

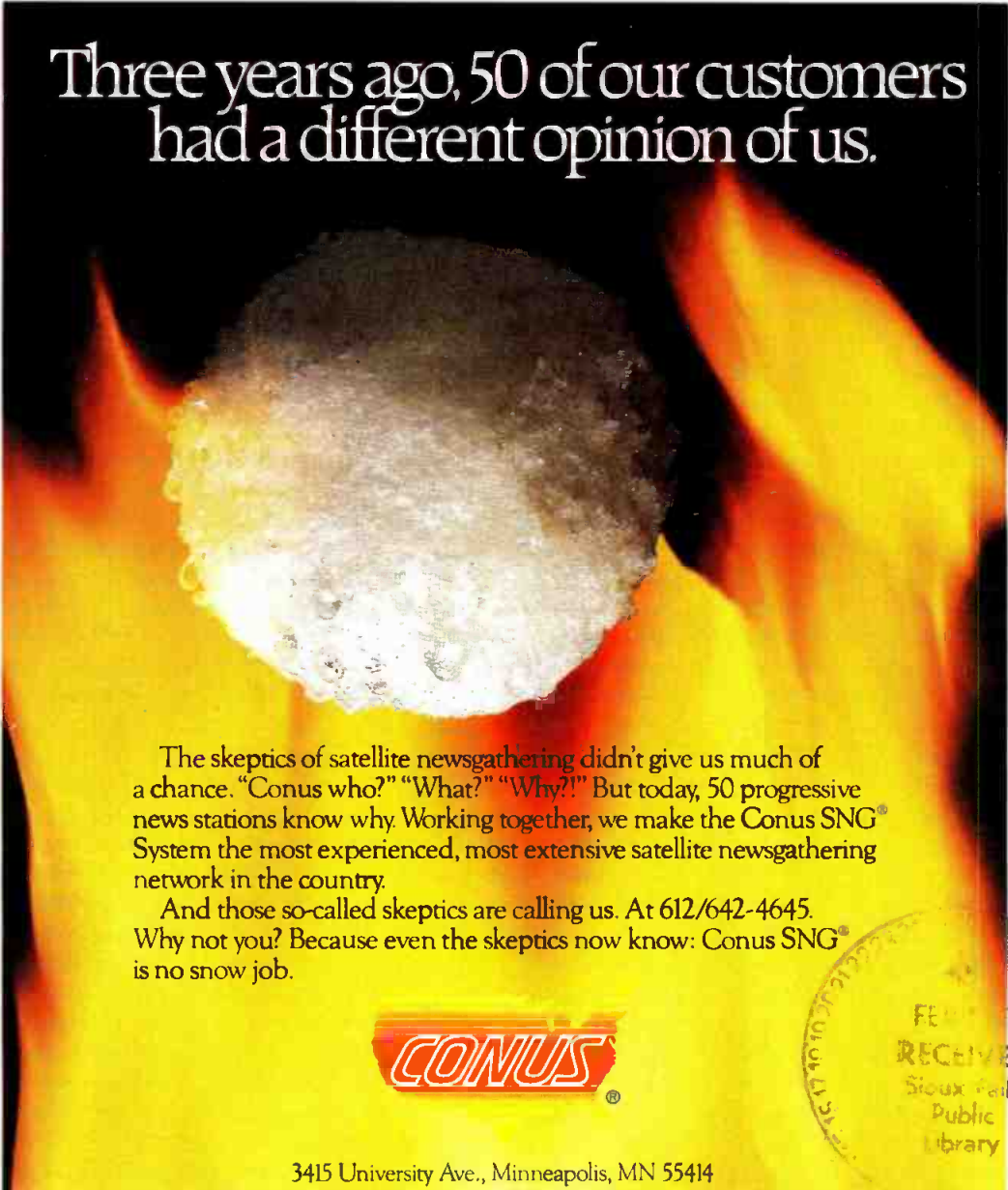
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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 23

Three years ago, 50 of our customers had a different opinion of us.



The skeptics of satellite newsgathering didn't give us much of a chance. "Conus who?" "What?" "Why?!" But today, 50 progressive news stations know why. Working together, we make the Conus SNG® System the most experienced, most extensive satellite newsgathering network in the country.

And those so-called skeptics are calling us. At 612/642-4645. Why not you? Because even the skeptics now know: Conus SNG® is no snow job.



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56th Year 1987

EXCLUSIVE PROJECTIONS
Onward and upward with
U.S. TV markets

Feb 23 1987

NEW FROM TRANSTAR



Designed like no other format in history... "AM Only"SM has been engineered with all the quality, all the best strategic and comprehensive music research, that has made Transtar formats winners in the most competitive markets in America. But this format is made specifically to win **saleable ratings on AM radio stations**. It is focused on 35 to 54 year olds who use AM every day...AM users in the "Money Demos."

Transtar's "AM Only"SM is for those people who love the great songs by the great artists. The original hit songs by the top performers, from Frank Sinatra to Patti Page, from the Mills Brothers and Nat King Cole to Benny Goodman, Perry Como, Johnny Mathis, Andy Williams, the Crew Cuts and many more...with no "stiffs." It's all music aimed at **saleable** adult demos, all available live 24 hours a day from America's quality satellite network.

Please send me more information on "AM Only"SM today!

Name/Title: _____

Station: _____

Address: _____

Phone: _____

Send To: 660 Southpointe Court, Suite 300, Colorado Springs, Colorado 80906

THE NEXT FORMAT FOR THE MONEY DEMOS.

Available on a market-exclusive basis.

First come-first served.

1-800-654-3904

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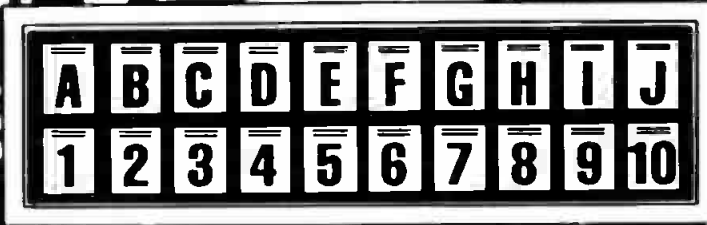
The Quality Satellite Network



WINNING ADULT RATINGS ON AM'S AND FM'S

That's the bottom line. It's winning on stations from WKIX-AM, Raleigh 3.8 (12+) * to WSEN AM & FM, Syracuse 4.9 (12+) and #3 25-54, KDWB-AM, Minneapolis 2.4 (12+) and KEEL-AM, Shreveport 5.3 (12+) to WCMB-AM, Harrisburg 3.6 (12+)... and Transtar's quality is what makes The Oldies ChannelSM win. Only Transtar... and only one per market, so call us today and we'll send you the information you need to start winning.

1-800-654-3904



Please send me more information on "The Oldies ChannelSM" today!

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Station: _____

Address: _____

Phone: _____

Send To: 660 Southpointe Court, Suite 300, Colorado Springs, Colorado 80906

TRANSTAR

The Quality Satellite Network

What are radio station owners saying about **AMERICOM**?



"I had a direct offer from someone that wanted to negotiate my price so I called Americom and told them I wanted a serious buyer that wouldn't kick tires. I chose their Confidential Marketing to protect myself and two weeks later they brought me a buyer that paid my price in cash."

Stan McKenzie
President
Seguin Broadcasting Co.

"I talked with several friends in the industry and heard some very good things about Americom. Now having worked with them, I consider them the most professional firm in the business. Their Confidential Marketing strategy targeted the best buyer for our two station group. They only had to clear one prospect with us who came in and paid us the price we wanted . . . \$13,500,000 cash."

Jerry Atchley
President
FirstCom Corp.



"We personally interviewed seven brokers when we decided to sell WOJO (FM) in Chicago. We wanted top dollar and wanted to make sure the deal closed smoothly. We chose Americom because we felt they were the most creative and sophisticated and we're glad we did—they got us \$14,000,000 cash for a station many people felt was worth only \$11 or \$12,000,000. Their understanding of financing also helped assure us that the buyer they brought us would be financially qualified to close."

Jim & Jane Hall
Owners



"Art and I were impressed with Americom because they were professional, thorough and confidential in helping produce a quick deal at a record price . . . \$25 million."

Alan Beck
President
American Media Inc.



Art Kern
Chairman
American Media Inc.

AMERICOM



Radio Station Brokerage & Financing

Broadcasting Feb 23

Searching for FCC candidates TV market revenue projections Texas Cable Show coverage

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SIGNING OFF □ Garrison Keillor announces his departure from *A Prairie Home Companion*. **PAGE 70.**

SIGNED AND SEALED □ Grant Tinker/Gannett production company and CBS sign development deal. **PAGE 75.**

MORNING MAN □ Steve Friedman, executive producer of NBC's *Today* show, is riding happily atop a profitable ratings leader. **PAGE 95.**

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THANKS,
SELTEL,
FOR OUR
BIGGEST
YEAR.**

- In 1986, we found out that "performance is the bottom line" at Seltel. Seltel really performed for us, and our bottom line never looked better.
- Working with Seltel, we're sure that 1987 will be even bigger.

WMUR-TV

Manchester, New Hampshire
Represented nationally by Seltel.

Into the furnace

Some observers expect FCC Chairman Mark Fowler to schedule agency's controversial land-mobile/UHF spectrum sharing and must-carry items for action by March 26, last agency meeting scheduled before National Association of Broadcasters annual convention March 28-31. Theory holds that Fowler, who is not expected to remain at agency much past NAB convention, may want to act as "heat shield" for Chairman-designate Dennis Patrick on those items.

No and no

ABC and NBC have elected not to sign on for AGB's people meter service for 1987-88 season. Executives at both networks said problem with that service for coming season was same as problem with Nielsen's people meter service—lack of historical data upon which to base program rating projections and guarantees to advertisers. Without that ability, AGB contributes nothing to sorting out problems networks will have selling upfront and scatter markets, executives said. However, both networks feel, as one source put it, "AGB appears to be a very viable alternative for us in the 1988-89 season." By that time both Nielsen and AGB services will have year's worth of national people meter data under their belts.

Missing link

Absence of CBS from long list of networks and prominent group broadcasters seeking FCC inquiry into impact of high-definition television on local broadcasting (see story, page 46) is explained by CBS's desire to state its own case for inquiry based on network's long experience with HDTV technologies. Although strongly supportive of joint industry requests, CBS can be expected to diverge slightly on use of 12 ghz direct broadcast satellite band for terrestrial HDTV services. Group petition seriously questioned 12 ghz band's terrestrial limits; CBS will likely be more positive on its potential.

Distress sale

Ever since news of WTTV(TV) bankruptcy filing landed in middle of INTV convention ("Top of the Week," Jan. 12), nothing much has been heard from Bloomington, Ind. (Indianapolis),

independent. Whether station's management is on speaking terms with co-owner Drexel Burnham Lambert is not known, but New York-based securities firm has been taking bids on station. Among those said to be interested in buying VHF property are Gillett Broadcasting, Malrite Communications and heretofore radio-only group, Indianapolis-based Emmis Broadcasting. Prices are said to run in \$50-to-\$60 million range. If station were to be sold in that range, banks with \$41 million in loans would come out whole, but coming up short would be equity investors and those holding roughly \$30 million in notes.

TV talk

Look for ABC Radio news commentator Paul Harvey to launch syndicated television programing venture in conjunction with EFM Media Management, Inc., New York-based media development firm headed by former ABC Radio Networks President Ed McLaughlin. First project is expected to be short-form news inserts.

Warming up

FCC Commissioner Dennis Patrick, who is slated to succeed Mark Fowler as chairman this spring, has begun meeting with top commission staffers in effort to firm up agency staff. It is believed he will retain services of James McKinney, FCC Mass Media Bureau chief. He thinks commission generally has "outstanding" staff.

