FM) Troy, both New York. Sold by Five States Tower Co. to Albany Broadcasting Co. for $7.5 million. **Seller** is owned by Chisolm Group, Poughkeepsie, N.Y.-based group of two AM’s and two FM’s principally owned by Robert K. Dyson, which recently sold WTRY(AM) Troy and WPXY(FM) Albany, both New York. Dyson is also principal in DKM Broadcasting, which purchased Group One Stations (“Changing Hands,” Aug. 4, 1986). **Buyer** is owned by James J. Morrell and John Kelley. Morrell is automobile dealer in Albany. Kelley was general manager of WTRY(AM) Troy and WPXY(FM) Albany. WPTR is on 1540 khz full time with 50 kw. WFLY is on 92.3 mhz with 50 kw and antenna 850 feet above average terrain. 

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

WFSC(AM)-WFR(FM) Franklin, N.C. Sold by High Country Communications Inc. to Cross Country Communications Inc. for $250,000. **Seller** is owned by Wall Street Broadcasting, N.Y. **Buyer** is owned by John W. Conner and his wife. June. Conner is general manager of seller. WRMS is daytimer on 50 kw. WRMS-FM is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WSPQ(AM) New York City. Sold by Lentol Broadcasting Inc. to Home Shopping Network Inc. for $250,000. **Seller** is owned by John C. Lentol; **Buyer** is owned by John C. Lentol and Donald L. Stork, who also own WSPQ(AM)-WITU(FM) Cobleskill, N.Y. Lentol also owns WCDO-AM-FM Sidney. N.Y. **Buyer** is owned by Goldsboro, N.C.-based group of six AM’s and nine FM’s, principally owned by George Beasley. WSPQ is on 1330 khz full time with 1 kw. 

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

### MCA’s programing writedown: What it all means

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

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

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

- **Where did MCA’s $50-million charge against 1986 operating income come from?** Roughly $42 million, or 85%, is due to re-
duced projections of future syndication revenue. Only about $8 million was directly attributable to current payment troubles with stations, primarily independents.

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

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

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

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

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

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

- Moving to the bad debt reserve, MCA is the third largest programming creditor of Grant Broadcasting, which has programming commitments of over $800 million. Given that the bad debt reserve covers other problem stations as well, isn’t this million a small write-down? The increase in the reserves—also called the “provision for doubtful accounts”—does not reflect what revenues are owed MCA by problem stations. To be conservative, the company is eliminating previously recorded profits which it now deems “potentially uncollectible,” but that accounting “conservatism” does not require erasing previously recorded revenue, since it is assumed that most of the shows can be resold to another station in the market. The bad debt reserve covers distribution as well as program production profits.

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Network news going international

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

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

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

CNN has also made recent moves to boost its CNN International operation. The company has just appointed a new vice president-managing director, former Turner Broadcasting General Counsel Robert Ross (BROADCASTING, Jan. 19), and there are plans to expand the staff, add new remote offices in Sweden and the Netherlands, and increase the hard news content of its European feed, which is drawn from both CNN and Headline News.

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

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

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

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

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

The company has "no hard data on where this thing [CNN International] breaks into the black," he said. "We're going to grow this thing as seen fit. We have deep pockets. We do it on a low budget. We can afford it."

But McGuirk was optimistic. "Turner Broadcasting always seems to be out front. Always a little too early, staying out as a small company what big companies can't," he said. "This is one of the horizons developing into a very, very neat business. Some day it will be a very revenue producing business for us."

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

Canal Plus will broadcast a French-subtitled version of the program beginning between 7 and 8 a.m. Paris time, when Canal Plus transmissions are left unscrambled. During this period, the channel potentially reaches an estimated 9.9 million of France's estimated 30 million TV households. Another 27,000 closed-circuit hotel rooms also receive Canal Plus.

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

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

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

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

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

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

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

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

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

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

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

McGuirk's CNN also sees the "international" quality as potentially an important one for the Turner effort, although as an "American service designed for the U.S., we will have to see where we jump from there," he explained. "We can't be all things to all people."

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

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

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

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

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

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

Wear said CBS has also talked with companies in Asia, and in Japan. Tokyo Broadcasting now has carriage of CBS Evening News under consideration. CBS, Wear added, will not limit considerations to CBS Evening News. "CBS Evening News is like the CBS front page, but we will expand on our offerings."

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

AP to develop new rate structure

Simplified formula to be based on market rank and FCC class

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

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

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

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

AP also revealed three new products designed primarily for radio members, all of which should be operational in the second quarter. AP said it will launch an "entertainment" news service—to be followed by expanded audio reports on the network—that will be integrated into AP's existing news wire services, including APTV.

Additionally, "AP Headlines," a new wire service that is being tailored for radio stations that have a limited need for news, is being readied. And AP said it plans to add another satellite channel on Westar III for the radio network's special events programming, such as live coverage of major news events. (AP Network News currently operates only one main channel for news.)
Amerika' isn't beautiful to United Nations

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

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

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

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

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

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

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

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

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

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

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

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

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

Nor is that the extent of the turmoil. A number of other organizations sympathetic to the UN, including the Committee for National Security, American Friends Service Committee, and Fairness and Accuracy in Reporting, are also said to be writing ABC affiliates with requests to do programs on the peacekeeping force. Jonathan Halpern of CNS said he is coordinating the activities and strategy of some 150 groups.

Reps review programing offerings

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

Katz Communications

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

Although first-run sitcoms were mentioned as the hottest programing entry at the convention, John Von Soosten, vice president and director of programing, reiterated that the sitcom checkerboards that debuted last fall have been “disasters.” Nonetheless, Von Soosten said the network was planning to produce and promote the sitcoms.

The new early fringe offerings were not seen as strong enough to make inroads against Donahue, The Oprah Winfrey Show and various court shows predominant in that time period, according to Ruth Lee, associate director of programing. And there is little hope for a new genre of early fringe programing in advice/therapy shows, according to Mitchell Praver, vice president of programing. Praver said those shows have had trouble gaining enough clearances. The ratings were not in yet for Lorimar’s Values Television, which premiered Jan. 19, to determine if that show would be a success.

Among game shows being offered for fall 1987, Bill Carroll, director of programing, said that the Home Shopping Network, which has been on the air since fall 1986, has secured a license to air programming from MCA-TV was a must to avoid for both affiliates and independents, since it consists of a commercial for cable shopping programing.

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

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

HRP

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

With the possibility of cuts in network compensation, Dean McCarthy, vice president of programing for HRP, recommended that stations make more of a second shows, such as two half-hour dramas, such as Seinfeld, for “selective” prime time network preemptions. “You should have... selected quality programs that can be used for this purpose,” he said.

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

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

The next expensive show to hit the market, McCarthy predicted, will be Columbia/Embassy’s Who’s the Boss which will be available in 1989. HRP’s sales for the series will begin this September. Also in September, he said, MTM will launch sales for St. Elsewhere on a one-year, two-run ba-
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<tr>
<th>Company</th>
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beginning of the end,” the HRP report stated. Paramount will bring $ET back for another year, “but beyond that nothing is certain,” according to the report.

**Blair Television**

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

Lloyd Komesar, Blair’s associate program director, cited three dominant programing trends in 1986: the proliferation of first-run sitcoms; Donahue and Oprah in early fringe and the extended court-show block. First-run sitcoms, Komesar noted, were the “rage” at last year’s NATPE and are “still a hot topic on the eve of this year’s convention.” Nevertheless, he stressed that stations should be careful when scheduling first-run court shows. Checkboarders, he said, don’t always work. “One show might develop into a winner, but is it worth the cost of losing audience the other four nights?” Komesar asked. “And as a programming form in and of itself, sitcom checkerboarding to this point has just not worked,” he added. Komesar advised his audience not to use the method, unless “you’ve talked to us about the compo-

**NBC wins prime time and news**

NBC took the prime time week ending Jan. 18, the 17th of the season, by a healthy margin of 3.2 rating points, and also managed to win the evening news race, but only by the slimmest of leads, one-tenth of a rating point. The prime time race ended with NBC getting a 19.1 rating 29 share over CBS’s 15.9 and ABC’s 13.9. The evening news numbers had NBC pulling a 13.1/22 to CBS’s 13.0/22 and ABC’s 10.8/18. Last year the numbers for prime time during week 17 were: NBC 16.4/28, CBS 17.9/27 and ABC 13.8/21. For evening news last year, the tally was: CBS on top with a 13.8 rating, NBC next with a 13.1, and ABC with a 12.3.

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

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

NBC finished with six of the week’s top 10 shows. Cosby, Family Ties and Cheers finished in their familiar one, two and three positions. CBS took fourth and fifth with sixth a Murder, She Wrote and 60 Minutes, respectively. Night Court on NBC placed fifth while the same network’s Golden Girls tied with CBS for sixth. Eighth was NBC’s Sunday Movie, Blood Vows: The Story of a Mafia Wife, which pulled a 24/83/7. CBS’s final offering on the CBS Sunday Movie, Warm Hearts, Cold Feet, pulled a 15/22.

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

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**Texas AM/FM**

$750,000 terms

**Southwestern Group Medium Markets**

$9 million each

**Southwestern Group Class C FMS**

$12 million cash

**Texas Major Market AM**

$1.5 million terms

**Midwest College Town Class C FM**

$2.3 million cash

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Broadcasting Jan 26 1987

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Public TV notes: WGBH-TV Boston has received a $200,000 grant from Hitachi America to support a 10-part world, that will focus on environmental issues. \n\n$ WNET-New York has finished putting together a panel of independent film and video producers who will help select programs for the 10th season of Independent Focus, the city’s longest running vehicle for independently produced films and videos. The five-member panel will be cutting through more than 450 submissions to come up with a season’s worth to broadcast beginning in mid-June. The ninth season of Independent Focus is currently airing on Sundays at 11 p.m. KERA-Dallas produced The Speaker from Texas, a profile of Democrat Representative Jim Wright, the successor to Thomas P. O’Neill (Mass.) as Speaker of the House. The program will air on PBS, Wednesday, Feb. 4, from 10-11 p.m. \n\nWTSB(AM) Atlanta will broadcast “Secrets of the Titanic,” a 60-minute special presentation of National Geographic Explorer in March. The documentary on the rediscovery of the luxury steamer will incorporate more than 14 minutes of videotape taken by a camera team from the Woods Hole Oceanographic Institution, and not previously seen on television. The program will air March 22, at 9-10 p.m., with repeats on March 29 at midnight and March 28 at 9-10 p.m. \n\nCBS has been developing a one-hour pilot broadcast, to be anchored by Charles Kuralt, tentatively titled The Way We Were. With an eye on the present, and its reports on the past, the pilot will focus on one week in 1965, during which New York suffered a blackout. Ferdinand Marcos was elected president in the Philippines, and William Mays was named the National League’s most valuable player. Executive producer is Shad Northshield. \n\n$ "The Wizard of Oz" returns on CBS on Friday, March 6, at 8-10 p.m. "Roses Are for the Rich" is in production. The four-hour CBS miniseries is about a woman who overcomes her unhappy childhood in Appalachia, to exact the "perfect revenge" on the powerful businessman who destroyed her family. Among the cast: Lisa Hartman, Bruce Dern and Richard Masur. Roses is a Phoenix TV production; Karen Mack is the executive producer, Jonathan Bernstein is the producer and Michael Miller will direct from Judith Payne Mitchell’s script. Hard Copy premieres Sunday (Feb. 1), at 10-11 p.m., with a special, one-hour Desiring Women as its lead-in at 9-10 p.m. Hard Copy is the story of “the compelling world of tough, caring and sometimes cynical crime reporters.” It is a Universal Television production and stars Michael Murphy, Dean Devlin and Wendy Crewson. \n
A professional’s guide to the media week (Jan. 25-Feb. 1) \n\nABC-TV: The American Music Awards (hosted by Diana Ross), Monday, 8-11 p.m. ABC Sunday Night Movie: 'The Man with the Golden Gun' (Roger Moore’s second go at the role of James Bond. Guy Hamilton directed.) Sunday, 9-11:34 p.m. \n\nCBS-TV: Broken Vows (A young priest has doubts about his vocation and has an affair with a young woman. Tommy Lee Jones, Annette O’Toole and Milo O’Shea star.) Wednesday, 9-11 p.m. Hallmark Hall of Fame, The Room Upstairs (The “coming of age” of a woman who helps children with learning disorders and who also takes in boarders in her home. Stockard Channing, Sam Waterston and Linda Hunt star.) CBS Schoolbreak Specials: The Day They Came to Arrest the Book (A community is divided over high school book banning controversy.) Tuesday, 4-5 p.m. \n\nNBC-TV: The Storyteller (second in a series, stars John Hurt and a menagerie of Jim Henson’s puppets), Saturday, 8:30-9 p.m. LBJ: The Early Years (His political life, from 1934 to his assumption of the presidency in November 1963.) Stars Randy Quaid in the title role, with Patti LuPone as Lady Bird.) Sunday, 8-11 p.m. \n\nPBS: On Stage at Wolf Trap: The New England Ragtime Ensemble (Composer and conductor Gunther Schuller leads the ensemble), Wednesday, 10-11 p.m. \n\nNetwork radio—AP: (Live, 15-min. special report from Cape Canaveral by correspondent Bob Moon and Dick Uliano.), Wednesday, 11:35-11:50 a.m. : The Countdown Resumes (Correspondent Dick Uliano reports on the effect the space shuttle disaster has had on the overall space program, 10, 90-second spots.), begins Friday (Jan. 30), check locally. \n\nUnited Stations: Challenger—One Year Later (live 50-second reports marking the anniversary of the space shuttle disaster, reported by correspondent John Bisney), check local times. \n\nCable—Arts & Entertainment: The Telephone Hour: The American Song, (an exploration of American music, from ragtime to jazz to Western ballads. Jane Powell hosts.), Sunday, 9-10 p.m. Randy Newman at the Odeon (one-hour concert, guests include Linda Ronstadt and Ry Cooder), Sunday, 10-11 p.m. and 2-3 a.m. \n
Sution of your checkboard.” \n\nKomesar also expressed reservations about weekend vertical stacking, where stations schedule anywhere from three to eight sitcoms consecutively. "If you do not yet possess lots of first-run sitcoms for use in stacks next fall, please do not rush out and grab a whole bunch.” Instead, he suggested broadcasters use smaller stacks, perhaps a maximum of two hours. He also suggested using a program with a proven track record—for example, Three's Company or Facts of Life. And the Blair official recommended that when inserting new product, “lean toward born-again sitcoms" \n\nKomesar noted, “Donahue is by no means a slouch, but Oprah comes out ahead. With Oprah being upgraged to early fringe in most markets next fall, these numbers should give you some inkling of the impact she could have." \n\nLast year’s trend of using extended courtroom show blocks in early fringe should remain a major programming force, he said. After an examination of the November sweeps, Blair concluded that 60-minute court blocks are "still vital and still working." Furthermore, Komesar said, 90-minute court blocks are "looking good as well." \n\nJohn Rohr, vice president and associate director for Blair programming, presented an overview of off-network syndication and where it is headed. “Syndicated off-network product will remain a staple for many stations and become a very attractive alternative to others wishing to counterfeitprogram first run.” Rohr said. As for fall 1987, he had several predictions: \n\nCheers is a good choice for access and late fringe and will be “especially attractive in Eastern markets.” \n\nFamily Ties is an attractive addition to early fringe and access sitcom blocks. “Look for moderately strong performances.” \n\nThe A Team has “lost a lot of its network luster and will probably be a poor to moderate syndication performer. It should perform like Dukes of Hazzard with better performance in good Duke's market. \n\nSimon and Simon should perform much like its one-hour predecessors—Magnum, Queen and Rockford—in various dayparts. Hill Street Blues is seen as indie prime time fill-in/indie late fringe.” \n\nIn fall 1988, Rohr sees several other off network entries. Webster, he said, “will probably perform much like its Different Strokes predecessor.” Kate & Allie, he thought, would be a good companion piece for One Day at a Time. Newhart, he felt, “can stand alone better than Kate & Allie.” Still others, like f to 5, has promising syn-
dition possibilities, he said. And Cosby's appeal, Rohr said, "transcends demos, education, region, etc. It can provide instant identity to a station."