Glacial movement

Dramatic proposal at Iceland summit in October regarding exchange of AM programing between U.S. and USSR hasn't been forgotten, although it may have seemed that way. Sign that it contains some vitality was meeting U.S. Information Agency director Charles Z. Wick and Richard Carlson, Voice of America director, had on Monday with Russian Ambassador Yuri Dubinin at USIA headquarters. Wick outlined various proposals U.S. government has been considering for exchanges—and they were not limited to AM programing. Television and print media exchanges were also part of proposed package. Aim of U.S. in making proposals was to assure more reciprocity in exchange of information than U.S. believes now exists; U.S., for instance, complains Soviet spokesmen appear on U.S.

television far more often than American spokesmen appear on Soviet television. Specifics were contained in letter Wick gave Dubinin for delivery to Aleksander B. Yakovlev, secretary of Central Committee with responsibility for propaganda, information and culture, with whom Wick had discussed exchange idea at Reykjavik (BROADCASTING, Nov. 3, 1986).

Negotiations on issue have gone much more slowly than Wick aides had expected. One reason has been need for USIA to coordinate views with other concerned agencies, including State Department and FCC. No one is predicting when negotiations will be concluded.

Far out

Kodak is considering new venture in field of newsgathering from space. Manufacturer would provide value-added service to TV and other news organizations by enhancing photographic images gathered by remote sensing satellites. Satellite technology, which can photograph from space objects as small as 10 meters, provided first pictures of Chernobyl nuclear reactor last year, as well as photos of other inaccessible sites. Kodak has history of interest in technology; earlier this decade it put up losing bid to develop private-sector remote sensing system under U.S. Landsat Act.

'NewsHour' gains

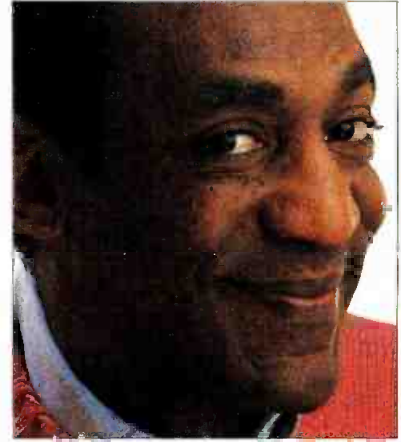
McNeill/Lehrer NewsHour is experiencing growth in ratings and shares. In what is described as highlight of national upward trend in ratings for *NewsHour* in recent months, WNET(TV) Newark, N.J. (New York), is now pulling 4/7's and 5/8's compared to 2/3's not long ago. *McNeill/Lehrer* spokesman said that growth in numbers could be attributed to market getting used to move of show to 7:30-8:30 p.m., from 7-8 p.m. year and half ago.

Guided tour

In apparent effort to give top TV group operators Washington primer, National Association of Broadcasters is holding executive forum April 29. Highlights of meeting are to include White House briefing, presentation of study examining future trends in economy, politics and technology, as well as dinner at Supreme Court with former Chief Justice Warren Burger.

Changing the ba

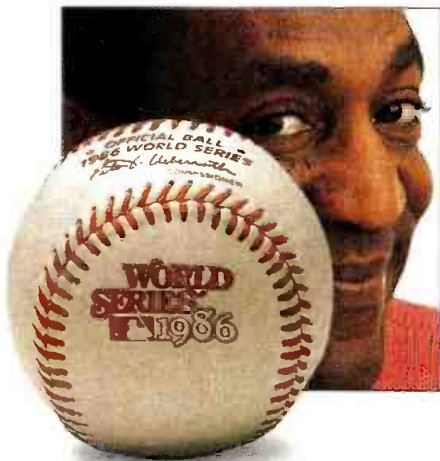
The Cosby Show. The most dominant factor in television for the last three years. A show that helped turn around a network, catapulting it from number three to number one. A show that tripled the number of NBC network affiliates in the number one position in prime time. A show with the power to affect your station's entire lineup.



Cosby power.

1984-85		1985-86		1986-87	
Rating	Share	Rating	Share	Rating	Share
21.5	35	31.8	47	34.0	53

Now in its third year, The Cosby Show is more powerful than ever. The only show that can beat Cosby is Cosby itself.



Ratings power.

In the first quarter of its third year, Cosby was number one for the week 12 out of 13 weeks. What did it take to beat Cosby? The seventh game of the World Series.

lance of power.



Support power.

The week of December 29, 1986 NBC preempted *Cosby* the night of the Rose Bowl and Orange Bowl. Significantly, that week NBC lost its number one position for the first time in 17 weeks.



Change the competitive balance of power in your market. If you're number one now, *Cosby* will help you stay there. If you're not, *Cosby* will help get you there.

The Power of *Cosby*.

Profit from it.



Buy, buy cable

A group of major cable television networks have joined forces to allow advertisers to make a single buy across several networks under an approach called CableOne.

Infomarketing Inc., a Fairfield, N.J.-based research service and media sales company, will serve as the sales representative. Jack Myers, president of Infomarketing, said the concept will mean a single invoice for each CableOne buy for agencies; will provide increased ratings for advertisers, and will generate new revenue for the cable networks.

Footnote, Cone & Belding and its client, Kraft Inc., recently conducted a test of the system using CBN Cable Network, Cable News Network, CNN Headline News, Lifetime, USA Network and WTBS(TV) Atlanta.

Other cable networks that have agreed to participate in CableOne are Arts & Entertainment, ESPN, The Nashville Network, Nick at Nite, VH-1, The Weather Channel, Tempo TV and The Travel Channel. A spokesman said advertisers may purchase any combination of the participating networks in any daypart.

Robert Daubenspeck, FCB's director of national broadcast, said: "The test provided Kraft with a roadblock across the six networks in daytime." He added that the test "turned out to be a good deal for everyone."

Myers added that discussions are being held with major agencies and advertisers for CableOne participation.

Myers is optimistic that other advertisers will join Kraft in the CableOne venture. He estimated that a spot in prime time could deliver an average national household rating of five. He added that CableOne is designed to generate new and incremental revenue, and is not set up to replace the traditional buying and selling process.

From the cable network standpoint, Gerald Hogan, vice president, broadcast sales, TBS, said: "We all wanted to streamline the process so that we can see real economies for everyone." He explained that an agency now will have to deal with only a single invoice and it also means a single joint call on those advertisers that have never used cable.

A month for cable

The cable industry can rely on its major networks and pay channels to support a month-long promotional effort in April, but just how many local systems plan to participate with tie-in campaigns remains in doubt. At Forum '87, the Cable Television Public Affairs Association's second annual meeting for cable marketing and public relations officials held last week in Los Angeles, many system operators indicated they did not intend to take part in National Cable Month despite elaborate plans by the major pay channels and cable networks to put their best feet forward with a variety of premieres, special programs, sales and public relations cam-

paings.

During a panel session about ways local system operators can get involved with National Cable Month, many of the nearly 30 local system representatives in the audience remained silent when asked if their management planned special activities during April. Panel moderator Louise Rauscher, the newly hired vice president of industry communications for the National Cable Television Association, said the lackluster response to her informal poll showed the need for greater participation among local cable systems for the event to be a success.

NCTA plans to give local operators ideas about how to devise local angles of interest through a blitz of advertising in the trade press and a widely distributed cable newsletter. The organization wants to target small operators who do not have the marketing know-how, Rauscher said.

Industry representatives are hoping that National Cable Month, which comes between sweeps months when HUT (homes using television) levels are generally high and the three commercial broadcast networks are showing more repeats, will boost cable's image on both the national and local fronts. Local operators, according to Rauscher, need only do "one or two things" to generate the positive publicity the industry seeks.

The suggestion most frequently heard from Rauscher and other panelists was to have system operators meet with print reporters, television critics and publishers during National Cable Month. The meetings, according to panelists, would provide an opportunity for management to address issues of concern to local newspapers and establish contacts that could be used throughout the year. Another method mentioned by larger cable systems is to have stars of shows visit local markets and make appearances on both the system's and program's behalf.

National cable networks will launch a publicity campaign that will begin March 17-18 during a press tour in New York.

Mooney on exclusivity

If the FCC follows through with its intention to reinstitute syndicated exclusivity rules (BROADCASTING, Feb. 16), James Mooney, president of the National Cable Television Association, said his organization would challenge the commission in court.

"I think there is in fact a very real question as to whether they can reimpose syndicated exclusivity under the [Cable Communications Policy Act of 1984]," Mooney said following a speech last week to the Cable Television Public Affairs Association meeting in Los Angeles.

The act prohibits government agencies from imposing requirements related to the "provision or content of cable service." Mooney said he disagreed with FCC Commissioner Patricia Dennis, who argued that syn-

dicated exclusivity is not a content regulation but rather a broadcast regulation. "I think that's reaching," he said.

Mooney also attacked the FCC's separate attempt to do away with cable's compulsory license, saying, "They have very strong feelings opposed to the compulsory license, but unfortunately from their point of view they don't have the jurisdiction. So they're fishing around and looking at a way to get at it." The resolution of the compulsory license issue "probably belongs to Congress," he added.

During his speech before about 150 cable marketing and public relations officials, Mooney said that for a regulatory agency "to try to undo congressional policy with a 'now you see it, now you don't' trick would be just that—a trick on the consumer." He called the FCC's attempts to reimpose the "old discredited syndicated exclusivity rules" the latest in a long line of political battles that Hollywood producers have waged.

Terming the accusations that have been leveled against the cable industry a "chaotic jumble of politically-inspired accusations, half-truths and anti-competitive rhetoric," Mooney nonetheless conceded that unless local system operators began telling cable's side of the story, the industry would be in "a lot of trouble."

Co-op deal

The National Rural Telecommunications Cooperative, a group representing 340 rural electric and telephone cooperatives, said it has made considerable progress toward its goal of packaging cable programming services for sale to owners of backyard earth stations who are members of the cooperatives.

According to spokesman Tom Hoy, NRTC has hired Access Corp., Nashville, to obtain the TVRO rights from cable services and put together and operate the TVRO programming service. So far, he said, Access has agreements in principle for rights to 12 services: CNN, CNN Headline News, superstation WTBS(TV) Atlanta, The Nashville Network, USA Network, Country Music Network, Nostalgia Network, Black Entertainment Television, CBN, The Learning Channel, Travel Channel and Home Shopping Network. Hoy said Access is close to a deal with the Disney Channel and is still hopeful of making deals with ESPN, HBO and Viacom.

NRTC-Access will offer, starting in late spring or early summer, a package including all basic cable services and Disney for between \$10 and \$12. Any other pay services to which NRTC-Access secures rights would cost extra, he said. Hoy said he didn't know whether Access's agreements with programmers restrict areas in which services can be sold. But, he said, regional cooperatives that will be marketing the package usually deal only with members, most of whom are in rural areas unserved by cable. HBO, Showtime/The Movie Channel, Turn-

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



...and he's in good company.