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

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

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

Levinton pointed out that traditional game shows have suffered audience erosion. And viewing levels for animated children's programing has dropped off. Part of the problem is a "glut of cartoon product," and "a sameness about so much of this animation." Levinton also looked at what's new in syndication for fall 1987. For example, he suggested that Baruch Syndication's Getting

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

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

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

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

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

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

the four new sitcoms with the greatest appeal are Out of this World, Suddenly Sheriff, Marblehead Manor and We've Got It Made. As for Cosby, Levinton advised broadcasters not to get "blindsided by the hype of this show." While Cosby has many pluses, the downside is its cost. "An asking price that will likely be higher than anything has sold for in your market before."

Petry Television

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

Teletext time. Bonneville's KSL-TV Salt Lake City will launch a 24-hour, advertiser-supported teletext service in early February. The station first began experimenting with teletext data information service in 1978, using the World Teletext System, but will switch to the North American Broadcast System for the new service. KSL-TV's Paul Evans, manager of the TeleText-5 service, said the switch reflected NABTS's higher quality production, particularly with graphics. The service is timed to the introduction in the U.S. of a new low-cost ($275-range) teletext decoder by Samsung in February, the first such units attachable to any TV set.
The Nielsen overnight ratings for the test week of Access Syndication’s Honeymoon Hotel (Jan. 5-9), the first-run strip debuting next fall, were described by the company as “better than sufficient” (Broadcasting, Jan. 5). The show stars Isabel Sanford and is produced by Fred Silverman and Gordon Farr. In the test markets, the show either held the time period’s share or improved it slightly. On KCBS-TV Los Angeles at 7-7:30, the show maintained the 5/7 time period had during the November 1986 sweeps. On WBBM-TV Chicago, the show improved from a 2.5/11 on Monday, Jan. 5, to a 3/2/13 on Friday, Jan. 9. The tests will continue through the end of this month. WWOR-TV New York will test the show Jan. 26-30.

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

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

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

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

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

At succeeding.

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

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

Among the comedy “misses,” Petry ex-
MGM-UA. Petry said several others had a chance of succeeding, including, The Music Machine, from LBS. Friday 13th and Star Trek, both from Paramount: The Laugh Machine, from King World, and The New Rat Patrol, from MGM-UA. Several other programs singled out as definite misses by Petry are: Mr. Romance, from Bel-Air; Between Us, from Harmony Gold; Parole Board, from Coca-Cola; On the Move, from Multimedia: Salem's Children, from Group W, and Coca-Cola's The Tim Conway Show.

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

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

Ownership Changes

KKDI(AM) Sheridan, Ark. (1540 kHz. 250 w-D) Seeks assignment of license from Aimles Communications Corp. to Dixie Broadcasting Inc. for $10,000. Seller is owned by William E. Henslee. It also owns KPNL(AM) KAKU(AM) Fort Worth Little Rock. Ark. Buyer is owned by Henry Fritts and his wife. Vivian. It also owns KMOA(AM) for

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For the Record
New Stations

AM's

- Peloton Broadcasting, Fla. - Peloton Broadcasting broadcasts 1570 kHz. 5 kw-D: 500 w-W: Address: 1100 Shoreline Dr. 220, Gulf Breeze, Fla. 32561. Principal is owned by John R. Stiles and James B. Mintzer, employees of WRB(A)(AM) Kannapolis, N.C. Filed Jan. 9.

- KGHR(FM) Gold Beach, Ore. (92.7 mhz: 2.6 kw; HAAT: 1,030 ft)-Seeks assignment of license from Republic Communications of Oregon Inc. to St. Marit Communications Inc. for $250,000. Seller is owned by Norman Wain, owns six AM's; six FM's and two TV's. Buyer is owned by John R. Stiles and James B. Mintzer, employees of WRB(A)(AM) Kannapolis, N.C. Filed Jan. 9.

Applications

- KRMO (900 kHz) Monroe, Mo. - Seeks CP to change ERP to 2.5 kw. Filed Jan. 14.

Facilities Changes

- WSKF (FM) Asheville, North Carolina from WISE Radio, Inc. for $6,000,000

HZRF(B)AM Kannapolis, N.C. (1460 kHz: 500 w-D)-Seeks assignment of license from Metropolis Communications of North Carolina to Cabarrus Communications Inc. for $250,000. Seller is owned by Norman Wain, owns six AM's; six FM's and two TV's. Buyer is owned by John R. Stiles and James B. Mintzer, employees of WRB(A)(AM) Kannapolis, N.C. Filed Jan. 9.

- KHRR(FM) Gold Beach, Ore. (92.7 mhz: 2.6 kw; HAAT: 1,030 ft)-Seeks assignment of license from Republic Communications of Oregon Inc. to St. Marit Communications Inc. for $250,000. Seller is owned by Norman Wain, owns six AM's; six FM's and two TV's. Buyer is owned by John R. Stiles and James B. Mintzer, employees of WRB(A)(AM) Kannapolis, N.C. Filed Jan. 9.

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WLCX (1250 kHz) Scottsville, Ky.—Seeks CP to increase power to 1 kw and make changes in ant. sys. Filed Jan. 13.

WVNB (1440 kHz) Cambridge, Mass.—Seeks CP to change TL. Filed Jan. 13.

WQAM (560 kHz) Miami—Seeks CP to change TL and make changes in ant. sys. Filed Jan. 16.

WQXE (1490 kHz) Starkes, Fla.—Seeks CP to reduce day power to 650 w and make changes in ant. sys. Filed Jan. 13.

WLMV (1020 kHz) Vernon Hills, Ill.—Seeks MP to change TL. Filed Jan. 13.

WOIZ (1130 kHz) Guyanilla, P.R.—Seeks CP to add night service with 5700 w and make changes in ant. sys. Filed Jan. 13.

KCOM (1340 kHz) Houston—Seeks CP to increase power to 5 kw and make changes in ant. sys. Filed Jan. 13.

KALL (910 kHz) Salt Lake City—Seeks CP to increase power to 20 kw and make changes in ant. sys. Filed Jan. 13.

KENNETH Conlack Full Facility Design the Maffei, (516) 4357 213. Jetryn Blvd. -Seeks CP to reduce day power with 500 w; increase day power to 50 kw; change freq. to 980 kHz and make changes in ant. sys. Filed Jan. 14.

WBBL (1440 kHz) Elizabethtown, N. C.—Seeks CP to change freq. to 940 kHz; increase night service with 1 kw; increase day power to 10 kw; change TL, change in ant. sys. Filed Jan. 13.

WCLK (1250 kHz) Hamlet, N. C.—Seeks CP to change freq. to 1340 kHz. Filed Jan. 13.

WKGW (1120 kHz) Ohi Oil, Pa.—Seeks CP to increase power to 1 kw and MP to make changes in ant. sys. Filed Jan. 13.

WOJW (1130 kHz) Buffalo, Ny.—Seeks CP to increase power to 1 kw. Filed Jan. 13.

WACQ (1250 kHz) Scarsdale, Ny.—Seeks CP to increase power to 1 kw and make changes in ant. sys. Filed Jan. 13.

WLAY (1440 kHz) Milwaukee, Wis.—Seeks CP to change TL. Filed Jan. 13.

WKBW (1570 kHz) Buffalo, N.Y.—Seeks CP to change from 1.4 kw to 7 kw; change ERP to 7 kw; move main studio outside city of license. Filed Jan. 13.

WMOZ (98.7 kHz) Oshkosh, Wis.—Seeks CP to increase power to 200 kw and change HAAT to 1312 ft. Filed Jan. 20.

WQXX (104.5 kHz) Galatia, Ill.—Seeks CP to change TL; change ERP to 48.9 kw and change HAAT to 1,312 ft. Filed Jan. 20.

WBBQ (98.7 kHz) Charleston, W. Va.—Seeks CP to change freq. to 96.5 mhz; change TL; change ERP to 28.5 kw and make changes in ant. sys. Filed Jan. 20.

WMBF (99.7 MHz) Port Royal, S. C.—Seeks CP to make changes in ant. sys. Filed Jan. 16.

WYCG (96.1 MHz) Billwood, Pa.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,007.6 ft; and move main studio outside city of license. Filed Jan. 20.

WOCX (99.7 MHz) Port Royal, S. C.—Seeks CP to make changes in ant. sys. Filed Jan. 16.

WJRM-TV (ch. 67) Troy, Ala.—Seeks MP to change ERP vs. to 4.4 kw; aur. to 47 kw and change HAAT to 1,929.6 ft. Filed Jan. 15.

KRPS (ch. 44) Rancho Palos Verdes, Calif.—Seeks MP to change HAAT to 1,768 ft. Filed Jan. 15.

WJKTV (ch. 11) Alpena, Mich.—Seeks CP to make changes in ant. sys. Filed Jan. 15.

WMBF-TV (ch. 40) Wildwood, N. J.—Seeks CP to change ERP vs. to 740 kw. Filed Jan. 15.

WWAT (ch. 33) Chillicothe, Ohio.—Seeks MP to change ERP vs. to 5 kw 1000 w and make changes in ant. sys. Filed Jan. 15.

WJCE (ch. 9) Mission Viejo, Calif.—Seeks CP to change ERP vs. to 212 kw. Filed Jan. 15.

WRH (ch. 35) Richmond, Va.—Seeks CP to change ERP vs. to 255 kw 255 kw; change HAAT to 1,259.5 ft and make changes in ant. sys. Filed Jan. 15.

WGBK (ch. 26) Green Bay, Wis.—Seeks CP to relocate main studio outside community of license. Filed Jan. 15.

Actions

AM's

- WBNF (990 kHz) Flagstaff, Ariz.—Granted app. to increase day power to 1 kw. Action Jan. 6.

- WXQJ (1570 kHz) Clayton, Ga.—Granted app. to change freq. to 1370 kHz and increase power to 2.5 kw. Action Jan. 6.

- WICO (1320 kHz) Salisbury, Md.—Granted app. to reduce power to 707 w and make changes in ant. sys. Action Jan. 8.

- WCHB (1440 kHz) Inkster, Mich.—Granted app. to change freq. from 1440 kHz to 1200 khz; increase day power to 50 kw and make changes in ant. sys. Action Jan. 13.

- KNUJ (660 kHz) New Ulm, Minn.—Granted app. to add night service with 250 w and make changes in ant. sys. Action Jan. 7.

- WONG (1150 kHz) Canton, Miss.—Granted app. to...
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AM-FM-TV-CATV-Telephone
Broadcasting Engineering Software
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THIENESVILLE, WISCONSIN 53092
Phone (414) 342-6800
Member AFCCE

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COMMUNICATIONS ENGINEERING SERVICES, INC.
CONSULTING ENGINEERS
1600 Wilson Blvd., Suite 1003
Arlington, Virginia 22209
(703) 522-5722
Member AFCCE

EDM & ASSOCIATES, INC.
Broadcast AM FM TV/LP/TV/ATS Translators
Frequency Schedules & Rate Manipulations
Carr & Company, Seattle
MMDS, P.Microwave
1334 Main Ave, N.W. Suite 1006
Washington, D.C. 20005
Phone (202) 839-8880
Member AFCCE

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D.C. 20036
For availability:
Phone (202) 536-1022

LOHNE & CULVER
CONSULTING ENGINEERS
1156 15th Street, N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 Scott Drive
Silver Spring, Md. 20904
(301) 388-5374
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Consulting Engineers
Complete Tower and Rgging Services
"Serving the Broadcast Industry for over 30 Years"
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(216) 659-4440

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Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, Md. 20877
301-921-0115
Member AFCCE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(241) 669-0294
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APPLICATIONS
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2048 Cross Keys Rd
Berlin, New Jersey
(609) 767-7070
(609) 767-7070
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PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

LECHMAN & JOHNSON
Telecommunications Consultants
Applications • Field Engineering
2033 M Street N.W. Suite 702
Washington, D.C. 20036
(202) 771-0057
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1015 15th St., N.W., Suite 703
Washington, D.C. 20005
(202) 783-0111
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CONSULTING ENGINEERS
Box 58, International Airport
San Francisco, California 94128
(415) 342-5200
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

VIR JAMES
CONSULTING ENGINEERS
Applications & Field Engineering
Commercial Frequency Surveys
3137 W. Kentucky Ave., Box 219
(304) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W., Suite 310
Seattle, Washington 98107
Phone (206) 783-9151
Member AFCCE

JOHN F. BROWNE & ASSOCIATES, P.C.
525 Woodward Ave.
Bloomfield, N.J. 07003
(201) 642-6226
Washington Office
(202) 292-2020
Member AFCCE

D.B. COMMUNICATIONS, INC.
Broadcast/RF Consulting & Satellite
Telecommunications Consultants
4401 East Highway, Suite 404
Beaumonde, Maryland 20814
(301) 654-0277
contact: Darrell F. Baughess

CLARENCE W. BEVERIDGE
COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS
Suite #3, 1711 Peachtree St.
MOUNT HOLLY, N.J., 08060
(609) 772-0007

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCCE

LASK
ENGINEERING AND CONSULTING
1757-7771-0001
6895 Cincinnati-Columbus Road
Cincinnati, Ohio 45242

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ANTENNA BROADCASTING FOR AM STEREO
(714) 859-6015

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AM • FM • TV
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ANTENNA BROADCASTING FOR AM STEREO
(714) 859-6015

P. H. WASHINGTON
CONSULTING ENGINEERS
P.O. Box 106
Washington, D.C. 20001
Member AFCCE

 contact:
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D.C. 20036
For availablity:
Phone (202) 536-1022
change TL. Action Dec. 30.

- WGVM (1260 kHz) Greenville, Miss.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KREL (1280 kHz) Henderson, Nev.—Dismissed app. to change SL. Action Jan. 9.
- KWSK (1330 kHz) Willmar, N.D.—Granted app. to add night service with 5 kw; increase day power to 5 kw and make changes in ant. sys. Action Jan. 10.
- KOHU (1360 kHz) Hermiston, Ore.—Granted app. to increase day power to 4.3 kw. Action Jan. 6.
- WBFD (1310 kHz) Bedford, Pa.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KANN (1090 kHz) Ogden, Utah—Dismissed app. to move SL. Action Jan. 7.

FM's

- KFXX (92.1 mhz) Green Valley, Ariz.—Granted app. to change TL; change ERP to 1.83 kw and change HAAT to 406.7 ft. Action Jan. 8.
- KTYD (99.9 mhz) Santa Barbara, Calif.—Granted app. to change HAAT to 1,279.2 ft. and make changes in ant. sys. Action Jan. 13.
- KBCO-FM (97.3 mhz) Boulder, Colo.—Dismissed app. to use formerly authorized main facilities as auxiliary with 25 kw. Action Dec. 31.
- WYFB (90.5 mhz) Gainesville, Fla.—Granted app. to change TL and make changes in ant. sys. Action Jan. 12.
- WLRW (94.5 mhz) Champaign, Ill.—Granted app. to change ERP to 50 kw. Action Jan. 12.
- WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to change SL. Action Jan. 5.
- KLVV (105.7 mhz) Pahump, Nev.—Granted app. to change TL; change HAAT to 3,715.25 ft. and make changes in ant. sys. Action Jan. 6.
- *WCXN (88.9 mhz) West Long Branch, N.J.—Dismissed app. to change freq. to 89.3 mhz; change ERP to 1.5 kw and change HAAT to 339.5 ft. Action Jan. 9.
- WHKY-FM (102.9 mhz) Hickory, N.C.—Granted app. to change TL; change ERP to 31 kw and change HAAT to 1,535 ft. Action Jan. 6.
- WMCN-FM (107.3 mhz) Arcenbo, P.R.—Granted app. to change TL; change ERP to 50 kw and change HAAT to 1,026.6 ft. Action Jan. 13.
- WAZU (103.9 mhz) Springfield, Ohio—Granted app. to change TL and change HAAT to 492 ft. Action Jan. 8.
- New FM (103.1 mhz) Pittsburgh, Tex.—Granted app. to change TL and change HAAT to 328 ft. Action Jan. 12.

Call Letters

Applications

Call \ Sought by

New FM's
- WWKY Northern Communications, Atlanta, Mich.
- WDON Ray-Mar Broadcasting Co., Geneva, Ohio

Existing AM's
- KLAV KEZD Vlagena Advertising Group Inc., Las Vegas
- KNOW KLNK KLNN Inc., Lufkin, Tex.

Grants

Call \ Sought by

New AM's
- WVNJ Rainbow Communications, Oakland, N.J.

$35,000,000
HBI Acquisition Corp.
has sold
KIHS-TV, Channel 46,
Ontario (Los Angeles), California
to
Silver King Broadcasting of Southern California, Inc. a subsidiary of Home Shopping Network
The undersigned initiated this transaction and assisted in the negotiations.

THE MONTCALM CORPORATION
Seattle, Washington

December, 1986

WKAO
Hannah Associates, Hannah, S.C.

New FM's

KBSR
American Media Education Network, Redding, Calif.

KZT
FM 105 Inc., Molberry Mo

KJUL
Debra D. Carrigan, Las Vegas

KJAS
Jasper County Broadcasting Co. Jasper, Tex.

WFFC
Ferrum College, Ferrum, Va.

KGHQ
Peninsula School Radio, Gig Harbor, Wash.

WCLQ
Christian Life Communications Inc., Klamath Falls, Ore.

Existing AM's

KOSK
KCBS Valley Broadcasting Co., Vateska, Alaska

WHLV
WGTB Horizon Broadcasting Communications Inc., Hattiesburg, Miss.

WKYL
WLAW-WB, Halloway Laurel, Miss.

WDIG
WLW Frederick, Stattfild, Steubenville, Ohio

KAKC
KBKJ Clear Channel Communications Inc., Tulsa, Okla.

KXIX
KJXK 107 Ltd, Lake Oswego, Ore.

Existing FM's

KXDX
KFC Bobby Caldwell, Stuttgart, Ark.

KONG
KIP-O-FM John Hutton Corp., Lhune, Hawaii

WPZZ
WGAI Franklin Broadcasting Co., Franklin, Ind.

WLIT-FM
WZl Beasley Broadcasting of Charlotte, Inc., Gastonia, N.C.

WMMY-FM
WPIL City Broadcasting Co., Reading, Pa.

WTCL
WL-DAY Dayton Broadcasting Co., Dayton, Tenn.

KSAB
KSSL-FM Inner City Broadcasting of San Antonio Inc., San Antonio, Tex.

WSTE
WSST Palm Beach Group Broadcasting Co., Charlotte Amalie, VI.

WYFT
WGAA Radio Broadcasting Network Inc., Lura V.

Existing TV's

WHEB
WPWR-TV Silver King Broadcasting of Illinois Inc., Aurora, III

WPWR-TV
WCAE Channel 50 TV Corp., Gary, Ind

Summary of broadcasting
as of October 31, 1986

<table>
<thead>
<tr>
<th>Service</th>
<th>On Air</th>
<th>CP's Total</th>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>1,856</td>
<td>170</td>
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<tr>
<td>Commercial FM</td>
<td>3,006</td>
<td>418</td>
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<tr>
<td>Educational FM</td>
<td>2,504</td>
<td>173</td>
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<td>Total Radio</td>
<td>10,046</td>
<td>761</td>
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<tr>
<td>FM translators</td>
<td>1,116</td>
<td>766</td>
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<tr>
<td>Commercial VHF TV</td>
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<td>23</td>
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<tr>
<td>Commercial FM</td>
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<td>222</td>
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<tr>
<td>Educational FM</td>
<td>111</td>
<td>5</td>
</tr>
<tr>
<td>Total VHF TV</td>
<td>1,193</td>
<td>252</td>
</tr>
<tr>
<td>VHF LPTV</td>
<td>253</td>
<td>74</td>
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<tr>
<td>UHF LPTV</td>
<td>180</td>
<td>136</td>
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<td>250</td>
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<td>Low-power auxiliary</td>
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<tr>
<td>TV auxiliaries</td>
<td>7,430</td>
<td>205</td>
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<tr>
<td>UHF transmitter/boosters</td>
<td>6</td>
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<tr>
<td>Experimental TV</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Remote output</td>
<td>12,338</td>
<td>53</td>
</tr>
<tr>
<td>Aural STL &amp; heterodyne relay</td>
<td>2,836</td>
<td>166</td>
</tr>
</tbody>
</table>

* Includes of-air licenses
RADIO
HELP WANTED MANAGEMENT

Experienced broadcast sales representative. Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Need general/sales manager to head up staff of newly acquired and automated AM station with 125,000 audience in southeasthean Virginia. Aggressive leader needed in this capacity which reports directly to owners. Box P-22.

General manager: Southeast. Must be aggressive with a good track record and good references. EOE. Box P-45.

Sales manager, Southeast, small market, FM with good ratings. Must be aggressive with good track record and good references. EOE. Box P-48.

General Manager: North Florida small market FM located near Tallahassee. Energetic, proven sales ability available. Must be able to hire, train, motivate. Resume, references, salary history. Contact Harry Hagar, 904-584-2373. P.O. Box 821. Perry, FL 32347.

Healthy and profitable Midwest AM/FM combination needs a manager with both indignation and leadership qualities. One of the Midwest's better positions. Send a resume to Box P-57 and we will call you.

24 hour NBC affiliate needs general manager with strong personal sales background. Opportunity to purchase station on reasonable terms if you can produce. Interested. Phone 205-535-0400.

Broadcast entrepreneur to join aggressive young group. Must have all-around knowledge of radio, marketing/sales oriented and flexible to fill needs of the company including expansion as GM and SM. This is a ground level sweet equity opportunity not a job. Strict confidence assured. Will be at RAB-Atlanta. Resume to: Taylor Monfort, Box 484, Oakton, VA 22124. EOE.

General manager: WM/DWL/EOC - Atlantic City for GM spot. Sales oriented, likes to get involved. Ability to motivate. Must be a leader with the experience, salary and attractive performance incentives. Replies in strict confidence. Send resume and salary history to: Tom Halphen, AMCOM, Inc. P.O. Box 600, Media, PA 19063.

HELP WANTED SALES

California: Highly successful AM/FM combo, medium market, has sales openings for seasoned professionals. Established active list. Guaranteed salary. Plus commissions, car allowance, bonuses and other company benefits. Send picture and resume to KGO/KGMF, P.O. Box 260, Bakersfield, CA 93302. EOE.

Station sales manager, Class II clear channel, AM fulltime Mid-Atlantic state. Despite prosperous, university, federal, facility, light industry area, billing weak. Prefer family person. Box P-28.

Sales manager with possible step up to manager to replace older owner. AM/FM in Central Minnesota small market station. Perfect place to raise family. Complete confidentiality guaranteed. Box P-41.

Energetic sales manager. Small market AM/FM combo in booming southern California high-desert region. Grow with us if you have proven track record and management skills. Reference/resume to: Box P-70.

Is selling radio your life? Do you really love it? Do you possess ego-strength and enthusiasm? Are your technical selling skills honed and polished? Do you have excellent people skills? Do you really want to make money? Do you want to live in a market where quality of life is outstanding, and is also the fastest growth market in the nation? An opportunity knock! Send resume to: Douglass Knight c/o WQEZ-FM 77483 San Carlos Blvd. Fort Myers, FL 33931. E.O.E.

Northern California broadcast group with 7 facilities has A/V assistant sales position due to expansion. Good life and responsibility Beautiful area 1 hour north of San Francisco. Send resume POS 1712 Santa Rosa, CA 95402.

Would you like to live in one of America's loveliest areas forty five miles north of San Francisco? Market of 150,000 with a sixty percent market share! Write George Carl, KXON/KVNN, 1124 Foster Road, NAP, CA 94958.

Sales promotion, NJ-based radio news service is looking for person with radio sales background to sell time and help build a growing business. Send resume to Box P-77.

Sales manager wanted: Class A stand-alone FM in New England small market with Class C signal needs manager. Great environment. Excellent opportunity for right person. Send resume, references, financial requirements to Box P-76.

Account executive for 2-year-old 100,000 watt FM in central Wisconsin. Top station needs top salesperson. Send convincing letter/resume to: Mike O'Kien, WYCO. P.O. Box 778, Wausau, WI 54401.

New Jersey sales manager. For major area radio station. Run New Jersey station staff dealing with agencies, retail, direct and co-op. Emphasis is on new business development. Need take charge, hard hitter, who knows the geography and has proven track record. Managerial and/or heavy New Jersey sales experience mandatory. Area resident only. Box P-74.

Our new service is going to revolutionize national radio time buying. Every station in the country is going to want to subscribe. We need someone to sell to them. Do you want to earn $80,000+? Send letter and resume now to Larry Weiss, Media/Plex Communications Corp., 421 Seventh Avenue, New York, NY 10003.

Local sales manager: Growing Griffin Group needs top rated player to fill sales manager slot at top rated WPX/WTRY, Albany, NY. Previous management experience (including hiring & training) necessary. Send resume to: Carol Rhyll, General Manager, WPX/WTRY, 1054 Troy-Schenectady Road, Latham, NY 12110.

KAJJ-FM sales manager. America's premier jazz radio station in the San Francisco Bay area has a rare opening for an aggressive, experienced sales manager who understands the unique concept of jazz radio station. Agency and strong retail background a must. Send resume to KAJJ Radio, 1131 Harbor Bay Parkway, Alameda, CA 94501.

Account executive: Experienced, dynamic, aggressive radio advertising person for number one FM/AM station in prestigious southern California resort market. EOE. Send resume to Mel Hilt, KDES/KKAM, P.O. Box 2000, Palm Springs, CA 92263.

HELP WANTED ANNOUNCERS

Needed immediately seven radio personalities. Our firm is embarking on a revolutionary radio concept. Our personalities will be on camera through listenership and management skills. Reference/resume to: Box P-70.

Is selling radio your life? Do you really love it? Do you possess ego-strength and enthusiasm? Are your technical selling skills honed and polished? Do you have excellent people skills? Do you really want to make money? Do you want to live in a market where quality of life is outstanding, and is also the fastest growth market in the nation? An opportunity knock! Send resume to: Douglass Knight c/o WQEZ-FM 77483 San Carlos Blvd. Fort Myers, FL 33931. E.O.E.