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

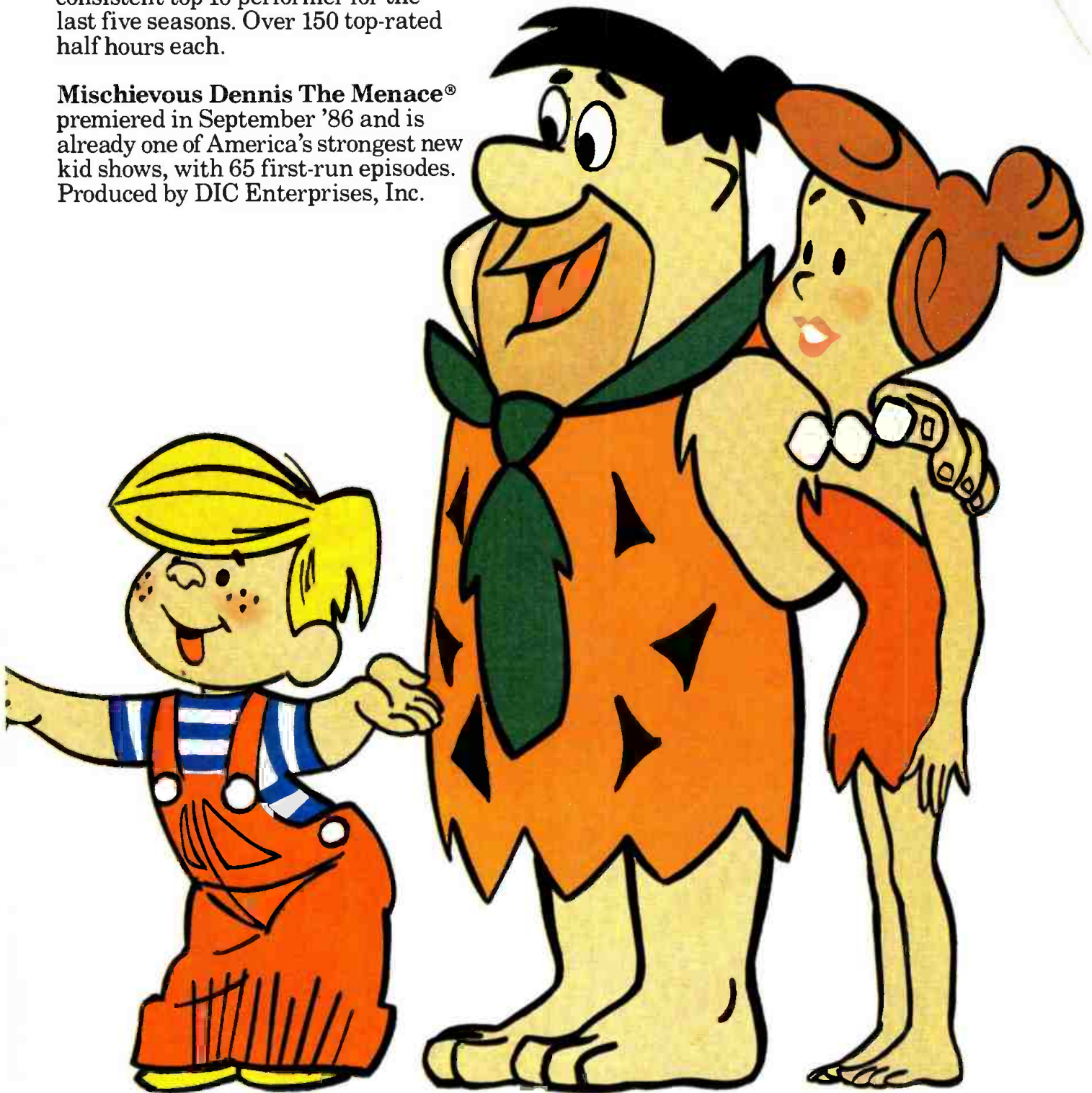


And these aren't
the only evergreens
in Woody's future...



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

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



Evergreen and ever growing. Woody and his pals.

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

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

Samson • *Sealab 2020* • *King Leonardo*

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



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At DFS Dorland Program Exchange.

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

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

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

Evergreens are always in season.

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With over 1500 delivered, we've helped more stations penetrate their market.

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er Broadcasting System, Amway Corp. and Home Satellite Services are also trying to put programming packages together for dish owners.

Public defender

"The Case for Cable Carriage of Public TV" was argued by Bruce Christensen, president of the Public Broadcasting Service, at a luncheon sponsored last Tuesday (Feb. 17) by the Pacific Mountain Network and the National Academy of Television Arts and Sciences. Christensen claimed that until the must-carry controversy began, relations between public television and the cable industry were good. But the FCC's suspension of its must-carry rules, which "defies common sense, let alone the public interest," has left cable and PTV unnecessarily at odds, Christensen said. "I would like to propose that we need to talk—and that means both sides, both public TV station management and cable system operators," he said. "Cable systems need to really know us better—and not rely on what they *think* they know about us." Christensen stressed that public television is not elitist, that stations are unique and there is "a surprising lack of program duplication," and that public television benefits commercial broadcasters by taking risks and pioneering formats. Christensen warned, however, that "cable operators who mess with the reception of a public station are risking a colossal black eye" and that "cable systems which drop or move public television stations are walking into a field of public relations land mines."

Roundball feast

Basketball will get heavy exposure on ESPN in March as the college basketball regular season winds down and playoffs begin. The 24-hour-a-day cable sports network plans to televise 22 games of the 64-team NCAA Division I basketball tournament. Over three days, March 12-14, it plans to televise 20 first-round games, 10 live and 10 tape-delayed. The following week (March 19-20), it will offer two live regional semifinal games.

ESPN's coverage of the National Collegiate Athletic Association tournament is really the culmination of post-season college basketball that gets under way Feb. 27-28 with the Sunbelt Conference semifinals and championship games. Between March 1

and March 9, ESPN plans to show the Southern Conference championship, the Metro Atlantic Conference championship, the Atlantic 10 semifinals and finals, the Missouri Valley championship, Atlantic Coast Conference quarterfinals, semifinals and finals (tape-delayed), Pacific Coast Athletic Conference championship, Mid-American Conference championship, Western Athletic Conference championship, Big Sky Conference championship and South-west Conference championship.

Heritage rebuild

Heritage Communications' Wilmington, Del., cable system has begun a \$15-million, three-year rebuild and has purchased \$2.7-million worth of Jerrold distribution systems as part of the effort.

According to Rod Thole, executive vice president of Heritage Communications Telecommunications Group, the rebuild of the 84,000-subscriber system began in December with the first shipments of Jerrold Starline X-1500 power doubled amplifiers and JLE line extenders. Additional distribution gear will be purchased as the project advances, he said.

The rebuild, which will add 12 channels to the 23-channel system and extend system capacity to 450 mhz, will take place in two phases. The first, to be completed by next summer, will be the rebuild of approximately 150 miles of plant covering the system. The second phase, which involves 1,200 miles of suburban plant, will last for another three years.

Addressable activity

Cox Cable will purchase approximately \$3 million in addressable cable gear from General Instrument for cable systems in Roanoke, Va. and Moline, Ill.

The gear, including Tocom 5503-VIP baseband addressable converters, Micro ACS addressable control system and HVP III video scramblers, will be used as part of the Roanoke system's implementation of pay-per-view programming later this year, and as part of a rebuild and channel expansion continuing into 1988.

Cox Cable last fall ordered \$10 million in Tocom addressable converters for its Tidewater, Va., system.



BET bash. *The Return of Bruno*, a comedy and music special starring Bruce Willis, running on HBO this month, was the occasion for a reception in New York hosted by Black Entertainment Television. HBO is a partner in BET. Willis is the star of ABC's *Moonlighting* and is featured in TV commercials for Seagram's Wine Cooler. Attending the party held at HBO's offices, were (l to r): Mark Taxell, executive vice president, marketing, and Dick Coffey, president, both of Seagram Wine Co.; Robert Johnson, president, BET; Sam Chisholm, executive vice president-general manager, Mingo-Jones Advertising, one of agencies for Seagram, and Mark Goldstein, director, network programming, Ogilvy & Mather, also Seagram agency.

Business Briefly

TELEVISION

Illinois Tourism □ Three-week campaign to promote tourism in Illinois will be launched in late March in eight markets. Commercials will be presented in daytime, early and late fringe and in sports periods. Target: adults, 25-49. Agency: CPM Inc., Chicago.

Oshkosh B'Gosh □ Marketer of work and leisure clothing will kick off spring campaign in about 10 markets in late March for three weeks. Commercials will be placed in all periods. Target: women, 25-54. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

McIlhenny Co. □ Maker of Tabasco brand of pepper sauces begins six-week flight for product in 27 markets in South and Southwest, first campaign devised by Tracy-Locke, Atlanta, since landing account last June. Commercials will be positioned in daytime, early and late fringe and in sports periods. Target: adults, 25-49. Agency: Tracy-Locke, Atlanta.

Peugeot Motors □ Campaign will be launched in late February for varying weeks in 22 markets, including Atlanta,

Cincinnati and Richmond, Va. Commercials will be scheduled in daytime, early and late fringe and in sports periods. Target: adults, 25-49. Agency: HCM, Chicago.

Bell Atlantic □ Intensive campaign spanning 26 weeks during 1987 is set to kick off today in Pittsburgh and

Philadelphia to promote Bell Atlantic's custom calling services. Commercials will be placed in daytime and prime periods. Target: adults, 21-54. Agency: Ketchum Communications, Washington.

New England Ford Dealers □ Flight of two to three weeks will be staged throughout first and second quarter in eight New England markets. There will be hiatus of several weeks separating flights. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Hill, Holliday, Connors, Cosmopolos, Boston.

George Hormel & Co. □ Three new pre-cooked entrees will be introduced in three-week flight beginning in early March in selected markets, including Denver, Cincinnati, Minneapolis and



AdVantage

Update. Radio Expenditure Reports (RER), Mamaroneck, N.Y., has revised December 1986 national spot radio total from \$68,662,400 to \$68,717,100, and year-end total from \$919,796,100 to \$919,850,800. RER collects financial data each month from leading rep companies.

Breaking old ties. Chesebrough-Pond's Inc., which has been associated with Wm. Esty Co. for almost 30 years, has moved its approximately \$60-million account to McCann-Erickson and Ogilvy & Mather. Chesebrough allots about 70% of its billings to broadcast. Possible reason for move is likelihood of conflict of interest. Ted Bates Worldwide, which bought Esty several years ago, was acquired late last year by Saatch & Saatchi, which owns other agencies serving Procter & Gamble, rival to Chesebrough.

Ten challenges. National Advertising Division of Council of Better Business Bureaus resolved 10 challenges to national advertising during January. Six involved television and radio. Reviewed and substantiated were television and radio commercials for Anheuser-Busch Beverage Group (light wine cooler) and TV spots for General Foods and Pfizer (cream and lotions). Modified or discontinued were TV commercials for LJM Toys, Mattel Inc. and Playmate Toys.

RepReport

KFOG(FM) San Francisco; WKHK-AM-FM Atlanta; KLWAM-KARA(FM) San Jose, Calif.: To Eastman Radio from Select Radio

KUD(FM) Clinton, Iowa; KXKD(FM) Eugene, Ore.; KXKQ(FM) Dubuque, Iowa: To Eastman Radio (no previous rep.)

WNGS(FM) West Palm Beach, Fla.: To Eastman Radio from Hosin Radio

WTPA(M)-WASR(FM) Charleston, W. Va.: To Select Radio from Hillier, Newmark, Wechsler & Howard.

WEBN(FM) Cincinnati: To Eastman from Torbet Radio.

WKCN(AM)-WDXZ(FM) Charleston, S.C.: To Eastman from Masla Radio.

WGNA(FM) Albany, N.Y.: To Republic Radio from Torbet Radio.

WVFX-FM Bangor, Me., and KDKO(AM)-KHIF(FM) Denver: To Republic Radio (no previous rep.)

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Grand Junction, Colo. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: Ruhr-Paragon, Minneapolis.

Luzianne Tea □ Second-quarter campaign will start in early April for five to seven weeks in 76 markets. Commercials will run in all time periods. Target: women, 18-49, 35-49. Agency: Rosenfeld, Sirowitz & Humphrey, New York.

El Chico Restaurants □ Mexican food chain has begun campaign in Southwest in about nine markets that will

continue until late March in some markets and until May 10 in others. Commercials will appear in all time periods. Target: teen-agers; adults, 18-34, 25-54. Agency: Richards Group, Dallas.

RADIO

Goody's Powder & Tablets □ Headache remedy will be spotlighted in six-week campaign set to begin in early April in 19 markets in Southeast. Commercials will appear on stations with country formats. Target: adults and men, 24-54. Agency: Van Winkle & Associates, Atlanta.

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 Phone: 212-599-2830
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 Vincent M. Ditingo, senior editor: radio.
 Geoff Folsie, Susan Dillon, assistant editors.
 Scott Barrett, staff writer.
 June Butler, Karen Maynard,
 advertising assistants.
 Hollywood: 1680 North Vine Street, 90028
 Phone: 213-463-3148
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 Tim Thometz, Western sales manager.
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"Pleasures of Their Company"
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Artists:
Kathleen Battle
Christopher Parkening
Writer:
William Dawson
Publisher:
Music Press

BEST LATIN POP PERFORMANCE:
"Como te Va Mi Amor"

Artist:
Pandora
Writer:
Hernaldo Zúñiga Gutiérrez*
Publishers:
Chufa Ediciones*
Haden Music Corp.