HELP WANTED TECHNICAL

Experienced broadcast sales representative. Leading broadcast equipment manufacturer has opening in sales staff, technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Kentucky station needs engineer. Experience with studio, automation, remote control, AM/FM, broadcast systems essential. Box P-75.

Transmitter maintenance engineer. FM public group in southern Michigan. Experience, FCC license, considerable travel required. Several high-power FM and AM transmitters with planned system expansion. Flexible schedule, excellent benefits. The University of Michigan, 2031 "MEH" Administrative Services Building, Ann Arbor, MI 48105-1432.

HELP WANTED NEWS

News director: Peabody Award-winning station wants a seasoned professional to lead into information-age future. Belief in the power of words, creativity, energy, maturity and integrity are musts. Very attractive pay and benefits for our most important hire of this decade start. With a phone call to "Bill" 707-237-5346. E.O.E. M/F.

News director: News leader in southwest Virginia's Blue Ridge Mountains seeks aggressive self-starter. Strong news delivery and writing ability required. No beginners. Tape and resume to David Szer, WBOB, Box 270, Galax, VA 24333 EOE.

News director: 50,000 watt Virginia FM looking for news director with talent and experience necessary to make this station the news source. Resume to Box P-37.

The new Magic 96 in a top sunbelt market needs a dynamic afternoon anchor. Must be personable, enthusiastic & a solid journalist who writes the hard stuff as well as lifestyle, & interact with audience, good personality. EOE. TIER to Tony Trueblood, 8514 Lakelofen Rd, Charlotte, NC 28212.

HELP WANTED PROGRAMMING

Audio specialist - TV station, Progressive, state of the art TV station in Southeast, looking for an energetic, creative, knowledgeable audio producer to direct the producing of audio for programs, commercial, promotion spots, etc. This will mean hands on as well as training new and an established audio producing team. A tremendous challenge. Are you ready for it? Send resume and samples of your work to Human Resources Dept. WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

Announcer/producer. Top ranked NPR affiliate in Sacramento. CA with classical/jazz/news format seeks a full service announcer to record and voice classical and jazz music segments for FM cable radio service (distributed throughout Sacramento area). This announcer also operates computer controlled cable automation system and acts as relief announcer on KXPR's Main channel (50kw) for classical and jazz shifts. This position requires working late nights and weekends on a regular basis. The successful candidate will have working knowledge of classical and jazz music, ability to produce and maintain a conscious music form in conversational manner; a working knowledge of all broadcast related equipment; a warm, conversational speaking voice. Must have FCC third class, Bachelor's degree in radio or related field and 2 years full-time on-air experience with classical or jazz station. To apply send a cover letter, resume, 3 references with phone numbers and non-returnable cassette with telescoped aircheck of classical and jazz announcing to: KXPR Search, Homet Foundation, California State University, 6000 J Street, Sacramento, CA 95819. No phone calls please. Deadline: February 20, 1987. Salary 15-18 K with excellent benefits. KXPR is EAA/EOE, women and minorities are encouraged to apply.
SITUATIONS WANTED MANAGEMENT

Group W management experience combined with a great "street sales" reputation. 15 years in broadcasting has prepared me to sell, manage, motivate, train, create, and lead a sales staff that will meet and exceed your goals. Terry Dean, 5 Suitly Dr., Voorhees, NJ 08043. 609-766-8083.

Sales + programming + training + motivation = 25 years + major media GM + management = more money for your station. Brad 501-988-4836.

Need a new GM? My station has been sold and I'm looking for a medium/mall market position. Excellent references. Box P-15.

SITUATIONS WANTED SALES


SITUATIONS WANTED ANNOUNCERS

Soup to nuts (news to production) seeks new sun-coast gambit, preferably AOR. Currently based Florida. Tape/resume 212-794-1562.

Funnyman searching for morning hours, medium market. Novelly voices a specialty Dennis Stables 419-255-5665 or 255-1221.

College graduate needs an announcing/sales position. Has great deal of college experience, determined hard working, fun. Any market. Tom 312-779-5311.

Talk show king looking for new kingdom. Call Chad, after six, 412-321-2895.

Female jock, 10 yrs AOR-urban experience, seeking large or medium market. Linda 212-585-3085.

Creative, versatile air talent. Experienced in AC, talk formats, sports PBP, client remotes and news can run board or work with automation. Brian 312-955-6668.

Satellite strike Indianapolis in February! Seven year veteran available now. Fierler East Coast. Dave 317-598-5875.

SITUATIONS WANTED TECHNICAL

Meteorologist, fifteen years nationwide forecasting, complete weather forecasting tools, from nationwide radar observations to local weather warnings for your listening area. Quality forecasts, for a low monthly cost. Call Tim Root, 619-549-8008.

Experienced, dedicated, looking to move up. Seeks newsgirl, sports or news/sports combination position. College-prep, PBP MBP, 816-885-6141 or 816-885-5906.


Looking to break into radio news. Some non-commercial experience. Tape including "street interviews", resume, writing, samples. Robert Brown, work numbers, 212-867-7020.

Anchor/reporter/ND (140K market). Committed to excellence. 4 years experience, with good writing and delivery skills. Looking for more money, to staff of larger operation. Ora Reese, 313-364-8841.


SITUATIONS WANTED PRODUCING, PRODUCTION & OTHERS

Multi award winning news/sports broadcaster, with strong sales orientation seeks leadership position with medium/large market leader. Scott; 314-431-3777 or 314-431-6350.

TELEVISION

HELP WANTED MANAGEMENT

Florida UHF needs veteran manager experienced in station start-up operations and network affiliations. Great opportunity to build one right. Box P-81.

Program traffic manager. Minimum three years experience. As head of the traffic department, you must be familiar with all traffic operations; processing commer- cials, PSAs, promotion, FCC rules, sales and programming. Please send complete resume and salary require- ments to: Charles R. Bradley, Director of Programming and Operations, WPVI-TV 4100 City Line Ave., Philadel- phia, PA 19131. Equal opportunity employer.

Assistant business manager. Top fifty in South Atlantic market is looking for a good assistant business manager. Must have two years experience in broadcasting and be a strong accountant with computer ex- perience and not afraid of hard work. We are a growing company and anything is a possibility for the right person. Send resume to: Box P-89. EOE, M/F.

Director of marketing and programming. Great oppor- tunity to wear two hats. Job includes supervision of writers, producers, art department and outside services in providing total station marketing. Must be a general manager in evaluating and purchasing pro- gramming. Great opportunity to grow with this top net- work affiliate and major television group. Creative gen- eral sales, too. Please send resume and salary requirements to: Pat Pulera, President and General Manager, WTVN-TV 341 Northern Blvd., Albany, NY 12204.

Office manager wanted: Must have accounting skills and computer experience with Colognem systems. Reporting to VP. Must work with PBP, studio system, as well as to operations manager. Resume and salary histo- ry to: Box P-88.

CEO: Religious telecommunications network. Five year old expanding Catholic telecommunication network seeks dynamic professional to direct staff of twenty and administer and coordinate overall activities of the corpor- ation under established policies and procedures. Network currently consists of 75 on-line affiliates. Ser- vices include programming, scheduling and teleconferencing/teletraining/electronic mail functions. Position reports to a clinical/lay board. Minimum of five years experience in the telecommuni- cations industry required, to include total profit and loss responsibility for a corporate entity, with strong expertise in administration, financial planning, develop- ment of goals and marketing objectives, maintenance and televi- sion operations. Knowledge of Catholic Church and church communication agencies on the national and local levels highly desirable. Send cover letter, resume, references and salary requirements by February 23rd in confidence to: Search Committee, U.S. Catholic Conference, Department of Communication, Suite 300, 1015 H St. NW, Washington, DC 20001-5002 EOE. No phone calls, please. Principals only.

HELP WANTED SALES

Account executive: Aggressive professional needed immediately in fast growing market. New business de- velopment and vendor/co-op skills a must. Send resume to: Kathy McClain, Local Sales Manager, WHTM- TV, Harrisburg, PA 17105. Send resumes immediately to: Box P-65.

Account executive: Tired of the same old promises that lead you nowhere in your career? We're a young professional company with multiple locations and many career growth opportunities. If you're a tough and experienced tele- salesperson, with a proven history of success, there may be an opening for you at our northeast affiliated station. Box P-65.

Sales executive: Growing Washington, DC area video production company seeks outstanding sales person with proven record in sales. Must be experienced in state-of-the-art service to business, industry and gov- ernment. Draw plus commission. Send resume and references to: Sales, P.O. Box 30811, Bethesda, MD 20814.

Local account executive needed by KRCG-TV-ABC, Cedar Rapids-Waterloo, Iowa 7th floor. Two years station/sales experience. Must have strong contact accounts. Must show strong developmental track record. Letter and resume to Local Sales Manager, KRCG-TV Box 816, Cedar Rapids, IA 52405. EOE, M/F.

Account executive: Strong marketing skills, college degree, minimum 2-3 years media sales experience, independent TV preferred. Resumes to: LSP, KMDX- TV49, 910 NE Union, Portland, OR 97232 by 1-30-87. EEOC.

Account executive: 3 years sales experience with strong track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Ad- ads Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

HELP WANTED TECHNICAL

Immediate opening for chief engineer for VHF inde- pendent in Portland, Oregon. Must have at least 10 years television experience. Minimum B.S degree in electrical or electronics engineering. Have good skills in personnel management, communication and bud- geting. Have experience with VHF xmitter, studio and ENG cameras and maintenance. Salary commensurate with experience. Attractive benefits. EOE. Send resume and salary requirements to Personnel, KPTV P.O. Box 3401, Portland, OR 97208.

TV video broadcast engineer: BS in electrical engi- neering or engineering physics. Minimum 4 years experience broadcast video maintenance. Maintain and operate broadcast equipment; broadcast and industrial TV cameras, VTRs, audio equipment, video switchers. Experienced with digital equipment, Ampex VPR 3s, Zeus configuration, ADO, ARA and Chryon would be advantageous. Salary commensurate with experi- ence. Send resume, salary requirements to TV Center, Brooklyn College, Brooklyn, NY 11210. Equal opportu- nity employer, M/F.

The Health Information Network has an immediate opening for a person who's knowledge should include camera set-up and basic studio maintenance. This person should also know how to troubleshoot and studio operations. Send resumes to: H.I.N., 760 Alexander Rd., Princeton, NJ 08543.

ATTN: Anthony Beswick.

HELP WANTED NEWS

Weekend anchor: Report weekdays. Shooting & editing. Send resume, res- ueme & letter to ND, WWR-TV, Box 769, Charlottesville, VA 22902. EOE.

Producers, directors, reporters, photographers needed immediately at expanding network affiliate in a hightech fast growing market. Must be a qualified and experienced person should apply. Box P-55.

Anchor: Dominant network affiliate in top 60 market needs a co-anchor for its early and late newscasts. We're losing half our anchor team, and we're looking for someone with experience to team with our veteran an-chor. We need someone who is a good reporter and projects a positive, friendly personality. It's a great op- portunity for a major market reporter or anchor who's looking to settle down and work in a state- of-the-art newsroom. Resume with salary requirements and references to Box P-59. EOE, M/F.

Anchor/reporter, Holy Toledo! I lost my male co-an-chor to Toledo, need people-oriented replacement. Please send resume to: Tom Robinson, WAWO-TV 1908 Grand Ave., Wauwatosa, WI 54401.

#1 station in Florida needs evening co-anchor to compliment female anchor. Also weekday assign- ment editor. Anchor needs at least two years exper- ience and knows the computer. Assign editor needs to know the computer, producing, and computer skills. Organization a must! Resume, tape, salary requirements to Anne Wil- lon, P.O. Box WCB, Gainesville, FL 32602. EOE.

Weekend meteorologist: State-of-the-art equipment in the most beautiful city in the world. Send resumes to: KRIS-TV Box 840, Corpus Christi, TX 78403.

Anchor/reporter, experienced person needed for growing news team. Send tape, resume and salary requirements to: News Director, WFMZ-TV, East Rock- ford, Ill., Attleboro, MA 02180. No calls, please.

Broadcasting Jan 26 1987
HELP WANTED PROGRANNING

**PRODUCTION & OTHERS**

**Promotion director:** Southwestern Florida independent TV station seeks experienced promotions director. Send tape and resume to Deborah Abbott, WFTX, P.O. Box 150026, Cape Coral, FL 33909. EOE.

**Program manager:** WTOG-TV St. Petersburg/Tampa is seeking an experienced promotions manager. For full information, contact your personnel manager. Send resume, salary history, references and tape to Production Director, United Network Productions, 3324 N. Lakewood, Chicago, IL 60657.

**News Director:** Midwestern affiliate seeks aggressive and promotion-minded individual for leadership of its news operation. Emphasis on professionalism, management skills and creativity. Send resume/salary history by Feb 15 to Box P-93. EOE.

Audio specialist. Progressive, state of the art TV station in Southeast, looking for an energetic, creative, knowledgeable audio producer to direct the producing of audio for programs, commercials, promotion spots, etc. This will mean hands-on as well as training, counseling and advising for equipment plus production techniques. A tremendous challenge. Are you ready for it? Send resume and samples of your work to Human Resources Dept., WRAL-TV P.O. Box 12000, Raleigh, NC 27606.

**SITUATIONS WANTED MANAGEMENT**

**GSM/LSM/NSM:** Indy specialist with over 10 years experience in local and national sales and management. Proven track record in training and motivating sales personnel and (train) program for major rep firm. Am able to help sales force reach their maximum and in turn, the goals of the station. Seek management opportunity in major city. A plus. Requires knowledge of broadcast equipment. Resumes. Call Tom at 404-843-0041.

**GM of profitable LPTV looking to move to growing broadcast group. Write Box P-91.**

**Well versed operations and engineering manager with large market experience seeks change. Strong on budgeting, technology, programming, customer service plus computer skills. EOE, Box P-49.**

**Assistant chief:** Major market TV station looking for chief engineer position with West or Midwest station. Good background in engineering and good people. Box P-86.

**SITUATIONS WANTED NEWS**

**Sports:** Two years radio experience. Degree. Looking for television sports position. Tape ready for your viewing. Call 717-838-6076.

**Black male seeks on-air opportunity. Consider anywhere. Columbus masters, daily news experience. Can shoot, edit, tape. Marvin Greene, 301-997-1475.**

**Experienced female anchor/reporter seeking a position in small or medium market. BS in communications. Has top one year experience seeking anywhere for the right opportunity. Call Jodi 201-766-5195.**

**Assignment editor in 100th market. Award winner with on camera experience. Seeks move up in Midwest or Eastern largest markets. Great ideas person/manager. Mark 517-487-3198.**


**SITUATIONS WANTED PROGRANNING PRODUCTION & OTHERS**

**MISCELLANEOUS**

**Antonelli sales training package. Improve performance of your local sales staff. Train new people. Developed by Marlin Antonelli, President. Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.**

**Job-hunting? We caravass companies daily for fresh availability nationwide. News and production personnel, sales and management, plus specialists in research, promotion, and public relations. Our mailing list of exciting career opportunities is tops in the industry! Media Consultants, 3950 S. Palm Harbor, FL 34372-1476. 813-786-3503.**

**Primo People**

Want you if you are a general assignment reporter who has some anchoring experience. Send tape and resume to Steve Ponciano or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**ALLIED FIELDS HELP WANTED INSTRUCTION**

**M.S. Broadcasting. The College of Communications at the University of Tennessee invites applications from all students who have completed or are in progress toward an undergraduate degree in journalism. This unique M.S. program is designed for professionals desiring advanced training in broadcast journalism. Graduates will be qualified for positions in broadcasting. Applications due April 1. Contact: Dr. H. J. Howard, Communications, University of Tennessee, Knoxville, TN 37996.**

**HELP WANTED TECHNICAL**

**Odetics Inc., a manufacturer of broadcast commercial equipment is seeking a field engineer. Technical training on broadcast type equipment with computer and microprocessor background required. Good communications skills and the ability to work independently and one year experience required. Send resume to Linda. Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802.**

**HELP WANTED NEWS**

**Internships:** Spend six months interning with crack professional journalist in the Illinois statehouse pressroom as part of Sangamon State University’s one-year Master of Arts Reporting Program. Tuition waivers and $2,264 stipends during one session. Applications due by April 1. Contact: Bill Miller, PAC 429a. SSU, Springfield, IL 62794-9243. 217-786-6535.

**HELP WANTED PROGRANNING PRODUCTION & OTHERS**


**RADIO & TV PROGRANNING**

**Radio & TV Bingo. Oldest promotion in the industry Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.**

**For sale: MDS transmission time. Single channel MDS station in San Antonio, Kiletten, Victoria, Texas. 601-750-5666. Also on-the-air and off-the-air voice and data programs. For info call Judi at 512-223-6383.**

**EMPLOYMENT SERVICES**


**MISCELLANEOUS**

**Excellent voiceover talent: radio or TV exclusive to your market. Call now Steve Russell Audio 803-763-SPOT.**

**Legal notice. The Yankee Cable TV Network is registered with the City Clerk of Boston, Mass., doing business under the name of Yankee Cable Rd., Chesnut Hill, Mass. 02167, Mark Finley, Prop.**

**WANTED TO BUY EQUIPMENT**

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guaranty Radio Supply Corp., 1314 Illicerce Street, Laredo, TX 78040. Manuel Flores 512-723-3331.**

**Instant cash-highest prices. We buy TV transmitters and studio equipment. $1,000 reward for information leading to purchase of a good UHF transmitter. Quality Media, 303-665-376.**
New reconditioned equipment. 30 day warranty on all reconditioned products: 2 ea. Grass Valley 1600-1L and 1600-2 video production switches, Crosspoint Latch 6112 switch with editor IF, Sony cameras, monitors, umatic 3/4” and Betacam, Ikegami cameras. Leader less instruments, Panasoni industrial video. JVC, Panasonic RSAMA portable WR-500 8X2 A/C D/C power $77 all types audio equipment, special Sony BVE-400 editor $2500. Sony Cexvoker with all software $3500, excellent Vix VIX-114-4A with NEC digital video effects. FOR-A FA400 TBC $4200, Ikegami TM-10-192H color monitor $3900. SC-500-P Studior color camera $15,475 each. More items, special deals nec-ded to clear out inventory. Call Cottomwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-800-344-3335.

Monitor and test equipment sale: All new Leader instrument, test equipment costs near dealer costs to clear inventory; LBO-5860A Waveform monitor $1650, LVS-5850B Vector scope $1570, LR-2400 rack mount $1800, BNC vector scope $3395, Waveform monitors LBO-560B $1425, LBO-586L $1890. Oscilloscopes 100Mhz 3 channel LBO-516 $1098, 100Mhz 4 channel LBO-518 $1615, LBO-325 2ch dual T/8 Attache case scope, LVM-585A Moniton $1154, LBO-5864 EFP Waveform monitor $1025. Vode test generator LCG-400MHz $1650, available with RGB outputs. Ikegami broadcast monitor TM-14-10HR $980, call for great prices onl MFG equipment! Call Cottomwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-800-344-3335.

Crosspoint 6150BK master control switch, less 50 hrs use, cost. 11K. Sell $5500. Maze Broadcast, Inc. 201-956-2227.


AM transmitters: 50. 10, 5, 2.5, 1. 5. and 25 kw Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.


Used broadcast TV equipment: Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

3/4" evaluated videotape! Guaranteed to look and work as new for Prices; Field mini KCS-20 minute cas- settes $69.99, 30 minute $89.99, 60 minutes $119.99. Ei- con are evaluated, wrapped and delivered free! Mas- ter broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Car- pet Video Inc, collect 301-845-8888 or toll free 800-238-4300.

Multi-camera video truck: 1985 32' Ford F-600, 22' control room w/ 2 entrance doors, Grass Valley switch- er, Ikegami cameras, Sony BVE-4000, islated audio booth w/Yamaha 16 channel board, Sony tape machines, & RTS intercom system. $295,000. 512-458-4334 or 512-453-5122.


Situations Wanted Announcers

Situations Wanted Announcers Continued

A Change Of Pace...

Proven personality, solid credentials. 14 years' exper- ience in all formats. Level of big time air race. Hosting a morning drive slot at an established A/C full-service station in nice city. Good salary benefits. Job security me- any more to me than market rate. Box P-50.

Help Wanted Management

OPS MANAGER ($300 - $400 weekly!) Top 20 AM/FM radio station (easy listening - MOR) seeks dynamic leader to co-coordinate syndicated program format on highest rated stations in America's great sunbelt city. Airshift included (may be early evening) and moderate pro-duction responsibility. Good benefits and working conditions.

Send resume: Box P-72.

Help Wanted Management

Management! An outstanding opportunity currently exists in general management, sales management and management training within Demaree Media, Inc. Broadcast Group. Our stations are market leaders and our group's growth virtually unpre- cedented! If you would like to be consid- ered for this unique opportunity, send complete resume, work history, track record of successes and references to:

Rich Nicholls, General Manager
Demaree Media, Inc.
P.O. Box 6048
Springfield, Missouri 65802
471-851-9760

Demaree Media, Inc.
is an equal opportunity employer.

Help Wanted Programming, Production, Others

Commercial Producer WJR, 50,000 watt Capital Cities/ABC station is expand- ing its production department. We need a specialist who can create an idea, write the copy, voice and pro- duce. Join on of America's great radio stations in newly equipped state of the art facillities.

Tapes and resumes to:

Gary Berkowitz, Operations Manager: WJR.
2100 Fisher Building. Detroit. MI 48202.

WJR is an equal opportunity employer.

Help Wanted Sales

1. BROADCAST EQUIPMENT
2. PRODUCTION EQUIPMENT
3. PROFESSIONAL PERSONNEL
4. SALESPERSONS

Do you fit this description? We must have a power hitter... a street fighter to handle our NE U.S. accounts. Can you make it in NYC? If you can sell in the presence of the top people in the 1st market, we need each other. If you have the track record, we'll give you the keys to the city and the NE territory. Call in complete confidence.

313-962-8596

Affordable / Effective / Experienced

Provide us a power hitter... a street fighter to handle our NE U.S. accounts. Can you make it in NYC? If you can sell in the presence of the top people in the 1st market, we need each other. If you have the track record, we'll give you the keys to the city and the NE territory. Call in complete confidence.

313-962-8596

Situation: Classified

Situation: Classified

Situation: Classified
Help Wanted Sales
Continued

NATIONAL SALES MANAGER

Are you a top 10% achiever?
Do you have the courage to close top executives?
Is the customer #1 to you?
Do you live up to your commitments?
Would you like to work for a leading company dedicated to your success and growth?

If so, NewCity Communications may have an opportunity for you at our top 10 station in the Boston market, WAAF. You will work with associates who are the best in this business and receive the newest and most comprehensive sales training in the industry. A top 10% track record in broadcast sales preferred, but talent is the primary prerequisite.

WE OFFER:

- Unlimited income potential
- An innovative environment focused on excellence
- A chance to join a company with a record of success and a sense of purpose
- If you feel you have the talent — ACT NOW!

CALL: Laura L. Burkland
PHONE: 1-800-220-2727
Monday - Friday 9:00 a.m. - 6:00 p.m.
WAAF

GENERAL SALES MANAGER

- Can you multiply sales through people development?
- Can you manage independent, ego-driven salespeople in a positive style?
- Are you aware of the power in close relationships with your salespeople?
- Does your personal style indicate an excellence in sales ability?
- Would you like to work for a leading company dedicated to your success and growth?

If so, your talent can help us grow! We are NewCity Communications (formerly Katz Broadcasting), one of America's outstanding broadcast groups. As we continue to grow, we are seeking potential managers - high performers with outstanding track records. If you are one of the best in the industry, CALL NOW to arrange a confidential interview!

- Unlimited income potential
- An innovative environment focused on excellence
- A chance to join a company with a record of success and a sense of purpose

If you feel you have the talent — ACT NOW!

CALL: Laura L. Burkland
Monday - Friday 8:00 a.m. - 5:00 p.m. CST
(leave message after 5:00 p.m.)
PHONE: 1-800-220-2727

We will be interviewing intensely THIS WEEK for NewCity's future needs.

NewCity Communications

TELEVISION

Situations Wanted Programing, Production, Others

WILDLY ATTRACTIVE

Great on-air credentials as host, reporter and syndicated broadcaster. Strong background in health & medicine. Author of Simon & Schuster book to be published in fall '87. Free to locate in major market. Box P-42.

HELP WANTED SIGNALS

Looking for a career change in electronic field? Excellent opportunity in production for a knowledgeable individual. Send resume to: Box P-53

HELP WANTED SALES

BROADCAST/CABLE AD SALES

Super opportunity for experienced or very aggressive sales pro with good knowledge of both markets. Will consider solid in either. Unlimited potential for growth with young, but established, demographically specific network. Send resume, salary to:

Ad Sales
National College Television
114 Fifth Avenue, 12th Floor
New York, NY 10011

GSM

Southwest indy in extremely competitive top 100 environment need a GSM, experienced in independent TV. Good people skills the ability and experience to guide a young staff a must. Salary override, excellent benefits, incentives, a fabulous climate, and the toughest challenge of your career. This is no sunbelt joyride. Help us today...we will both benefit tomorrow. Send resume and salary requirement to:

Box P-53

HELP WANTED TECHNICAL

VIDEO PRODUCT ENGINEER

CMC division of Datatape Incorporated seeks an individual with minimum 2 years experience in electronic field service in video tape maintenance, knowledge of Ampex and Sony "C" format video tape recorders and familiarity with TV broadcast industry. Will assist in preparation of marketing strategies, market presentation plans and order forecasts for the video product line. Through customer contact, will maintain awareness of customer requirements for current and future products. To apply, please send a resume, indicating salary history and professional area of interest to: CMC Technology, 2650 Lafayette Street, Santa Clara, CA 95050. Attn: E. St. John. An equal opportunity employer.

BROADCAST PROMOTION & MARKETING

Creative broadcast P.R. professional now available. Excellent press contacts, solid track record of effective campaigns; superb strategic and tactical skills developed in #1 market for over 7 years. 212-254-7234.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a knowledgeable and professional engineering team required. Major network experience preferred. Send resume and photograph to American Uplinks, Inc. P.O. Box 688, Idaho Springs, CO 80452

Broadcasting Jan 26, 1987

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Help Wanted News

TELEVISION DIRECTOR

Top 10 network affiliated station seeks strong Directing talent. The right candidate has 7-10 years' Directing experience. Desired reel includes: Talk, Drama, Variety/Performance and Live Remotes. Correct individual will be a strong leader with good pre-production/post-production skills and a solid work history. Send resume to Box P-84

An Equal Opportunity Employer

INSTRUCTIONAL TELEVISION UNIT
MONTGOMERY COLLEGE

The Office of Educational Support Services at Montgomery College, a comprehensive, multi-campus community college located near Washington, DC, is seeking qualified candidates to staff a new instructional television unit. This unit is responsible for television production as well as broadcast over the college's own cable TV channel. The unit is located on the college's Rockville campus. The vacancies are as follows:

Instructional Telecommunication Manager. This position will manage all operations of the Instructional Television Unit including planning, budgeting, and evaluation functions and will serve as liaison to external agencies and other college departments on appropriate telecommunications matters. Position requires a Master's degree in an appropriate discipline plus 4 years experience in developing production projects including 2 years supervising a production unit, or an equivalent combination of training and experience. The full salary range for this position is $2,827 to $4,720 with the starting salary falling within the first half of the range.

Supervisor of Telecommunication Production. This position will work with College faculty, staff, administrators and students to develop and write scripts for original video/cable program production for the College's cable channel and lead the production team. Position requires a Master's degree in Television Production, plus 3 years of experience in television production and/or script writing, including 1 year experience supervising a production unit, or an equivalent combination of training and experience. The full salary range for this position is $27,102 to $40,664 with the starting salary falling within the first half of the range.

Video Engineer. This position performs set-up, alignment, monitoring, and repair of equipment used by the unit, researches and recommends equipment for purchase, and designs installation schematics. Position requires Bachelor's Degree in Television Production or Electronic Engineering plus 2 years experience in the design of electronic circuits and video/cable television equipment maintenance; or an equivalent combination of training and experience. The full salary range for this position is $23,275 to $33,758 with the starting salary falling within the first half of the range.