**BEST RECORDING
FOR CHILDREN:**
"A Child's Gift of Lullabies"

Artist:
Tanya Goodman
Producers:
Aaron Broton
Dave Lehman

**BEST SOUL GOSPEL
PERFORMANCE, FEMALE:**
"Celebration"

Artist:
Shirley Caesar
Writer:
Shirley Caesar
Producer:
Dave Lehman

**BEST INSTRUMENTAL ARRANGEMENT
ACCOMPANYING VOCAL:**

"Forget the Woman"
Artist:
Tony Bennett
Writer & Producer:
Ettore Stratta
Publisher:
Ettore Music

**BEST GOSPEL PERFORMANCE
BY A DUO OR GROUP,
CHOIR OR CHORUS:**
"Back to the Street"

Artist:
Petra
Writer:
Bob Hartman
Publisher:
Dawn Treader Music

**BEST LATIN POP
PERFORMANCE:**
"Yo te Pido Amor"

Artist:
Yuri
Writers:
Marella Cayre*
Jose Garcia Flores*
Publishers:
Chufa Ediciones*
Haden Music Corp.

**BEST COUNTRY
VOCAL PERFORMANCE, FEMALE:**
"Whoever's in New England"

Artist:
Reba McEntire
Writers:
Kendal Franceschi
Quentin Powers
Publisher:
WBM Music (Warner Bros.)

**BEST RHYTHM & BLUES PERFORMANCE
BY A DUO OR GROUP WITH VOCAL:**

"The Super Bowl Shuffle"
Artist:
The Chicago Bears Shufflin' Crew
Writer:
Lloyd Barry

**BEST ENGINEERED RECORDING,
(NON-CLASSICAL):**
"GRP Live in Session"

Writer:
Bill O'Connell
Publisher:
O'Connell Music

**BEST SOUL GOSPEL
PERFORMANCE, FEMALE:**

"Spirit"
Artist:
Albertina Walker
Writer:
Robert Mayes
Publisher:
Robert Mayes

**BEST SOUL
GOSPEL PERFORMANCE, MALE:**

"Just Daryl"
Artist:
Daryl Coley
Writer:
Quincy Fielding
Publishers:
Gospel of Peace
House of Solomon

BEST COUNTRY SONG:
"Whoever's in New England"

Writers:
Kendal Franceschi
Quentin Powers
Publisher:
WBM Music (Warner Bros.)

**BEST SOUL GOSPEL PERFORMANCE
BY A DUO, GROUP,
CHOIR OR CHORUS:**
"Jesus Is Mine"

Artists:
Albertina Walker
Shirley Caesar

**BEST SOUL GOSPEL PERFORMANCE
BY A DUO, GROUP,
CHOIR OR CHORUS:**
"Dorothy Norwood and Friends"

Artist:
Dorothy Norwood
Writer:
Dorothy Norwood
Publisher:
Freeman & Co.

BEST GOSPEL PERFORMANCE, FEMALE:

"Immortal"
Artist:
Cynthia Clauson
Writer:
Derrick Lee
Publisher:
Nota Press

BEST GOSPEL PERFORMANCE, MALE:

"Triumph"
Artist:
Philip Bailey
Writer:
Derrick Lee
Publisher:
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Datebook

This week

■ **Feb. 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner, "Mets Baseball and WOR-TV: Diamonds Are a Station's Best Friend." Copacabana, New York.

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

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

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

■ **Feb. 24**—Forum for firms active in television home shopping market, sponsored by *Direct Marketing Association*. DMA's seminar center, New York. Information: (212) 689-6617.

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

Feb. 24-25—*Louisiana Association of Broadcasters* visit to Congress. J.W. Marriott, Washington.

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

■ **Feb. 25**—"The Business of Broadcasting: How Mergers and Acquisitions Are Affecting the Networks," seminar sponsored by *Center for Communication*. Moderator: Frank Biondi, chairman, Coca-Cola Television. Panelists: Tony Malara, CBS; Mark Mandala, ABC; Raymond Timothy, NBC, and Richard MacDonald, First Boston Corp. Coca-Cola Television, New York. Information: (212) 930-4878.

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

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

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

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

Feb. 26—"See You on the Radio," seminar on using

radio more effectively, sponsored by *Houston Association of Radio Broadcasters*. Luncheon speaker: CBS's Charles Osgood. Westin Galleria, Houston.

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

Feb. 26—Computer graphics seminar, "How Do They Do That?" co-sponsored by *National Academy of Television Arts and Sciences* and *National Computer Graphics Association, Arizona chapters*. VIP Production Center, Phoenix.

■ **Feb. 26**—"How to Prepare for a Job Interview in Communications," workshop sponsored by *Center for Communication*. Ogilvy & Mather, New York. Information: (212) 930-4878.

Feb. 26-March 6—American Film Market, sponsored by *American Film Market Association*, for international sales of independent English language feature films. Beverly Hilton, Los Angeles. Information: (213) 275-8505.

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

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

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

Feb. 27—*Society of Satellite Professionals, Mid-Atlantic regional chapter*, annual Mardi Gras meeting. Old Iranian Embassy, Washington. Information: (202) 639-8844.

Feb. 28—*American Women in Radio and Television, southern California chapter*, "Meeting of the Minds." Dynasty set, Warner studios, Hollywood, Calif.

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

March

March 1—Deadline for applications for KOMO minority

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

March 1—Deadline for entries in ninth annual Lowell Mellett Award for improving journalism through critical evaluation, sponsored by *Pennsylvania State University, School of Communications*. Information: Mellett Award, School of Communications, Penn State, 215 Carnegie, University Park, Pa. 16802.

March 1—Deadline for nominations for "chief executive of the year," sponsored by *International Television Association*. Information: ITVA, 6311 North O'Connor Road, LB-51, Dallas, 75039; (214) 869-1112.

March 1-5—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

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

■ **March 3**—Opening reception for *Museum of Broadcasting's* fourth annual television festival in Los Angeles, presented by Los Angeles County Museum of Art and Academy of Television Arts and Sciences. Festival runs March 4-21. Ahmanson Gallery, Los Angeles County Museum of Art. Information: (818) 777-2190.

March 3-4—*Ohio Association of Broadcasters* congressional salute. Hyatt in Capitol Hill, Washington.

March 3-4—"Three Years After Divesiture—A Second Look at the AT&T Decree and the Status of Competition and Regulation in the Telecommunications Industry," conference sponsored by *American Bar Association, Section of Public Utility Law*. Washington Hilton, Washington. Information: (202) 483-3000.

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

March 5—*International Radio and Television Society* annual Gold Medal banquet, honoring Allen Neuharth, chairman, Gannett Co. Waldorf-Astoria, New York.

March 5—*Television Bureau of Advertising* regional sales training conference. Grosvenor Resort, Buena Vista, Fla. Information: (212) 486-1111.

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

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

March 6—Television and ethics conference sponsored by *Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter*. Keynote speaker: Fred Friendly, professor emeritus, Columbia University School of Journalism. Marriott hotel, Copley Place, Boston. (617) 578-8615.

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

■ **March 6**—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University, New Brunswick, N.J.

March 6-8—Sixth annual *Northern California Radio-*

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WKRY (FM)
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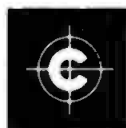
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Detroit	Early Fringe 5:30PM	WKBD	9/17%	16%	+6%
Philadelphia	Prime Access 7:30PM	WCAU	8/13%	11%	+18%
New York	Late Night 11:00PM	WOR-TV	4/7%	5%	+40%
Dallas	Late Night 10:30PM	WFAA	11/22%	19%	+16%

Source: NSI overnight Jan. 5-9, 1987

One hundred episodes of Honeymoon Hotel are available for Fall 1987. So stop fooling around. Call Access Syndication today and get hitched to the only new Fall '87 show with a proven track record.*

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*January 1987 NSI—qualifications upon request.

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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

Jan. 23-26, 1988—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

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

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

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Television News Directors Association convention and awards. LeBaron hotel, San Jose, Calif. Information: Darryl Compton, KRON-TV San Francisco, (415) 561-8760.

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

March 7—"Deregulation of the Broadcast Industry: Where Does It Leave the Public Interest?" sponsored by *Listeners' Guild*. Kosciuszko Foundation, 15 East 65th Street, New York. Information: Erika Lieber, (212) 956-4532.

March 9-11—"Racial Diversity-The Media: A Blueprint for Action," conference sponsored by *Institute for Journalism Education*. Westin hotel, Washington. Information: (415) 642-8288.

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

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

March 10—Deadline for entries in *Center for New Television's* regional fellowship program, film and video production grants in Illinois, Indiana, Michigan and Ohio. Information: (312) 565-1787.

March 10—*Women in Cable, New York chapter*, meeting, "Cable Hardware Showcase." HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

■ **March 10**—"Public Relations and AIDS," seminar sponsored by *Center for Communication*. Harper & Row Publishers, New York. Information: (212) 930-4878.

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

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

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

March 11—*National Academy of Television Arts and*

Sciences, New York chapter, lunch featuring John Corpron, president, INN. Copacabana, New York.

March 12—Deadline for entries in 26th annual Washington Emmy Awards, sponsored by *Washington chapter of National Academy of Television Arts and Sciences*. Information: Dianne Bruno, NATAS, 9405 Russell Road, Silver Spring, Md. 20910.

March 12—*Advertising Club of Greater Boston* luncheon, in conjunction with American Association of Advertising Agencies, featuring speaker Charlotte Beers, chairman, AAAA, and chairman/CEO, Tatham-Laird & Kudner. Sheraton-Boston hotel, Boston.

■ **March 12**—"The New Technologies: Describing the Alphabet Soup (DBS, SMATV, MDS, MSO)," seminar sponsored by *Center for Communication*. New York. Information: (212) 930-4878.

March 12-13—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme

Court. Other speakers include Senator Ernest Hollings (D-S.C.) and John Dingell (D-Mich.). Willard hotel, Washington. Information: (202) 898-0089.

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

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

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

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

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

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

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

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

March 18-19—*Texas Association of Broadcasters* TV Day. Austin, Tex.

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

March 19—*International Radio and Television Soci-*

Errata

American Eagle radio program is distributed by DIR Broadcasting, not ABC Radio, as stated in RAB conference coverage in Feb. 16 issue.

□

MCA TV tried to get first clearance of **Miami Vice** in **January 1987**, not **January 1986** as reported in BROADCASTING, Feb. 16. Also in that issue, Mort Marcus was incorrectly identified as MCA TV vice president of creative services. Mort Slakoff is MCA TV vice president of creative services; Marcus is president of Hal Roach Studios Telecommunications.

□

Local television advertising in 1986 amounted to **\$6.5 billion**, not \$5.7 billion, as reported in Feb. 16 issue, page 18.

ety newsmaker luncheon. Waldorf-Astoria, New York.

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

March 21—"Television Syndication: A Practical Guide to Business and Legal Issues," symposium sponsored by *Los Angeles County Bar Association, Intellectual Property and Unfair Competition Section*. Beverly Wilshire hotel, Los Angeles. Information: David Shall, (213) 468-4375.

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

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

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

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

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

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

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

March 25-27—"Counseling Clients in the Entertainment Industry: Music, Film and Television and Theatrical Production and Financing," sponsored by *Practising Law Institute*. St. Moritz, New York. Information: (212) 765-5700.

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

March 25-29—"Television and the New Video Technologies," sponsored by *Popular Culture Association*. Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

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

March 26—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Michael Jay Solomon, member, office of the president, Lorimar-Telepictures. Copacabana, New York.

March 26—"An Evening about Public Broadcasting: How to Participate in PBS Programming," sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

March 26-28—*Broadcast Education Association* annual convention. Loews Anatole hotel, Dallas. Information: Louisa Nielsen, (202) 429-5355.

March 26-28—*American Advertising Federation* ninth district conference. Sheraton Inn, St. Joseph, Mo.

March 27—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

March 28—"A Conversation with Susan Stamberg (co-host of National Public Radio's *Sunday Morning Edition*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

March 28-31—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center, Dallas.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

March 30-April 1—Council on Foundations 38th annual conference, including film and video festival. Atlanta. Information: (202) 466-6512.

March 31—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

March 31—*Broadcast Pioneers* annual breakfast, held during National Association of Broadcasters convention (see above). Loews Anatole, Dallas.

March 31—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programming. Information: (914) 238-4481.

April

April 1—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

April 1—Luncheon honoring newly elected members of Advertising Hall of Fame. Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

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

April 2—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

April 3-4—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

April 7—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

April 7—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 7—*Women in Cable, New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

April 8—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.