TV Production Technician. This position will be responsible for operating a wide variety of TV studio and associated equipment, including lighting, cameras, switching systems, audio and video tape recorders and field and field production equipment as well as providing technical assistance in developing TV productions. Position requires a Bachelor's Degree in Television or Media with emphasis in production and technical areas and 2 years experience in coordinating the set-up and operation of audio/video equipment in television production and editing; or an equivalent combination of training and experience. The full salary range for this position is $19,968 to $28,954 with the starting salary falling at the beginning of the range.

Video Programmer & Scheduler. This position is responsible for Scheduling all programming for the channel including timing, sequencing and operating the channel for broadcasting and receiving programming. Position requires an AA degree in television production including courses in video production programming and marketing, 2 years experience in television broadcasting, technical understanding of head-end equipment, or an equivalent combination of training and experience. Experience with word processing and computer operations highly desirable. The full salary range for this position is $18,886 to $26,437 with the starting salary falling at the beginning of the range.

Fringe benefits are excellent. The closing date for receipt of resumes is February 21, 1987. Women and minority candidates are encouraged to apply. Send resume with above SPECIFIC POSITION TITLE CLEARLY NOTED to:

Montgomery College
Personnel Office
900 Hungerford Dr.
Rockville, MD 20850
An EOAA/Title IX Employer

Help Wanted Programming, Production, Others Continued

Help Wanted Instruction

ALLIED FIELDS

CHAIRPERSON
COMMUNICATIONS DEPARTMENT
NORTHERN KENTUCKY UNIVERSITY

Applications and nominations are invited for the position of Chairperson of the Communications Department. The department includes majors in journalism, television/filmmaking, and speech. There are 12 full time faculty members plus adjunct faculty. The Communications Department has approximately 300 majors and annually serves more than 1000 non-majors in various speech and communications courses. The Department has a strong professional orientation and an outstanding internship program. Northern Kentucky University is the newest university in the Kentucky state system and has approximately 9,000 students. NKU is located in the largest metropolitan area of any Kentucky university and is about 10 miles from downtown Cincinnati.

Applicants must have a Ph.D. in one of the three major fields: minimum of 5 years college teaching experience; the equivalent of 1 year of extra-academic professional experience in the applicants' field; minimum of 3 years of administrative experience; and a record of scholarship or creative activity in the applicants' field. The position will be available August 1, 1987. Salary and rank are based on qualifications and are competitive. Send letter of application, resume, transcripts of graduate work, and 3 references (including phone numbers) to David S. Thomson, Chairperson Search Committee, Communications Department, Northern Kentucky University, Highland Heights, Kentucky 41076. Application postmark deadline: March 13, 1987. Northern Kentucky University is an affirmative action/equal opportunity employer and actively seeks the candidacy of minorities and women.

Help Wanted Sales

We are a rapidly expanding broadcast software company and need sales representa-
tives to cover radio stations across the U.S., Canada, Mexico and the Caribbean. We have experienced explosive growth in the last few years and our forecast and knowledge of the industry has caused us to blaze ahead of other companies in our field. We prefer someone with no or very little computer experience, but you must have a comprehensive knowledge of the radio broadcast industry. Immediate employment. Send resume in confidence to National Sales Manager. Box P-78.

Experienced Broadcaster Sales Representative

Leading broadcast equipment manufacturer has opening in sales staff. Technical or broad-
cast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Sales Manager


Help Wanted News

ABC affiliate in the 34th market is accepting applications for the position of News Director. Individuals applying must have the proven management experience of at least 5 years news operation. Send resume and tapes to:

General Manager
P.O. Box 718
Columbus, Ohio 43216-0718
An equal opportunity employer. No phone calls accepted.

Help Wanted Programming, Production, Others Continued
MANAGER NATIONAL TV SERVICE

Arbitron Ratings Company, a leader in audience measurement, is expanding its programs to include a National TV Service. We are seeking an experienced Manager to actively participate in the planning, strategy development and determination of product design and features. Excellent managerial skills, good working knowledge of statistical methodologies and experience with a national rating service are necessary.

Arbitron offers competitive salaries and benefits along with outstanding growth potential. In addition, we are ideally located in the suburbs of the Baltimore/Washington Metropolitan corridor. To apply, send resume including salary history and requirements in confidence to Paul Jones, Human Resources Consultant.

ARBITRON RATINGS COMPANY
312 Marshall Avenue
Laurel, Maryland 20707

Employment Services

JOBS市のJOBS THE BEST JOBS ARE ON THE LINE

Business Opportunity

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660

We don't care what your billing or what your financials look like.

We're looking for people with the desire to make a profit.

Wilkes-Schwarz Broadcasting
45 Fisher Avenue
East Longmeadow, MA 01028

Don Wilkes 413-525-4414
Mike Schwarz 401-433-5630

NEW FM STATION FOR SALE

INVESTORS WANTED

New broadcasting corporation looking for several serious investors to purchase new radio companies with the intention of making a profit from the investment. Successful management background, experienced sales management team ready to go, and the best programmer and engineering consultants in the business. This is not a joint venture. Shares of cooperation commensurate with amount invested. Write New Broadcasting Corporation, 3380 Sheridan Dr. Suite 119, Amherst, NY 14228

ROCKY MOUNTAINS

AM with Class C FM located in attractive market. Positive cash flow; real estate. Asking $1,100,000; $175,000 down.

DAVID LaFRANCE
(303) 534-3040

We're radio station turnarounds pros & want to buy your FM station if it's an East Coast medium size market. Our discussions would be highly confidential and we deal quickly and all cash.

WANTED: AM or AM-CP
Seeking AM construction permit, or ailing AM station (operating or dark). Will consider all offers. Please respond to Peter Hunn, RD#1, Box 1067, Westport, NY 12993; 518-546-7985.
CLASS B FM
TOP RATED MARKET
Midwest big 10 college town, lots of new equipment, great programming. Price $1.6 million, will consider partner.
Box P-92

MIDWEST
The only Class C FM serving a market area of 73,000 people, diversified economy of light industry, agriculture and distribution center. Priced at $1,500,000 (2 1/2 X gross revenue). Box P-80

FLORIDA
-6 hour program block on Orlando LPTV available
-LPTV CP for Ft. Myers and Tallahassee available for joint-venture or a proposal.
-Operating LPTV for sale in Fla. East Coast
-Box P-72

Eastern Arkansas AM/FM Combo
Class IV AM & Class A FM
$850,000 cash includes real estate.
P.O. Box 41372
Memphis, TN 38174

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

 Replies to ads with Blind Box numbers should be 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, $18.00 weekly minimum. Situations Wanted: 60¢ per word, $9.00 weekly minimum. No personal ads. All other classifications: $1.10 per word, $18.00 weekly minimum. Blind Box numbers: $4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: $80.00 per inch. Situations wanted: $50.00 per inch. All other classifications: $100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.
Cecil Walker, president, Gannett Television division, Washington, named to newly created post of president and CEO, Gannett Broadcasting. He will continue to head TV division. John (Jay) Cook Sr., president and general manager, Gannett’s KBBO-AM-FM Houston and regional VP, Gannett Radio division, named president, radio division, succeeding Joseph L. Dorton, now president of Sky Broadcasting, Charlotte, N.C. (BROADCASTING, Jan. 12).

John P. Frazee Jr., president and chief operating officer, Centel Corp., Chicago-based owner of Centel Cable Television Co., multiple cable systems operator, adds duties as CEO, effective April 30. He succeeds Robert P. Reuss, who will continue as chairman of board.

Michael A. Liff, VP and general manager, KNMZ-TV Santa Fe, N.M., joins WPGH-TV Pittsburgh in same capacity.

Thomas M. Rutledge, senior VP, operations, Albany, N.Y., division, American Television & Communications Corp., named president, New England division, Portland, Me.

Bill Struck, VP and general manager, KSSA-AM-KYUU(FM) Colorado Springs, joins KL2(AM)-KAZY(FM) Denver in same capacity.

John R. Eby, executive VP, Commonwealth Communications Services Inc., Harrisburg, Pa., owner of WHP-AM-FM-TV Harrisburg, named president and CEO, succeeding Meade D. Detwellier, who continues as chairman.

Jeff Hy, general sales manager, KXEL(AM)-KOKZ(FM) Waterloo, Iowa, joins WBLQ(AM)- Erie, Pa., as general manager.

Presley D. Holmes, executive director, West Virginia Educational Broadcasting Authority, Charleston, joins Delta College, University Center, Mich., based group of seven two-year community colleges, as director, broadcasting, and general manager of college’s non-commercial stations, WUCM-TV University Center and WUXC-TV Bad Axe, Mich.

David Bell, senior VP, operations, Kentucky/Virginia region. Louisville, Ky., Storer Communications Inc., cable division, named VP, planning and development, Miami. Richard Clark, senior VP, Pacific region, replaces Bell in Kentucky/Virginia region. Frank Hosea, sales and marketing, and Terry Stanard, VP, engineering, Pacific region, join Clark at Kentucky/Virginia region with same titles.

John S. Mucha, general manager, WBNG-TV Binghamton, N.Y., named VP of parent, Gateway Communications Inc.

John E. Hayes, VP and general manager, KLAS-TV Las Vegas, joins WWB-TV Buffalo, N.Y., as station manager.

John Orr, sales director, Lorimar-Telepictures broadcast division, Midland, Tex., joins Lorimar-Telepictures’ KSPR(FM) Springfield, Mo., as station manager.

Barbara Wigham, director, programming and promotion, WPDT(FM) Fort Wayne, Ind., named station manager.

John W. Miller, program manager, WCX(FM) Vineyard Haven, Mass., joins WFFC(FM) Chatham, Mass., as executive VP and station manager. WFCC is scheduled to begin operation in February.

Marketing

Charles F. Frost, senior VP and management supervisor, Sawdon & Bess, New York, joins Biederman & Co., New York, as senior VP and management representative.

Donald H. Insull, senior VP and director, print production services, William Esty Co., New York, named senior VP and director, production services.

Appointed at Grey International Advertising: Norman Vale, area director, Europe-Africa-Middle East, to senior VP and managing director, Grey International, New York; John Shannon, chairman, Great Britain, London, adds duties as senior VP and area director, Europe-Africa-Middle East; Frank Clarke, area director, Canada, Central and South America, New York, adds duties as senior VP; Bruce MacDonald, area director, Pacific, Sydney, Australia, adds duties as senior VP.

Mark D. Goldstein, executive VP and corporate creative director, The Earle Palmer Brown Companies, Washington, named president/chief creative officer.

Sheldon J. Levy, VP and producer, DFS Dorland/New York, named executive VP and head of television production.

Carol Karasick, senior VP and director, New York media operations, Saatchi & Saatchi Compton Inc., named senior VP and U.S. media director.

Linda Joselew, management supervisor, named senior VP. Barbara Carr, account supervisor, named VP.

Art Ross, executive VP and director, creative services, Weiss & Geller, New York, joins Bruce J. Bloom Inc. there as VP and director, creative services. Jeannine Hannif, administrative assistant, Bruce J. Bloom Inc., named manager, traffic and operations.

Andy Fein, sales director, Lifetime, New York cable service, joins TeleRep there as VP and general sales manager. Stephanie Reiss, from Independent Television Sales, New York, joins TeleRep there as account executive. George Brust, from WTTI-TV Milwaukee,
NAB board elections. Additional members elected to the National Association of Broadcasters' radio and television boards of directors have been announced, following those who were elected in November (Broadcasting, Dec. 1). Runoff elections were held for four seats on the radio board:

District 1 (Conn., Me., N.H., R.I., Vt.) — Robert Fish, WJMJ-WMUR-TV Providence, R.I., defeated incumbent James Asher Jr., WJAR-TV, Quincy, Mass.


District 12 (Mich.) — David L. Hicks, WKIR-WKFR-FM Battle Creek, defeated Ross Lauer, WLSAM-FM Traverse City.

District 17 (III.) — Incumbent Dean Phillips, WATM-WXET TV Crystal Lake, dropped out of the election, leaving the seat to Thomas L. Davis, WGMG-TV Sterling, Pa.

Twelve candidates vied for six seats on the television board. The winners were: Gary Chapman, Freedom Newspapers, Providence, R.I.; Margo Cobb, WELV-TV Bangor, Me.; Frank Flynn, WINK-TV Tallahassee, Fla.; William G. Moll, KENS-TV San Antonio, Tex.; Bullie Tarleton, WSS-TV Charlotte, N.C.; and Glen C. Wight, WICO-TV Seattle. Cobb and Flynn are incumbents.

The new members will take their seats at the June NAB board meeting.

joins TeleRep, Chicago, as account executive.

Jon E. Horton, general sales manager, KWWRF(FM) Los Angeles, named VP and marketing director of parent, Emmis Broadcasting Corp., Indianapolis-based owner of four FM stations.

Brad R. Magill, corporate/business attorney, Kleinbard, Bell, Becker, Philadelphia law firm, joins Direct Response Broadcasting Network, Philadelphia-based direct marketing firm, as VP and general counsel.

Allan Reed, VP and media planning director, DDB Needham, New York, joins Bozell, Jacobs, Kenyon & Eckhardt Inc., Boston, as media director.

Chuck Hanrahan, William Burke, Robert A. Friedman and William Shaw, group sales managers, Petry, New York, named VP's and group sales managers.

Christine Graves Sams, from MMT Sales, Los Angeles, joins WCOL(AM)-WXGT(CV) Columbus, Ohio, as general sales manager.


Terrell Peters, from KGAK(AM)-KQMN(FM) Gallup, N.M., joins KITE(FM) Portland, Tex., as general sales manager.

John Rizzuti, national sales manager, WFAA-TV Dallas, named local sales manager. Kathy Clements, retail services coordinator, replaces Rizzuti as national sales manager.

Peter Lauer, account executive, KFUS(AM)-KOST(FM) Los Angeles, named local sales manager.

Patrice O. Christensen, account executive, WLS-AM-FM Chicago, named local sales manager.

Tim Jones, account executive, WFEI-TV Evansville, Ind., joins WVEV-TV there as local sales manager.