Taking issue

It was Napoleon who said: "If I loosen my bridle on the press, I shall not stay in power three months."

How fortunate that we have Congressman John Dingell [D-Mich.] to remind us that political thinking really hasn't changed much in the intervening years.

We have a call for a return to the concept of "public trusteeship," which is nothing more than a political euphemism for a return to "government control," which the congressman obviously believes we haven't had enough of these past six years. And we're treated to another treatise on the validity of *Red Lion*. "Scarcity," he avers, "still exists." Scarcity for whom? Most markets are served by so many broadcast signals the public couldn't get around to all of them in a week. And where are all those folks who want all those nonexistent frequencies? There are four stations for sale right here in my neighborhood and the station I grew up on has been dark for nearly two years with no takers. The owner, I am told, can't even give it away. There are already probably 10 times the number of broadcast stations as there are daily newspapers in this country, and docket 80-90 is feeding more stations into the mix almost daily. If we're really concerned about the public need for a diversity of opinions, we can scarcely be concerned about the scarcity of frequencies.

The question I have for Congressman Dingell, however, is: What bearing does that have on your responsibility to uphold the constitutional principle of freedom of speech?

No, congressman, I do not believe the men who fashioned Article Three of the Bill of Rights (it became the First Amendment much later), envisioned anything like radio and television. And I don't believe they envisioned newspapers being flashed across the country at the speed of light. But I do believe they had a very deep understanding of the principle of free speech and freedom of the press. They knew you could not make it "fair" and have it "free" at the same time.

That's the reason you can search the Constitution and the Bill of Rights from end to end and never find the word "fair" in it.

It does not take a mental giant or legal wizard to figure out that when the First Amendment says "Congress shall make no law..." it means *no law*. Nor should it take a genius to figure out that you do as much injury to the principle of freedom of speech by requiring what must be said as you do by limiting what can be said.

How about it, Congressman Dingell? Do you want to be the one to sponsor a bill to create a "Federal Press Agency" to decide what's fair for our newspapers and magazines? Clearly unconstitutional, you say? And so, I submit, is the fairness doctrine, the *Red Lion* decision notwithstanding. That is probably the reason Congress has made no attempt to codify this odious piece of regulation. But since it serves their purpose, there are those congressmen (most of them it seems) like John Dingell, who will rationalize making a mockery of the First Amendment because, like Napoleon, they stand in stark terror of an "unbridled press."—*Joe Meier, Bonneville Telecommunications, Salt Lake City.*

Studying the matter

EDITOR: Your Feb. 9 article concerning competition in radio audience measurement services contains an error concerning NAB's Radio Audience Measurement Task Force. Contrary to the article, the task force has not undertaken to investigate, with the Justice Department, Arbitron's five-year agreements. The task force has simply requested an economic study of factors affecting competition generally in the radio ratings industry. As recognized elsewhere in the article, the principal focus of the task force, and its study, is to promote competition in the radio ratings industry in order to achieve better quality and lower costs.—*Henry L. Baumann, senior vice president and general counsel, National Association of Broadcasters, Washington.*

IF CEA CAN 1.78 BILLION DOLLARS WHAT WE CAN DO FOR

Last year, CEA completed 78 transactions in the cable TV, broadcast and other related communications fields.

It's that kind of activity, that kind of strength, that has characterized CEA, year in and year out, since 1973.

This information represents a partial listing of the transactions handled by CEA in 1986.

CABLE TELEVISION

SOLD

Cablevision of Soperton, Inc. serving Soperton, Georgia

Sunbelt Cable, Ltd. serving Belle Glade, Pahokee, South Bay and surrounding Palm Beach County, Florida

Bowling Green Cable TV, Inc. serving Bowling Green, Florida

Certain Assets of
Group W Cable serving Fallon and Yerington, Nevada

Clef Communications, Inc. serving Ash Flat, Viola, and Horseshoe Bend, Arkansas

Princeton Cable TV serving Princeton, Wyand and Tiskilwa, Illinois

Ashdown Cablevision Inc. serving Ashdown, Foreman and Little River County, Arkansas

Silverton Cable TV Co., Inc. serving Silverton and Mt. Angel, Oregon

Matrix Enterprises, Inc. serving Kentucky, Ohio, Tennessee and Illinois

Sisters Cable TV Co. serving Sisters, Oregon

Tomberlin Technology, Inc. serving Caldwell, Christian, Crittenden, Hopkins, Livingston, Todd, Trigg, McLean and Muhlenberg Counties, Kentucky, and Stewart County, Tennessee

Mid-Kentucky Cable TV Co. serving Munfordville, Tompkinsville, Edmuntton, Albany, and Burkesville, Kentucky

Certain assets of
Group W Cable serving Walla Walla and College Place, Washington

Twin Village Cable Co. serving Milton-Freewater and parts of Umatilla County, Oregon

Cosmic Cable of Essex County, Inc. serving Elizabethtown, Westport, Lewis and Long Lake, New York

Inglewood Cable TV and Pomona Cable TV serving Inglewood and Pomona, California

Carson Cable Television Co. serving Carson, California

Tennessee Valley Video, Inc. serving Collingwood, Loretto, Iron City, St. Joseph and Westpoint, Tennessee

Klickitat Cable, Inc. serving Packwood and Lewis County, Washington

Cable Arkansas & Satellite Systems Corp. serving Little Rock Air Force Base, Cabot, Austin, Ward and Lonoke County, Arkansas

Certain assets of
Star CATV Investment Corp. serving subscribers in 11 franchises in Texas

Little River Cable T.V. serving portions of Horry County, South Carolina

Casey County Cablevision Inc. serving Liberty, Dunnville, Hustonville and Moreland, Kentucky

Cable television systems owned by
McClatchy Newspapers serving Fresno, Marysville, Yuba City, Visalia and Tulare, California and the suburbs of Reno, Nevada

Certain assets of
CATV & Communication Service Co. and **Watson Communications, Inc.** serving Byron, Centerville, Forsyth and Gray, Georgia

Lane County Cablevision, Inc. serving Veneta, Noti, Elmira, Vaughn and portions of Lane County, Oregon

Cardiff Communications, Inc. serving Texas, Missouri and Oklahoma

Certain assets of
Arizona Cable TV, Inc. serving Eloy, Heber and Superior, Arizona

Certain assets of
Gateway Cablevision Corp. serving Plattsburgh, Plattsburgh Air Force Base and 9 contiguous towns in New York

Times Mirror Cable Television of Nevada, Inc. serving Las Vegas, North Las Vegas, Henderson, Boulder City and parts of Clark County, Nevada

Scott Cable TV Company, Inc., Central Cable TV Company, Inc., Seemore TV, Inc., Clear Vision TV Company of Kosciusko serving Mississippi

Ausable Communications, Inc. serving Jay, Black Brook and Wilmington, New York
Roscoe Cablevision serving Roscoe and surrounding areas of Winnebago County, Illinois

Janney Cable TV Co. a subsidiary of Tele Cable Corp. of Norfolk, VA serving Pax, West Virginia

Certain assets of
TCI Media of West Virginia, Inc. serving West Virginia and Pennsylvania

Midwest Cable Inc. serving Rockport, Indiana; Whitehorse, Tennessee; and Hawesville, Calhoun, Livermore, Cloverport and Hardinsburg, Kentucky

A cable t.v. system serving **MacDill Air Force Base**, Florida

West Chatham Cablevision, Cablevision of Effingham, Hampton County Cablevision assets of **Kennedy Cablevision, Inc.** serving Chatham County and Effingham County, Georgia

Certain assets of
Cumberland Valley Cable TV Company serving Morganfield, Kentucky

American Cablesystems Associates serving Calais and Princeton, Maine

L.C. Cablevision Partners of Winter Park, Florida serving Vanceburg and certain unincorporated areas of Lewis County, Kentucky

The assets of
Cableentertainment consisting of subscribers in New Jersey, Pennsylvania, Ohio, Virginia and West Virginia

Kennedy Cable of Florida, Inc. serving eastern Polk County, Florida

Highlands & Cashiers Community Cable Television serving Highlands and Cashiers, North Carolina

Perry Cable TV Corp. serving Palm Beach, Martin and St. Lucie Counties, Florida

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COMMUNICATIONS
EQUITY
ASSOCIATES

County Cablevision Development I & II serving south central and west central, Illinois

South-Western Cable Associates, Ltd. serving 25 Illinois communities

Comm Management, Inc. serving subscribers in Kansas, Missouri, Nebraska, Iowa and Illinois

ACQUIRED

Essex Eight-Five Two Corp. a limited partnership of Greenwich, Connecticut has acquired **Macon Cablevision, Inc.** serving Franklin, North Carolina

Certain assets of **Mickelson Media, Inc.** of Santa Fe, New Mexico acquired a 50% interest in **Free's Telecommunications, Inc.** serving Columbia County, Florida

C4 Media Corporation of Vienna, Virginia acquired certain assets of **Horizon Tele-Communications, Inc.** serving Princeton, Kentucky

Tarlen Communications of Coquille, Oregon acquired **Dunes Cable TV** serving Hauser and Saunders Lake, Oregon

The McDonald Group, Inc. acquired **Hammond Cable TV** serving Hammond and Amite, Louisiana

Vision Cable Communications, Inc. acquired **East Lake Woodlands, Ltd.**

Tele-Media Corp. of Calhoun, Georgia has acquired **Cablevision of Liberty** serving Liberty, North Carolina

Tele-Media Corp. of State College, Pennsylvania acquired **Carolina Satellite Television, Inc.** serving Denton and Davidson County, North Carolina

TRADED

Times Mirror Cable Television of Delaware County, Inc. serving Aldan, Yeadon, Clifton Heights, East Lansdowne, Lansdowne, Millbourne, Upper Darby, Glenholden, Collingdale, Colwyn, Darby,

Darby Township, Folcroft, Media, Norwood, Prospect Park, Ridley Township, Ridley Park and Sharon Hill, Pennsylvania and Community TCI of Ohio, Inc. and T.V. Power of North County, Inc. serving Marion and Marion County, Ohio and **Oceanside and Camp Pendleton, California**

BROADCAST

SOLD

KDBC-TV, El Paso, Texas was sold by El Paso Television Company

KAIT-TV of Jonesboro, Arkansas and **KPLC-TV** of Lake Charles, Louisiana were sold by **Channel Communications, Inc.** a wholly owned subsidiary of **NASCO, Inc.** of Nashville, Tennessee

WISFAM and WQDW-FM were sold by **Caravelle Broadcasting Co.** of Kinston, North Carolina

WXNE-TV of Boston, Massachusetts was sold by **CBN Continental Broadcasting Network**

ACQUIRED

Silver King Broadcasting of Massachusetts, Inc. a subsidiary of Home Shopping Network acquired the assets of **WVJV-TV** of Marlborough, Massachusetts

Silver King Broadcasting of New Jersey, Inc. a subsidiary of Home Shopping Network acquired the assets of **WWHT-TV** of Newark, New Jersey and **WSNL-TV** of Smithtown, New York

Silver King Broadcasting of Maryland, Inc. a subsidiary of Home Shopping Network acquired **WKJL-TV Channel 24** in Baltimore, Maryland

Silver King Broadcasting of Ohio, Inc., a subsidiary of Home Shopping Network acquired the assets of **WCLQ-TV** in Cleveland, Ohio

FINANCING

\$2,500,000 Senior Secured Series C Notes were issued by **Gulfstream Cablevision of Pinellas County, Inc.** serving Dunedin, Oldsmar, Tarpon Springs, Safety Harbor, New Port Richey and parts of Pinellas County, Florida

\$50,000,000 Senior Debt was arranged for **Perry Cable TV Corp.** serving various areas in Palm Beach, Martin and St. Lucie Counties, Florida

A **Revolving Credit and Term Loan** was arranged for **Colonial Cablevision Corp.** of Revere, Massachusetts and a majority interest in the stock of the company is held by **George E. Duffy**

\$29,000,000 Senior Secured Debt was arranged with **First Union National Bank** (agent bank), **The Toronto Dominion Bank** and **Maryland National Bank** for **Cartersville Cable TV, Inc., Prestige Cable TV of Maryland, Inc., Prestige Cable TV of Virginia, Inc., Prestige Cable TV of Warrenton, Inc.**

\$10,000,000 Equity was raised for **Wade Communications Partnership** of Philadelphia, Pennsylvania

\$3,500,000 Senior Secured Debt was arranged for **Macoupin County Cablevision** serving Carlinville, Virden, Auburn, Girard and surrounding areas of Macoupin County, Illinois

RELATED MEDIA

ACQUIRED

Communications Transmissions, Inc. has acquired **Transcontinental Communication Company** of Austin, Texas

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Broadcasting Feb 23

Vol. 112 No. 8

TOP OF THE WEEK

FCC candidates jockey in crowded field

Commission's Pitsch, Senate's Moore and FEF's Smith appear to have best pole positions for seat of departing Chairman Fowler

For FCC handicappers, this is the latest morning line on contenders to the seat being vacated by Chairman Mark Fowler:

Peter Pitsch, chief of the FCC's Office of Plans and Policy, is still a leading candidate. Yet according to a White House official, Pitsch, who the official said is FCC Commissioner Dennis Patrick's candidate, would "probably" not get the appointment. "He's not viewed as an independent voice but as an extra vote for Patrick," the source said. This source also said "the NAB [National Association of Broadcasters] is strongly opposed" to the nomination of Pitsch, who is known for his predilection for marketplace solutions.

Edward Fritts, NAB president, met news of that revelation head on. "If one looks at Peter's record, he has consistently held positions that have impacted negatively on broadcasting—AM stereo, spectrum auctions and shared frequencies, to name a few," Fritts told BROADCASTING last week. "We will meet with him on Monday to discuss these issues."

Joining Pitsch at the top of the White House heap, according to the source, are Allen Moore, minority chief of staff for the Senate Commerce Committee, and Craig

Smith, president of the Freedom of Expression Foundation.

This source also described a fresh face on the scene, Anne Neal, a former White House aide and former communications attorney for the law firm of Wiley, Rein & Fielding, who is now deputy general counsel for the Recording Industry Association of America, as a "first-tier person" who doesn't appear to be campaigning for the position. Also still under consideration, according to this source: Susan Wing, attorney for Hogan & Hartson (although she is, according to the White House source, "more of a second-tier person"), and Jack Smith, associate general counsel at the Federal Home Loan Bank Board.

Notably absent are the names of Jerald Fritz, chief of staff to Chairman Fowler, and Ira Goldman, counsel to Senator Pete Wilson (R-Calif.), who have been recommended for the position (BROADCASTING, Feb. 9). Yet all may not be lost for those candidates. According to this source, there are a "good dozen" lesser candidates beyond those specifically cited. Another White House source said no announcement is imminent. "No decision has been made," said Robert Tuttle, White House director of presidential personnel.

Assuming that independence of spirit becomes an important selection criterion, Fowler's and Patrick's apparent backup candidate, Fritz, may face tough going. "Fritz

might be a stronger vote for Patrick," said one well-placed Washington source. "Pitsch wouldn't necessarily be Patrick's guy; he would just be out there pushing the edge of the envelope."

Washington sources also said that Fritz, who has identified himself as a libertarian and a strong proponent of the First Amendment, has argued forcefully against obscenity and indecency enforcement at the agency. Fritz told BROADCASTING that wasn't accurate, however. Fritz said he believed that any time the First Amendment comes up, people have to be very careful. "Both obscenity and indecency are prohibited by law, and I wholly support the carefully crafted process initiated by Chairman Fowler to determine the proper regulatory response to the myriad complaints we've received," Fritz said.

Certain Washington communications lobbyists were insisting that there is an as-yet unreported candidate for the job, one whose identity they could not, for one reason or another, reveal. One rumor had it that Fred Ryan, deputy assistant to the President and director of presidential appointments and scheduling, was under consideration for the post. A White House source told BROADCASTING that Ryan had been approached for the job, and could have had it if he wanted it, but that he "wasn't interested." (Rumor still has it that Mark Sullivan, an associate director for presidential personnel, is under consideration, but reportedly isn't interested. □



Pitsch



Moore



Craig Smith



Neal



Wing



Jack Smith



Fritz



Goldman

Peter Pitsch, 35, chief, FCC Office of Plans and Policy; he's reported to be FCC Commissioner and Chairman-designate Dennis Patrick's candidate. He has served since Chairman Mark Fowler assumed office in 1981. **Allen Moore**, 42, minority chief of staff for the Senate Commerce Committee; he is said to be the candidate of Commerce Committee Chairman Ernest Hollings (D-S.C.) and John Danforth (R-Mo.), the committee's ranking minority member. **Craig Smith**, 42, president of the Freedom of Expression Foundation; he was reportedly recommended by Vice President George Bush and has the support of Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska), Pete Domenici (R-N.M.) and Mitch McConnell (R-Ky.). **Anne Neal**, 31, deputy general counsel of Recording Industry Association of America; she was general counsel for White House office of administration from 1982 to 1984. Until two weeks ago, when she started her present job, she was a communications attorney with the law firm of Wiley, Rein & Fielding. She is the wife of Representative Thomas Petri (R-Wis.) and reportedly isn't campaigning on her own behalf at this time. **Susan Wing**, 40, partner, law firm of Hogan and Hartson; she reportedly was recommended for the FCC post by Senator John Warner (R-Va.); her husband is M. B. Oglesby,

former assistant to President Reagan for legislative affairs. She, like Neal, might be well positioned for another opening should Commissioner Mimi Dawson move on. **Jack Smith**, 41, associate general counsel at Federal Home Loan Bank Board; Smith, former FCC general counsel, has support of anti-pornography groups and some religious organizations; he reportedly has been recommended by Senator Paul Trible and Representative Frank Wolf, both Virginia Republicans. It's believed he may have difficulty gaining endorsement of Patrick because of his involvement in last-minute demonstration against Patrick's run for chairmanship (BROADCASTING, Feb. 9). **Jerald Fritz**, 35, chief of staff to FCC Chairman Mark Fowler; reported by some to be a top contender for position, his candidacy is taken less seriously by others at FCC, who nevertheless see him as a backup candidate of Patrick's should Pitsch's candidacy fail. Fritz was reportedly sighted at the White House last Thursday (Feb. 19); he also is a Fowler loyalist who has served since chairman assumed the post in 1981. **Ira Goldman**, 34, counsel to Senator Pete Wilson (R-Calif.); Goldman, who is being pushed by his boss and MCAs Lew Wasserman, may be hurt by the perception he is "Hollywood" candidate.

ABC's 'Amerika' less than beautiful

Expansive mini-series brings in lower-than-hoped-for ratings and critical reviews, but still outperforms network's regular shows

Amerika is the kind of special network project that ABC pioneered a decade ago. *Roots* was the first in a string of highly promoted "big event" mini-series with which ABC was able to capture the hearts and eyes of viewers. That was followed by *Roots II: The Next Generation*, and others, such as *Winds of War* and *Thorn Birds*. All generated lots of press attention, a good amount of critical acclaim and impressive ratings. The network strategy with *Amerika* was in the tradition—develop a sweeping big event, promote it extensively, and hope it draws legions of curious viewers.

But, in the view of many, the strategy backfired last week for one essential reason—poor execution. The program, most critics said, was long, drawn out, somber, overly serious—in a word, boring. The proof, critics were saying last week, was in the ratings, which steadily declined after a solid sampling in the first episode. The two-hour-and-20-minute opening episode on Sunday, Feb. 15, averaged a 24.5 rating and a 38 share. But after the first four episodes (Sunday, Feb. 15-Wednesday, Feb. 18), the program averaged a 20.2/31. By Wednesday, part IV was down to a 17.8/28.

In response to the ratings drop, ABC put out a statement that read in part: "The initial ratings were encouraging. The mid-week audience drop-off has been disappointing." The network also noted correctly that although the mini-series was not commanding the towering ratings of earlier special projects, it was pulling in a "substantial" share of the audience, taking three of the first four nights, losing only to CBS's *Miss USA Pageant* on Tuesday evening (Feb. 17). "We hope," the network concluded, "that the audience will build again on Friday and Sunday nights [Feb. 20 and 22] as *Amerika* reaches its dramatic conclusion." However, last week network officials were predicting ABC would come in second for the week, with NBC first and CBS third.

As for the program's impact, outside observers were more likely to see a profound and negative one on the mini-series program form, while executives inside the industry saw *Amerika* more as one program that simply didn't measure up.

Tom Shales, television critic for the *Washington Post*, said last week that *Amerika's* apparent failure to sustain a huge share of audience may spell the end of efforts by the networks to attempt to address serious ideas in the mini-series form. "I think you'll see more hokey, glitzy, frivolous stuff," he said, such as CBS's upcoming *I'll Take Manhattan*, a mini based on the Judith Krantz novel, scheduled for early March. "If it had only been better done and more successful," said Shales of *Amerika*, "it might have augured well for the ability of mini-series to address serious kinds of issues. I blame ABC and [Donald] Wrye [the program's writer/produ-

cer/director] for the failure. From a viewer standpoint it was unapproachable in that it drove people away after the first night."

But whatever the final outcome of ABC's *Amerika* experience, the network will try its hand at one more big mini-series project before settling in to the four-to-eight-hour projects that the other two networks seem comfortable with—*War and Remembrance*, the 30-hour World War II saga and sequel to the 1984 hit, *Winds of War*, both based on novels from Herman Wouk. Shooting for that project is close to completion, a network



spokesman said last week, and there's no indication ABC has plans of scaling back the ambitious project. Last week Shales said he believed the Wouk sequel should perform on a par with *Winds* because the plot and character development will prove more entertaining and there will be the payoff of a happy ending. "After all, we did win the war," he said.

But while *Amerika* is not seen as an overwhelming success, it hasn't been a complete bomb either. "I don't know what people were expecting," said CBS Entertainment President Bud Grant last week. "It's been giving them better numbers than they've been getting all season. In terms of circulation, ABC is probably happy with it." Whether that is accurate remains a secret, because ABC executives last week refused to discuss any aspect of the mini-series. But, with the exception of Tuesday night, it did appear that the first five parts were bringing in higher numbers than its regular series programing this season.

As for the show's long-term impact, on the mini-series form, or on television generally, Grant doesn't see any. "I don't think that experience tells you anything [about the future of mini-series] one way or the other." Such generalities, he added, are "ill founded." As for his own thoughts on the form, "there is an important place for mini-series on television. As an event, it attracts atten-

tion and breaks up the predictability of television." At CBS, he said, eight hours is about as long as any mini-series will be. Any more than that, he said, "is too much of a risk. They are very expensive and not particularly good business."

Amerika certainly has not been good business for ABC. It will lose money on the production; how much depends on how the books are kept. The program had originally been pegged to cost about \$32 million to produce, but ended up costing closer to \$40 million. At best, gross advertising sales for the show would have totaled \$32 million, and that was before the Chrysler pull-out (BROADCASTING, Feb. 2). Replacement advertisers were paying prices lower than Chrysler and a handful of other advertisers who pulled out paid, although network executives have said the defectors will pay premiums for advertising in other programs to make up the difference. Still, net advertising revenues from the show will total less than \$30 million, which would appear to guarantee at least a \$10-million shortfall.

Normally, networks like to see their special events generate the kind of publicity *Amerika* did, accepting the bad along with the good. But in this case, the balance of coverage was decidedly negative, coming from both left- and right-wing critics as well as the United Nations which complained that the image of its peacekeeping troops was being unjustifiably bruised by their portrayal in the program. Many wondered last week whether all the free press did more harm than good.

The *Post's* Shales was kinder than most—he at least said the program was worth "enduring" despite problems. "Its script is uneven, its direction is arch, it succumbs too frequently to stupefying lulls and its leading man gives a performance so wooden you could make a coffee table out of it," he wrote. John O'Connor of the *New York Times* called the show a "staggering muddle, a fill-in-the-blanks hodge podge." He said that ABC was, with good reason, being forced to fend off charges that the project represents a cave-in to right-wing interests which loudly objected to the antinuclear message of ABC's *The Day After*.

TV critics and ideologues were not the only ones sounding off about *Amerika*. John Mack, director of a psychology center associated with Harvard Medical School, wrote of the need for the media to develop "more realistic images" of how Russians and Americans are portrayed in each other's mass media. Under the "Topics" section of its editorial page, *The New York Times* said "*Amerika* seems designed to grab headlines and pump up ratings," an observation ABC probably would not disagree with.