Robert J. Hermes, sales executive, KECI-TV Missoula, Mont., joins KPAX-TV there as local sales manager.


Pat Parker, account executive, WSMV(TV) Nashville, named director, retail development.

Roger Moody, local/regional sales manager, WOWT(TV) Omaha, joins KPMT(TV) there as regional marketing director.

Mark Beall, from advertising sales department, American Cablevision, Kansas City, Mo., joins KZKC(TV) there as account executive.


Programing

Albert A. Dorskind, president, development division, MCA Inc., Universal City, Calif., named chairman. Lawrence D. Spugnin, executive VP, replaces Dorskind as president.

Stuart K. Mandel, VP, MCA's Universal Television, named corporate VP, MCA, and director, industrial relations. Marc Grayson, VP, MCA TV, New York, named senior VP, marketing.

Michael Fuchs, chairman and CEO, HBO Inc., named executive VP of parent, Time Inc.
Joshua Elbaum, director, European sales, Turner Broadcasting, London, joins ITC Entertainment Inc. there as VP, international sales.


Steven Ashley, associate director, scheduling, PBS, Washington, named director, scheduling. Mike Quatrone, director, broadcasting, noncommercial WHYY-FM-TV Philadelphia, joins PBS as program manager.

Jack Donahue, Western sales manager, Orbis Communications, Los Angeles, joins Republic Pictures Corp. there in same capacity.

Steve Schlow, former director, development, Metromedia Producers Corp., Los Angeles, joins WNEW-TV Boston as executive producer, programming.

Ron Farina, production manager, WIXT-TV Syracuse, N.Y., named director, program operations. Sherry Potter, assistant production manager, named program director.

Lisa Tonacci, music director, WPLJ(FM) New York, joins KRTS-FM Austin, Tex., as program director.


George Stone, announcer, WFMT(FM) Chicago, retires after eight years with station and 45 years in radio broadcasting.

Lauren Valle, from KHIT(FM) Houston, joins KZFX(FM) there as morning announcer.

**News and Public Affairs**

Greg Caputo, news director, Fox Broadcasting's WTTG(TV) Washington, named news director, co-owned WFLD-TV Chicago.

Larry Hatteberg, associate news director, KAKE-TV Wichita, Kan., named executive news director.

Kim Wamous, anchor, WAKA(TV) Selma, Ala., named news director.


Gregory A. Foz, director, public relations and advertising, St. Mary’s Medical Center, Evansville, Ind., joins Medstar Communications Inc., Allentown, Pa., medicine and health news service, as VP, marketing.


Appointments at WCBS-TV New York's new Channel 2 News at Noon: Paul Sagan, executive producer, evening newscasts, adds duties as executive producer, noon news; Bob Harper, associate director, 5 p.m. news, to director; Marilyn DeQuinzio, researcher, "Troubleshooter" segments, to assignment editor; Terry Wood-Timoney, writer/producer, and Steve Lange, newswriter, to co-producers.

Miguel Angel Torres, former correspondent, United Press International, joins WJU-TV Linden, N.J., as news director, responsible for Informador 47, nightly Spanish-language newscast.

Appointments at WXL(TV) Tampa, Fla.: John D'Amico, 6 p.m. producer, to executive producer; Rob Puglisi, 11 p.m. producer, to 6 p.m. producer; Greg Albrecht, news director, WTX(TV) Washington, N.C., to 11 p.m. producer.

Keith Shipman, sports reporter, KCPQ(TV) Tacoma, Wash., adds duties as public affairs coordinator. Marcia Matthews, administrative assistant to station manager, named public affairs assistant.

Appointments at WHO-TV Des Moines, Iowa:
Klark Jessen, executive producer, WTVX-TV Fort Pierce, Fla., to executive producer; Jean McGuire, producer, WQCC-TV Davenport, Iowa, to 10 p.m. producer; Linda McEntee, producer, WHO-TV, to weekend anchor and reporter; Anita Boyd Walker, anchor, WTVX, to "HealthTeam" anchor; Kelly Ecker man, weekend anchor and reporter, WQCC, to reporter.

Chris Houston, consumer reporter, KOB-TV Albuquerque, N.M., named assignment editor.


Appointments at WSTM-TV Syracuse, N.Y.: Paul Ennis, producer, to managing editor; Karen Frankola, producer, Cable News Network, Atlanta, to executive news producer; Lisa Sweltzer, reporter and anchor, WGME-TV Portland, Me., to weeknight anchor; Paula Garell, news director, WMGC-TV Binghamton, N.Y., and Christina Palmer, video editor, WSTM-TV, to news producers.

Technology

Roger W. Cornett, VP and general manager, Belden Electronic Wire and Cable, Arlington Heights, Ill., named president, Belden Wire and Cable, newly formed division of Belden Electronic Wire and Cable, Richmond, Ind.

Ernie Heisser, national sales and marketing manager, magnetic media division, 3M, Minneapolis, joins VCA Teletronics, Leonia, N.J., as VP, sales and marketing.

Mary Lou Harris, operations manager, Capitol Satellite and Communications System, Raleigh, N.C., technology division of Capitol Broadcasting, named general manager.

John S. Reiland, chief financial officer, Seismic Enterprises Inc., Houston, joins Houston International Teleport in same capacity.

Jay Lebowitz, traffic coordinator, noncommercial WNET(V) Newark, N.J., joins BrightStar Communications Inc., New York satellite TV program carrier, as operations manager, North America.


Martin (Sandy) Sandberg, former technical manager, ABC Inc., New York, joins Current Technology Inc., Richardson, Tex., manufacturer of electronic noise filtering devices, as manager, broadcast and cable sales.

James Van Eaton, engineering consultant, Compact Video, Burbank, Calif., joins DUBS Inc., Hollywood videotape duplication and distribution company, as director, engineering.

Chuck Martin, from Omega Video Inc., Lawndale, Calif., joins Odetics Inc., Anaheim, Calif., as Western regional manager, broadcast sales.

Appointments at Dynair Electronics Inc., San Diego manufacturer of audio/video/data signal routing and distribution equipment: Al Wilson, Western region manager, to central region manager; Bob McAl, former owner, Omnigraphic Pictures, New York graphic production facility, to Eastern region manager; Jim Moneyhun, from Intergroup Video Systems Inc., Gainesville, Fla., to Western region manager.


Promotion and PR

Leonard Biegel, VP and director, media relations, Burston-Marsteller, Washington, named senior VP and director, media relations.

June Burakoff-Smith, director, advertising and promotion, syndication, Columbia Pictures Television, Los Angeles, named VP, advertising, publicity and promotion, co-owned Coca-Cola Telecommunications Inc.

Mark Bratt, director, communications, Cable-television Advertising Bureau, New York, joins Wisher Communications Ltd., New York public relations firm, as VP.

Shirley S. Browne, director, corporate public relations, United Van Lines, St. Louis, joins BHN/Public Relations there as senior consultant.

Deborah Hammond, manager, affiliate marketing, The Disney Channel, Burbank, Calif., named national promotion manager.

Terri Kilroy, marketing manager, Embassy Home Entertainment and creative advertising manager, Embassy Pictures, Los Angeles, joins Fries Distribution Co. there as manager, advertising and promotion.

Julie Anne Rubinstein, from WMCA(M) New York, joins Caballero Spanish Media Inc. there as account executive, promotions.

Roxanne Nelson, promotion producer, writer and director, KARE(TV) Minneapolis, joins KHOU-TV Houston as senior promotion producer.

Jill M. Caravan, promotion specialist, non-commercial WPSX-TV Clearfield, Pa., named head of promotion.

Allied Fields


Appointments at Voice of America, United States Information Agency, Washington: Oscar Minoso, acting coordinator, VOA's Buena Noces America, to deputy chief, field services branch; Peter Jones, senior editorial writer, policy department, VOA, to deputy chief, American republics division; Negussie Mengesha, senior editor, Amharic service, to chief, Amharic service; Ravi Khanna, VOA's Washington-based expert on Southeast Asia, to New Delhi correspondent.

Deaths

George L. Arms, 70, director, programing and development, Southern Educational Communications Association, Columbia, S.C., died Jan. 17 in Columbia. Autopsy was ordered to determine cause of death. In 1953, Arms helped establish first educational TV station in U.S., KUHT(TV) Houston. He served at KUHT until 1955 as director, creative services, as well as host and producer, It's Five, daily program. He later worked at noncommercial stations KETC(TV) St. Louis, KICA-TV St. Paul and KOKT(TV) Oklahoma City. Arms is survived by wife, Eleanor, and three daughters.

Robert D. Hanna, 61, media broker and former station owner, died Jan. 14 of heart attack at his home in Las Vegas. After working for several stations in Kansas, Hanna moved to Dallas in 1960's where he was part owner of KIVL-AM-FM Highland Park, Tex., in 1968-1975. He later entered media brokerage business while gaining part-ownership in several radio stations. He is survived by wife, Judy, two sons, daughter and two step children.

Maurice J. Lamb, 70, retired chief engineer, WLOM(TV) Lima, Ohio, died of heart attack at St. Rita's Medical Center, Lima. Lamb helped begin operations of WLOM (then WIMA (TV)) in 1953 and remained the station's chief engineer until his retirement in 1984. He is survived by wife, Margaret, two sons and daughter.

Ray Bolger, 83, dancer and movie/TV actor, died Jan. 15 of cancer at Nazareth House, Los Angeles. Bolger was widely known for role as Scarecrow in 1939 movie classic, "The Wizard of Oz," which has been broadcast every year on network television since 1950's. In 1953-55, he starred in The Ray Bolger Show, situation comedy on ABC, and in Washington Square, NBC hour-long musical comedy series in 1956-57. He appeared with Jack Lemmon and Sada Thompson in 1976 TV version of John Osborne play, "The Entertainer." Bolger also made guest appearances on several other TV shows, including The Partridge Family, ABC sitcom of early 1970's. He is survived by wife, Gwendolyn.

Paul Zarchony (on-air name, J.D. Holliday), 41, part-time announcer, WALK-AM-FM Patchogue, N.Y., died Jan. 18 at Suffolk County (N.Y.) Medical Center following automobile accident in Hauppauge, N.Y. In 1980-81, Zarchony served as program director, WKTU(FM) (now WXRK(FM)) New York where he introduced modern progressive urban contemporary music format.
CNN's Reinhardt: leading and getting out of the way

For nearly half a century, Burt Reinhardt has been filming or videotaping important happenings around the world and speeding the images and the story to a news-hungry public. Now in his eighth year at CNN (and his fourth as president of the around-the-clock cable news service), Reinhardt is, by all accounts, still going strong, still bringing the public the pictures that make the news.

CNN, conceived and owned by Ted Turner, has become a fixture in electronic journalism, matching the news departments of the broadcast networks story for story, sometimes scooping and sometimes trailing the largest of the basic cable networks, reaching 38 million homes. (Its short-form companion service, CNN Headline News, reaches 23 million.)

Nonetheless, Reinhardt, the man responsible for it all since 1983, is virtually unknown outside the business of television newsgathering. Even those who work with him every day at CNN don't know him well. "He is not a hale fellow well met," says one colleague. "He is definitely not one of the boys," says another.

That Reinhardt is widely unknown is of his own doing. He works at keeping his profile low, rarely speaking to reporters. After having several requests for an interview turned down, BROADCASTING decided to go ahead with this profile without him.

According to the CNN executives (past and present), Reinhardt has led CNN to financial health through his tight-fisted control of costs, his willingness to delegate authority and his time-tested judgment of what's worth covering and what's not. "Burt is one of the toughest bottom-line managers in television," says Lou Dobbs, vice president-managing editor, business news. "We wouldn't be here today if not for his ability as a manager."

"Burt gives me great freedom on editorial assignments," says Ed Turner, executive vice president, who does most of the talking for the network. "He wants to know what we are working on and the estimated cost, but nothing is killed if it is a Class A story."

Reinhardt is not afraid to spend money on the right story at the right time. According to Reese Schonfeld, CNN's founding president and a long-time associate of Reinhardt, Reinhardt still adheres to an axiom he formulated when he was shooting film for the newsreels: "There is no way you can spend too much on the first day of a big story and there is no way you can spend enough on the second to catch up."

The executives don't begrudge Reinhardt's tight rein on costs because it has brought profitability and, with it, stability. "Because he made prudent use of the dollars during lean times, we can now continually expand CNN's bureau and add special units like science," says Ed Turner. "We have never had to lay off anybody for economic reasons." Some negatives do surface in conversations with the executives: overly cautious decisionmaking and lack of innovation in programming.

Reinhardt, a New York native, was only 19 when he signed on with the Fox Movietone newsreel operation there as an assistant cameraman in 1939. During the war, according to Schonfeld, Reinhardt served with the U.S. Army Signal Corps, which produced much of the combat footage. Reinhardt's official biography says he was a combat cameraman who "recorded McArthur's historic return to the Philippines" in October 1944, but it does not say whether he worked as a civilian or for the armed services.

By 1953, Reinhardt was news editor of Fox Movietone. But the newsreelers, which faced stiff competition from TV, were in decline. Fox Movietone was able to extend its life into the 1960's by offering footage to television stations in partnership with UPI through a company called UPI Movietone. When the end came for Fox Movietone in 1963, Reinhardt went to work for UPI, helping to create and manage UPI Newsfilm, which picked up where UPI Movietone had left off. In 1967, UPI Newsfilm merged with the London-based Independent Television News Ltd. to form UPITN.

Like UPI Newsfilm, UPITN was a marginal business. It managed to keep up with the broadcast networks in gathering news, but was hindered by a relatively crude distribution system—air freight. It began distributing electronically over AT&T long lines in 1973, but it was too little too late. A year later, UPITN sold its domestic operations to a competitor, Adolph Coors Co.'s Television News Inc.

Instead of joining TVN, which lasted only to 1975. Reinhardt moved to Los Angeles and got a job with Paramount Pictures as executive vice president for its nontheatrical and educational division, where, according to Ed Turner, he helped nurture the development of home video.

Schonfeld and Reinhardt go back to the mid-1950's when Schonfeld worked as a copy boy afternoons while Reinhardt continued working together at UPI Newsfilm and UPITN. When Ted Turner tapped Schonfeld to lead CNN in 1979, Schonfeld called on his old colleague Reinhardt to give him a hand. Schonfeld says he had talked with Reinhardt several times while he was at Paramount and "it was obvious he wanted to get back into news."

The powerful egos of Turner and Schonfeld were certain to clash, and did—many times. Schonfeld finally resigned (or was fired) in May 1982. Reinhardt, then executive vice president, immediately stepped in as acting president. The job was not made his permanently until January 1983. Turner says Ted Turner "wanted to make sure he and Reinhardt were of the same mind."

Although Reinhardt doesn't socialize much with the CNN employees, he is apparently well liked. All admire his evenhandedness. If he slashes a program's or a unit's budget, it is because he feels it is not making a contribution commensurate to its original budget. It's never anything personal. "He tries desperately to be fair," says Dobbs.

At 66, Reinhardt has reached the age when many think about or are forced to retire. But nobody expects Reinhardt to be going anywhere. Regular swimming keeps Reinhardt in good shape and looking at least 10 years younger than he is, Turner says. "CNN is his life," says Dobbs. "You are as likely to run into him on a Saturday morning or Sunday afternoon in his office as you are Monday through Friday. When he isn't at the network, he is watching the network. He outworks the hell out of anyone I know in the company."

Even so, Reinhardt sometimes misses taking a more active role in the network's incessant news gathering. A few weeks ago, he and Turner were supervising coverage of a plane crash. Afterwards, Turner says, Reinhardt stopped by his office. "You know I just want to be out there with a phone in each hand finding out the story, but you can't do that," Reinhardt told Turner. "You have to let the others do that."

FCC has received another piece of congressional mail urging it to move promptly on completing action on must-carry rulemaking. Senator Ernest Hollings (D-S.C.), chairman of Senate Commerce Committee, and Senator Daniel K. Inouye (D-Hawaii), chairman of panel's Communications Subcommittee, said they were concerned that public continues "to lack the benefit" of commission decision on must-carry. They noted that matter has been pending before commission "for well over a year," and said they find such delay "difficult to understand." They said that in their "long experience with the commission," they can remember "numerous and more complex proceedings that have been resolved in far less time." Commission's original must-carry rules were declared unconstitutional by U.S. Court of Appeals in 1985. Commission adopted new set but then stayed their effectiveness in light of protests and threats of appeal by opponents. Representative John Dingell (D-Mich.) has already informed commission he wants it to move fast on petitions for reconsideration (BROADCASTING, Jan. 12).

In opening round of battle that will probably end up in federal courts, Satellite Broadcast Networks, New York-based start-up company, rejected last week ABC's demand that it stop satellite distribution of ABC-owned WABC-New York to back-door dish owners on ground that practice is violation of copyright law. SBN plans call for putting signal of WABC-TV, WXIA-TV Atlanta (NBC affiliate) and WBBM-TV Chicago (CBS owned) on RCA Americom Satcom II-R, scrambling signals and selling them to dish owners for $50 per month. WABC-TV and WXIA-TV are already on satellite; WBBM-TV is to go on within next two weeks. SBN believes it can engage in business under compulsory license that permits cable systems to retransmit network broadcast signals to subscribers. Question that would ultimately have to decide is SBN's service, as it claims, "wireless cable system?" ABC is considering suit. SBN is bracing for one.

Nielsen national overnights, according to NBC, put Jan. 22 installment of Cosby Show as highest rated half-hour of any regularly scheduled sitcom since 1964. Previous record holder was March 25, 1964, broadcast of Beverly Hillbillies. Last week's Cosby pulled 41.3 rating/66 share, beating show's own record 39.0 rating. Beverly Hillbillies episode's record rating was 42.2.

FCC is seeking public comment on appellate court's instruction that agency consider whether enforcement of fairness doctrine is constitutional or contrary to public interest. Court of Appeals in Washington, D.C., remanded case in which Meredith Corp., licensee of WTVH-TV Syracuse, N.Y., is appealing commission finding that station had violated doctrine (BROADCASTING, Jan. 19). Court noted that FCC had issued report in 1985 concluding that doctrine didn't meet public interest standard and asserting that if it had power to do so, it would hold doctrine to be unconstitutional. Court instructed agency to consider Meredith's constitutional arguments against doctrine. Court also said FCC could avoid constitutional issue if it concluded, in light of its fairness report, that it may or should not enforce doctrine because it is contrary to public interest. Diane Killory, FCC general counsel, said agency didn't have to seek public comment on remand, but did so "because of the importance of the issue." Comments are due Feb. 25.

Bid of $1.5 billion by News Corp. to purchase Australian-based media company, Herald & Weekly Times Ltd., received help when target company's board rejected competing offer by John Fairfax Ltd. Although cash consideration offered in latter bid was slightly higher, Herald & Weekly board said News Corp.'s option of either cash or News Corp. securities was superior. It is believed that majority of Herald & Weekly shareholders have already agreed to tender under News Corp. offer. At same time, Australian Broadcasting Tribunal said it was investigating whether News Corp. purchase would violate law limiting foreign ownership of broadcast properties to 15%—News Corp.'s chairman and largest shareholder, Rupert Murdoch, is U.S. citizen while Herald & Weekly owns several television stations. Tribunal said it would not allow News Corp. to vote any of tendered shares until after it completes hearing, scheduled to begin on Feb. 2.

Lorimar-Telepictures announced last Friday it would make certain adjustments in its "bad debt reserves" and "income forecast" resulting reduction of third-quarter operating income by $37 million,
higher than many analysts were projecting. Company spokesman declined to provide breakdown of charge against income.

Voice of America's estimated audience size is said to have reached new high—130 million adults, worldwide, who listen at least once each week. This was said to be increase of 11 million over 1985. However, U.S. Information Agency, VOA's parent organization, in announcing figure, said increase reflected more recent data from Soviet Union, East Europe, parts of Africa, Caribbean and China. Still, USIA said audience may actually be larger than report indicates since new estimate does not include audiences for Radio Marti (broadcasting to Cuba), VOA Europe or rebroadcasts of VOA programs. What's more, VOA Director Richard W. Carlson said new estimate would probably be substantially larger if complete information on VOA audience in China were available. Carlson, who recently visited People's Republic of China, said: "We believe there are millions more listeners in China than audience surveys reveal." But he said latest survey "marks a milestone in worldwide recognition of VOA as a leading international broadcaster."

Soviet Union has stopped jamming British Broadcasting Corp.'s Russian-language broadcasts. But it continues to jam broadcasts of other foreign services, including Voice of America and Board for International Broadcasting's Radio Liberty. Soviet Foreign Ministry spokesman said halt in jamming BBC was effort to promote cultural and information exchanges. As for other western stations, he said, "Unfortunately, some stations broadcast biased information that can sometimes be considered interference in other countries' internal affairs." Soviets began jamming in 1948, ceased in 1963 but resumed in 1968, when Soviet troops moved into Czechoslovakia. Jamming was stopped again in 1973, then resumed again in 1980, apparently as result of attention world was focusing on Solidarity movement in Poland. U.S. Information Agency Director Charles Z. Wick at Iceland summit in October had urged his Soviet counterpart to cease jamming VOA broadcasts. As part of that plea, he offered to facilitate Soviet broadcasts on American AM stations in return for similar treatment for American broadcasts on Russian stations. Wick had expected to be able to begin substantive negotiations with Soviets by end of year. But last week, USIA spokesman said that, while matter is "still under active consideration," preparatory discussions within government have "taken longer than expected." But he said, "We hope to be able to begin talks with Soviets soon.

Effort by CapCities/ABC to erect new 23-story, corporate headquarters on New York's Upper West side has prompted law suit by area residents. West 67th Street Committee spokesman, Bruce Simon, said it's concerned about building's size and density, addition of "thousands" of employes and cars to area and that demolition plans are proceeding "in violation of asbestos removal and other city regulations."

Late Friday afternoon, Mill Grant, president of Grant Broadcasting Systems, was continuing to testify in Philadelphia bankruptcy court. GBS officials were also working to reach agreement with their major programming creditor. Viacom Enterprises. Court filings showed Grant owed Viacom almost three times as much as any other syndicator. Viacom filed separate motion claiming it had already terminated its programming contracts and asking for return of product. Any final agreement between GBS and the syndicator must be approved by bankruptcy court judge, David Sherrill.

Tom McCoy, National Association of Broadcasters' vice president for broadcaster-congressional relations, resigned Jan. 16. McCoy's resignation stems from restructuring in NAB's government relations department. said to be part of overall effort by NAB to incorporate some cost-savings measures. Dennis McIntosh, legislative director with NAB, is expected to succeed McCoy.

Theodore C. Streibert, 87, first director of the United States Information Agency, died Jan. 18 of cancer at his home in Laurel Hollow, Syosset, N.Y. Streibert left position as assistant dean, Harvard Business School, in 1933, to become assistant to Alfred J. McCosker, president of Bamberger Broadcasting, owner of WOR (AM) New York. Within one year, Streibert succeeded McCosker as president of corporation when latter became chairman of board. In 1935, Streibert was elected to board of directors and was named vice president and general manager of WOR next year. He was appointed director of newly formed USIA in 1953 by President Dwight D. Eisenhower. After leaving government service in 1957, Streibert served as vice president of Time-Life Broadcasting Inc. and later was president, Radio Free Europe Fund.
It's the FCC's baby

Whatever the FCC has been trying to do about the fairness doctrine, it has at last been given a clear course to steer. It has been told by the appellate court in Washington to decide whether the doctrine violates the First Amendment. It can duck that assignment, the court stated, only by finding that the doctrine is contrary to the public interest and cannot be enforced.

Either way, the court said, citing the finding of another panel of the same court in another case, it is within the FCC's power to vanquish the doctrine or keep it. The other panel, in a case decided last year (Broadcasting, Sept. 22, 1986), held that the fairness doctrine was not codified in law when Congress, in 1959, inserted references to it in an amendment excluding news broadcasts from the equal-time law. The FCC was unwilling to make so decisive a finding in its 1985 Fairness Report. As the court has now said, the commission "felt intense political, if not legal, pressure from Congress" and "chose not to reach a final conclusion regarding the origins of the doctrine." It can't take that way out now.

All of the above stems from an appeal taken by Meredith Broadcasting from an FCC decision that Meredith's WTVH(HTV) Syracuse, N.Y., had violated the fairness doctrine. Another appeal, taken by the Radio-Television News Directors Association against the FCC's 1985 Fairness Report itself, failed to produce the desired finding by the court that the doctrine is unconstitutional. But the court agreed to decide whether the FCC acted "arbitrarily and capriciously in failing to institute a rulemaking" to decide the doctrine's constitutionality.

The FCC needn't wait for the court to hear argument and make a ruling on the point left in the RTNDA case before acting on its order in Meredith. If the commissioners who voted for the 1985 report hate the doctrine with the passion they expressed then, they must in good conscience throw the doctrine out now. True, the political heat from the Hill will rise to volcanic temperatures. The FCC will just have to take it.

Stern measures

In the past, television broadcasters have traditionally rejected advertising for birth control devices, choosing to avoid offending a large and vocal public. In the present, it is a tradition worth challenging.

Today, the opposition may or may not be as vocal, but the stakes are different. The growing epidemic of AIDS has brought unprecedented urgency to the need for health education and the dissemination of information. The case for advertising condoms need not be extended to all methods of birth control here, the central issue is one of public health—the containment of a dangerous disease—rather than contraception. In the disease's wake, questions of offending public taste are rightly being balanced against those of promoting public health and safety. To that end, KRON-TV San Francisco and WRIT(HTV) Indianapolis have announced they will accept advertisements for condoms, in the process risking the public criticism of those with religiously or ethically based aversions to the practice of contraception. The risk, station executives feel, is worth taking. This page would agree.

Discretion is rightly the better part of these stations' approach to an extremely delicate subject. WRIT has said it will only air commercials that present the disease prevention aspect of the product, and then only after 11:30 at night. KRON-TV will take advertisements on a six-month trial, and only spots that meet continuity standards and are judged to be in good taste. The ads will not be placed in or near programming directed to children. Moreover, the KRON-TV test is in effect a public service campaign, with the station donating all revenue from the ads to AIDS research and requiring the advertiser to make an additional donation equal to the cost of the advertising time.

The matching donations are a commendable charitable gesture, but they should not be viewed as the price of conducting business for either station or advertiser. KRON-TV would deserve no less praise for its decision were it keeping the dollars paid for the service provided (as WRIT is doing). In this case the advertising of a legal product.

While viewer response cannot be predicted with any certainty (it is encouraging to note that a recent NBC/Wall Street Journal poll showed 79% of the respondents approved of condom ads as a way to help prevent the spread of AIDS), the decision by both stations is to be commended in principle. The example is one that broadcasters should give serious consideration to following in practice.

Finished business

The death of John Bartlow Martin, a writer and one-time diplomat, in Chicago a couple of weeks ago must be remarked in a footnote to broadcasting history. Martin, a speech writer at the time, propelled Newton Minow into national prominence with the phrase, "vast wasteland," featured in Minow's get-tough introductory speech as FCC chairman in 1961.

Coincidentally, Minow is featured in an article in the latest issue of Television Quarterly, the journal of the National Academy of Television Arts and Sciences. Minow says he would make the speech again. He omitted mention of what he has done lately, as a member of the CBS board, to make the wasteland flower.

Minow also settles an old score, as quoted in the Quarterly: "I was astonished at the power of Broadcasting Magazine. In fact, I took delight, after I was there [at the FCC] a while and began to understand the situation, in deliberately giving scoops to their competitor."

The biggest scoop of all in Minow's FCC career was printed in Broadcasting's issue of Feb. 11, 1963—that he would leave the FCC at the end of the next May. He left June 1.

Seems like old times.
Wometco Cable TV, Inc.
(a company organized by Kohlberg Kravis Roberts & Co.)

has been acquired by a joint venture formed by

Robert M. Bass Group, Inc.

and

Taft Broadcasting Company

The undersigned acted as financial advisor to Kohlberg Kravis Roberts & Co. and Wometco Cable TV, Inc. and assisted in the negotiations leading to this transaction.

Shearson Lehman Brothers Inc.

January 26, 1987
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