ABC may have been too successful in grabbing headlines, a concern expressed publicly by ABC Vice President Robert Wright two weeks ago. He told *USA Today* that "People won't simply be tuning in to see a film, I'm afraid. There is so much hoopla, I don't know what people will expect. The Second Coming perhaps." □

'Viewpoint' to cap 'Amerika' saga

The drawn-out controversy over ABC's *Amerika* is expected to climax tonight (Monday) with a 90-minute *Viewpoint* program, beginning at 11:30 p.m. on ABC-TV. For months, and with increasing vigor, critics of the mini-series had been bludgeoning ABC. Tonight, following Sunday's final installment, some of those who have criticized the program will have an opportunity to face some of those responsible for it, including the writer/director/executive producer, and both sides will take questions from the audience at the University of Minnesota, at Minneapolis, with Ted Koppel serving as moderator.

Last week, with the mini-series finally unfolding, there was no ceasefire in the controversy. The Soviet embassy in Washington took the unusual step, on Tuesday, of calling a press conference to denounce the program. Oleg Benyukh, counselor and head of the embassy's Information Department, sitting in a small room packed to overflowing with reporters and television cameras, called the film "one of the most unfortunate products of the spirit of the Cold War, produced with the most malicious of intentions." His concern seemed to be that the mini-series would "poison the minds of 70 million Americans" about the Soviet Union.

On Wednesday, SANE, the organization dedicated to nuclear arms control, and affiliated groups, sponsored a five-and-a-half-

hour program at the National Press Club described as a counter to "the negative images" portrayed on *Amerika*.

ABC affiliates, responding to complaints and criticisms of various groups perceiving it either as anti-Soviet or pro-disarmament, made time available for discussions. WVEC-TV Norfolk/Hampton, Va., for instance, last week devoted its daily public affairs program to a discussion of the program. And WJLA-TV Washington this week is devoting its *Speakout* program—in which viewers express their views—to the program.

But tonight's *Viewpoint* will be the network's forum for providing a national airing on comments and complaints about the controversial mini-series. The Soviet Union foreign ministry spokesman, Gennadi Gerasimov will be among the panelists. Other panelists who have criticized the program are Jeane Kirkpatrick, former U.S. ambassador to the United Nations; Theodore Sorensen, who represented the UN in the objections it raised to the manner in which the UN and its peacekeeping troops were portrayed, and Ted Turner, whose superstation WRS Atlanta, devoted 12 hours over five days to material designed to counter *Amerika*. Donald Wrye, the writer, director and executive producer, and Brandon Stoddard, president of ABC Entertainment, will offer the creative perspective.

Tauke and Tauzin introduce renewal protection

H.R. 1140 includes a public interest requirement in exchange for relief from challenges to licenses

The broadcasting industry revived its drive on Capitol Hill to eliminate the comparative renewal process. H.R. 1140, the "Broadcast License Renewal Act of 1987" that was introduced in the House last week, would give broadcasters greater certainty of license renewal and protect them against applications competing for their facilities at renewal time.

Introduced by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), on behalf of The National Association of Broadcasters, the measure also contains a public interest responsibility requirement as a two-part test for license renewal (the other being that broadcasters "operate in compliance with the rules and regulations of the FCC.")

For the most part, NAB's desire to gain legislative relief from the comparative renewal process was on hold during the last Congress. The industry made a major push in the 98th Congress to pass broadcasting deregulation legislation but met with stiff resistance in the House, particularly from former Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), now in the Senate.

But broadcasters have since revised their strategy and are limiting the scope of their campaign to improve their chances of getting a bill enacted. NAB is no longer asking for sweeping changes in broadcast regulation or seeking codification of the broadcasting deregulation that the FCC has decreed. Instead, the association is focusing on removing the threat of competing applicants in the license-renewal process. (NAB now describes its legislative initiative as license renewal reform rather than deregulation.)

Swift has called on public interest groups and NAB to work together to fashion a package. The parties have met twice (another meeting was slated for last Friday). Among those participating: Andrew Schwartzman, Media Access Project; Henry Geller, Washington Center for Public Policy Research; Robert Gurs of Wilkes, Artis, Hedrick & Lane (Gurs is formerly of the Media Access Project); NAB's John Summers, senior executive vice president for government relations; Joel Rosenblum, Wilmer, Cutler & Pickering, and Warren Zwicky, Storer Communications.

NAB says the Tauke-Tauzin bill won't detract from its negotiations with the public interest groups. The association thought it would be useful to have a renewal reform bill introduced prior to its "State Leadership Conference" in Washington this week (see

story, page 59). "We felt we had to have a bill to rally around," Summers said. More than 250 broadcasters are attending and will be seeking support for the measure on Capitol Hill.

"It's still full speed ahead," Swift told BROADCASTING. The congressman doesn't expect any conflicts to arise from the introduction of the Tauke-Tauzin bill. He said he understood NAB's need for a bill. "I think it would have been a lot cleaner if we didn't have to take the intermediate step. But they [NAB] felt very strongly that they needed something they could talk to these folks about when they were in town, and they know what their needs are better than I. So that's fine. I think they appear to be proceeding along in good faith," Swift said. NAB also advised the public interest groups of its intentions. "I don't regard it [the Tauke-Tauzin bill] as a confrontational act, but I also don't regard it as moving the process along," said Schwartzman of the Media Access Project.

Tauke and Tauzin introduced a measure in the last Congress that would have deregulated both radio and television and eliminated the comparative renewal process. But their new bill takes a slightly different approach. It contains a "public interest standard," as a condition for license renewal. It states that a broadcaster must "broadcast material responsive to issues of concern to its community of license and service area." Swift has already said "reassertion of the public interest standard" should be part of any broadcasting legislation.

The bill, Tauke said in a statement accompanying the measure, is intended to "streamline the administrative nightmare of the 'comparative renewal process.' It specifically requires the FCC "to study what information radio and television stations should



Tauzin and Tauke

maintain [for the public] to insure that its public interest responsibilities are met."

Most important, the congressman said, the bill "prohibits individuals from 'black-mailing' radio and television stations. Unfortunately, our current system of license renewal encourages some individuals to file applications against a licensee to extract a

'payoff' from the broadcaster in return for the withdrawal of the competing application."

A provision of the bill prohibits renewal applicants from paying more than out-of-pocket expenses in exchange for the withdrawal or withholding of petitions to deny renewals. □

NBC lining up new shows for fall

It begins winnowing out programs from 31 pilots; has selected 10 comedies and 13 dramas so far

What do the new owner of the Bates motel and the complaint taker at the U.S. Department of Justice have in common? Not much, except that both are the lead characters in two of the 31 pilots vying for a spot on NBC's fall schedule.

The number-one rated network has given definite fall series commitments so far to only two new comedies, and both are from the teams that produce *The Cosby Show* and *The Golden Girls*. NBC also appears to be leaning toward series commitments for three action-adventure programs that emphasize character and plot development over chase scenes, said Warren Littlefield, senior vice president of series programming and entertainment.

In outlining most of the network's pilot



Littlefield

and series commitments for BROADCASTING last week, Littlefield said the network has given the go-ahead to eight other comedy pilots (including two midseason replacement series that begin their tryout in March) and 13 other dramatic pilots. Five additional comedy and dramatic pilot projects will be announced by the end of this week, he added.

As for current series, NBC has renewed *Our House* and *Night Court*. The latter will move from Thursday to Wednesday night in March as a lead-in to the *Cheers* spin-off, *The Tortellis*. It is still too early to make pronouncements about the fate of the rest of the prime time lineup. But Littlefield said even shows that have performed erratically this season, such as *St. Elsewhere*, *ALF*, *Matlock*, *Miami Vice* and *Crime Story*, stand a good chance of returning.

Hill Street Blues, which had appeared to be on its last legs, may make it through yet another season, according to Littlefield. If its move next month from 9 to 10 p.m. on Tuesday improves the series' sagging ratings, MTM has indicated it might be interested in proceeding, Littlefield said. The company's desire to produce another season of *Hill Street* appears to be a switch from its posture in January.

The two definite commitments are:

- An untitled vehicle for Lisa Bonet (Carson-Werner-Cosby), about Bill Cosby's daughter going off to college and learning responsibility. It is a candidate for Thursday night.

- Susan Harris's project (Witt-Thomas-Harris/Disney) about "fresh, funny characters in a domestic situation."

Among the other comedy pilots are:

- Two midseason replacements—*Nothing in Common* (Tri-Star) based on the movie of the same name (debuts 9:30 p.m. Thursday, March 26), and *Take It to the Limit* (NBC Productions) about an advanced 16-year-old student and army veteran who are thrown together as roommates in college (debuts 8 p.m. Friday, March 27).

- *Bennett Brothers* (NBC Productions), a comedy featuring two brothers who are incompatible but move in together.

- An untitled Michael Jacobs project (Tri-Star) about two once-close friends raising the daughter of their now-deceased former girlfriend. They don't know which one is the father.

- One of two Sandy Duncan projects (NBC Productions). *Act II* is about a successful actress who marries and moves to Denver with her husband and his three children. The other is *What Now, Mrs. Davis*, about a dynamic grade school teacher who makes the difference in lives of her students.

- *Glory Days* (Embassy), featuring John Kapelos and Michael Hagerty, formerly of Chicago's *Second City* comedy troupe, as two buddies trying to succeed in the fast changing 1980's.

- A Scott Valentine project (Ubu/Paramount) with Valentine reprising his *Family Ties* role of Nick Moore, now living in New York City.

- *Dear John* (Carson Productions), based on a BBC series about a divorced man who tries to make a go of being single again.

Dramatic pilots being considered for series are:

- *Three on a Match* (Tri-Star), a two-hour pilot about a falsely imprisoned young executive who escapes with two other convicts and travels with them across America.

- *Private Eye* (Universal), the working ti-

tle of a two-hour pilot set in the 1950's. The highly stylized series is about a private detective and wise street kid.

- *J.J. Starbuck* (Stephen Cannell Productions), a two-hour pilot about a self-made Texas millionaire who solves mysteries.

The remainder of the dramas are:

- *A Year in the Life* (Universal), a six-hour mini-series/pilot about three generations of a family brought together under one roof.

- *Aaron's Way* (Lorimar), the working title of a two-hour pilot about an Amish family entering the 20th century living in a California vineyard.

- *Austral Downs* (Weintraub Entertainment Group), the working title of a two-hour pilot with Lee Majors as a single father of three strapping sons, set in rural Australia.

- *Bates Motel* (Universal), a two-hour pilot takeoff of the movie "Psycho" about Bud Cort taking over as the new owner of the Bates motel.

- *Desperado* (Universal), a two-hour, action western centering on a wild cowboy, a man of principle in the old West.

- *Dirty Work* (NBC Productions), the working title of a one-hour pilot about a veteran cop teamed up with an overzealous, disrespectful but talented rookie.

- *Father Dowling* (Viacom), a two-hour pilot with Tom Bosley as a parish priest with a knack for attracting mysteries.

- *Independence* (Sunn Classic), a two-hour pilot set in the 1880's around a dedicated sheriff and his family.

- *Jake's Beat* (Warner Bros.), an hour pilot based on the true story of Jake Jacoby, a Los Angeles crime reporter on the beat more than 50 years.

- *Kowalski's Way* (NBC Productions), the working title of an hour comedy/drama pilot with Dick Butkus starring as a newly retired football player adjusting to the role of husband and father.

- *The Return of the Six Million Dollar Man & The Bionic Woman* (Universal), a two-hour pilot with Lee Majors and Lindsay Wagner reprising their earlier roles with a possible new series spin-off about Steve Austin's bionic son.

- A Michael Gleason project (MTM) about a woman working in the complaint department of the Justice Department who knows how to circumvent government red tape to get things done. □

TCI begins talks with networks over TVRO market

MSO wants to provide scrambled signal of network affiliates to TVRO owners who can't receive off-air signals

Satellite-to-home distribution of scrambled ABC, CBS, NBC and Fox Network programming found a new adherent last week in Tele-Communications Inc., which was offering the big three a way to distribute their affiliate signals to TVRO homes (satellite

dish owners). Unlike the scrambled broadcast service offered by Satellite Broadcast Networks (BROADCASTING, Sept. 8, 1986), which two of the three networks have already sued to block, the TCI concept would offer scrambled affiliate signals only to "white areas"—outside the reach of other affiliate signals—and would be free, except for the "incremental costs," of providing the service, such as connection or program guide costs. Transponder fees and other fixed costs would be carried by the cable operators who would already be receiving the satellite feed to distribute on their systems. The distribution to TVRO homes

might itself be handled by the nearby operator, who already sells such programming services as MTV and CNN.

The TCI/network talks are just "preliminary," and the proposal is "currently just an idea," according to John Sie, TCI senior vice president, programming. That conversations about selling scrambled network programming were taking place at all was news to some officials at CBS, including CBS/Broadcast Group President Gene Janowski, said George Schweitzer, vice president, communications and information, CBG: "We are vigorously pursuing SBN in court and can't see how we would be recep-

tive to any other direct satellite proposal," said Schweitzer. "Any efforts to improve our coverage are being worked on through translators and other means. To the best of our knowledge, no one here has had any contact with TCI."

In a related development, United Video announced last week it had completed an agreement with Canadian Satellite Communications Inc. (Cancom) to market four Detroit broadcast signals to cable systems in the U.S. The four signals: WDIV-TV (NBC affiliate), WXYZ-TV (ABC affiliate), WJBK-TV (CBS affiliate) and WTVS-TV (PBS member station). □

Talking cable in Texas

Syndicated exclusivity, must carry, exclusive programming among topics at reinstated Texas Cable Show

The Texas Cable Show bounced back from a year's absence from the cable meeting calendar, drawing cable operators and hardware and software exhibitors to the San Antonio convention center last week and providing the first official forum for discussion of the FCC's proposal to bring back the syndicated exclusivity rules and its apparent effort to eliminate the compulsory license.

The Texas Cable Television Association canceled its regular convention last year, slated for San Antonio in February, to make way for the National Cable Television Association convention that had been set for Dallas in March.

Much of last week's talk about syndicated exclusivity and the compulsory license occurred during the convention's first session—a debate of sorts between Community Antenna Television Association President Steve Effros and Association of Independent Television Stations President Preston Padden.

Although the session was billed as a "one on one" between Effros and Padden, it was Effros's show. Walking through the hall with a wireless mike, Effros peppered Padden with a line of questions that had Padden soon feeling he was being "cross-examined." But the format gave Padden opportunity to articulate his arguments and he took full advantage of it.

Syndicated exclusivity rules are needed, Padden said, not to guarantee or mandate exclusivity for broadcasters' syndicated programming, but to protect the exclusive contracts for which broadcasters negotiate and pay. "It comes down to the matter of whether the laws of this country are going to honor and respect the contracts that people enter into," he said.

"If we succeed in negotiating for exclusive rights and pay a market-clearing price to get those exclusive rights, why is it that another medium... gets to... compete with us using the same programming? Why should [broadcasters] be precluded from making an exclusive deal?"

In response to Padden's rhetorical questions, Effros said they should be precluded

from making deals that prevent the importation of whole distant signals by cable operators because "there may be other communications factors and market factors involved that say that the contracts you guys could write theoretically between yourselves are not good for the public."

Effros also said Padden's claim that broadcasters have been paying for exclusivity since 1980 when the old rules were dropped is "disingenuous." "You're not paying syndicated exclusivity because you don't have syndicated exclusivity. It doesn't exist. You are paying this money because this product is worth the price even without syndicated exclusivity."

A new station coming into a market, Padden said, is entitled to exclusivity to programming even if cable systems importing the same programming were in the market first.

"The fact that you plunk down a transmit-



ter... doesn't mean all of a sudden you become the preeminent First Amendment speaker," Effros responded. "That market already existed. Those people were already watching that programming."

Padden countered that the new broadcaster has a right to exclusivity because "he went out on the floor of the NATPE convention" and negotiated for the exclusive rights.

"If cable wants to be a full-fledged competitor to broadcasting, I think eventually fairness is going to require that cable go out in the same program market we have to," Padden said. "And I don't think you're going to like that at all."

According to Padden, independent stations could use some help from the federal regulators. "Independent stations have been squeezed in recent years by a slowdown in their revenue growth and dramatic escalation in their program costs," he said. "We do have a relatively small number of stations

that are in serious trouble and the rest of the industry is in plain old nonserious trouble."

Padden also said that since a federal appeals court in the *Quincy-Turner* case ruled the must-carry rules requiring cable systems to carry all local broadcast signals were unconstitutional, "putting on a new independent television station... has become far more perilous because of the problem of trying to deal with cable operators who have been reluctant to put any new stations on."

Padden cited the case of a new independent in Kingston, N.Y., that has been providing the Hudson Valley with its first taste of truly local news. "It has had one hell of a time getting on cable systems," he said. It has managed to obtain carriage on only 28% of the cable systems within its coverage area.

Padden criticized CATA for agreeing to new must-carry rules and turning around and declaring they are unconstitutional. "We didn't think that showed a whole lot of good faith."

He said independent broadcasters were also disturbed that some cable operators began assigning less favorable channels to some of the broadcast signals they carried. "We didn't think that was consistent with, at the very least, the spirit of our agreement."

Padden said the rules governing cable should be reexamined because the relationship between cable and broadcasting has changed. No longer is cable merely a retransmitter of a broadcaster's signals, he said. It is now also a competitor of broadcasting, he said.

Padden said a "Chinese wall" needs to be built by regulation between cable's two roles as a retransmitter and competitor so that decisions on what broadcast signals are retransmitted and how they are retransmitted are not influenced by the competitive side of the business.

Padden also said the syndicated exclusivity rules are needed to bring balance back to the marketplace. The original rules were among "a whole set of regulatory provisions" designed "to ameliorate the marketplace-wrecking potential of the compulsory license."

Padden said that the compulsory license strips broadcasters of all negotiating leverage with cable operators. For instance, he

said, unlike cable networks, broadcasters can't bargain for a better channel position because the compulsory license precludes the broadcasters from saying, "No, you can't have my signal."

Padden said that cable operators understand the need for exclusive programming, citing Tele-Communications Inc.'s effort to fund the development of programming exclusive for cable and Viacom's strategy of acquiring exclusive movies for Showtime.

The playing field on which broadcasters and cable operators compete is tilted in the broadcasters' favor because broadcasters receive their distribution system from the government for free, Effros said, and cable operators spend "billions of dollars" to build theirs.

Padden said broadcasters don't have to start paying spectrum fees to the government to level the playing field as Effros had suggested. Aside from a handful of broadcasters who receive frequencies directly from the FCC, he said, broadcasters paid plenty for their channels when they bought their stations.

Washington lawyers debate must carry, syndicated exclusivity, cable's compulsory license

Two Washington cable attorneys on a Texas Cable Show panel disagreed on whether the FCC could be persuaded not to recommend to Congress elimination of the cable's compulsory license as the FCC was threatening

to do two weeks ago when it began an inquiry into the continued need for the license (BROADCASTING, Feb. 16).

Frank Lloyd, of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, said a majority of the commissioners, led by Chairman-designate Dennis Patrick, have made up their minds and would vote to make the recommendation.

But, while conceding that Patrick's vote for the recommendation could not be changed "no matter what," Wes Heppler, of Cole, Raywid & Braverman, said the others who indicated they favored it could be "educated." He said a public-interest case can be made that the compulsory license has resulted in "more and better programming" for viewers.

Even though Lloyd felt the FCC would call for elimination of the license, which allows cable systems to import and retransmit distant broadcast signals by paying copyright fees set by a copyright tribunal, he didn't feel the action would be any immediate cause for alarm in the cable industry. Congress is unlikely to take up cable copyright this year, he said, unless the motion picture and cable industries can come to a compromise on legislation, and Heppler suggested the motion picture and cable industries would not sit down to seek a compromise until the Cablevision case is finally resolved. In that case, he said, a federal district court dramatically reduced cable's copyright license fees, a decision the Motion Picture Association of America has appealed.

Ku-band shift

Following a Texas Cable Show panel session on whether the cable industry should be thinking C-band or Ku-band for its next generation of satellites, Robert Zitter, vice president, operations, Home Box Office, told BROADCASTING that HBO is considering using Satcom K-3 and Satcom K-4, the Ku-band satellites it is building and marketing in partnership with RCA Americom, for direct-to-home satellite broadcasting.

But, he said, any satellite broadcasting service would likely be offered through cable operators who could handle local marketing and customer service.

He said he is urging cable operators to embrace the technology to preempt others from doing so and competing with cable. "Let's go grab the technology and use it so we cannot be leapfrogged by others who don't have an investment in our business [and who won't] stop at the franchise line," he said.

Cable operators returning from an HBO-sponsored junket to Hawaii last month said the pay service offered them exclusive satellite broadcasting rights within their franchises. Zitter would not confirm the reports. But, he said, HBO pays a lot of money for exclusive programming. "We are not going to give exclusivity away."

During the panel, Zitter said that the cable industry has to plan now for how it is going to distribute programming after the C-band satellites it now uses go out of service in the early 1990's.

Zitter made a strong case for the industry going to the Ku band in general and Satcom K-3 and Satcom K-4 in particular.

Both satellites will have 16, 60-watt transponders and six on-board spare transponders, Zitter said. Users will also be protected by an in-orbit spare satellite and a ground spare, he said. Because the two birds will operate in the Ku band with relatively high power, he said, they will be able to deliver signals to small, low-cost dishes located anywhere without concern of the terrestrial microwave interference that plagues C-band satellites. Thus, he said, they are ideal for serving hotels, motels, multiunit dwellings, "rural clusters" and other "corners of our business" that are uneconomical to serve today because of the size and cost of C-band dishes.

HBO is committed to using the two satellites. It and RCA are now trying to persuade other programmers to buy transponders. The reported asking price: \$29 million per transponder.

Following the session, Lloyd said he was not as pessimistic about the cable industry's chances of persuading the FCC against adopting new syndicated exclusivity rules it proposed at the same time it launched the compulsory license inquiry. Lloyd, who worked for former FCC Chairman Charles Ferris when the Ferris-led commission voted in 1980 to eliminate the original syndicated exclusivity rules, said Patrick and the other commissioners who favor the new rules don't understand the administrative "morass" the rules would create for cable systems.

FCC cable branch chief Stephen Ross, who was also on the panel, said the syndicated exclusivity proceeding was motivated by the FCC's desire to keep its rules up to date. "The commission has an obligation to revisit things on a periodic basis to determine whether the market has changed," he said.

In addition to the compulsory license and syndicated exclusivity initiatives, cable operators are up in arms about the FCC's proposal to require operators to include A/B switches as part of every new installation. Ross suggested that if they don't like it, they have nobody to blame but themselves. "I think part of the problem... is that the industry prior to [the elimination of the rules] were pushing the A/B switch as an alternative [to must-carry rules]."

Turner Broadcasting System argued for the A/B switch in one of the two suits that led the U.S. Court of Appeals in Washington to throw out the must-carry rules. But Lloyd, who was one of TBS's lawyers, said TBS proposed the switch as a "solution" to cable subscribers who want to receive signals off the air as well as off cable. TBS never intended that the switch be made mandatory by the government, he said.

Lloyd predicted that the new must-carry rules, which were adopted at the same time as the A/B switch rules and were intended to complement them, would not be able to survive a court challenge, which TBS and others are mounting. "They are not less violative of [First Amendment] rights of cable programmers... than the original rules," he said.

Although Heppler felt that the cable industry could prevail on must carry in the courts, he was uncertain about the industry's chances of knocking out the A/B switch rules in court. Some form of the rules, which could "prove expensive and inconvenient" for operators, could survive, he said.

The cable industry is using some of the same First Amendment arguments to do away with franchise fees as it used to do away with the original must-carry rules. Heppler said the franchise fees are "probably not constitutional." To the extent that the fees exceed the cost of cable regulation, he said, they are "media taxes on First Amendment speakers." Whether the federal courts agreed with him will soon be known, he said, referring to suits challenging franchise fees in Erie, Pa., and Lake Geneva, Wis.

Ross warned that cable operators should be wary about pressing First Amendment rights too far since it could weaken local

regulation and open franchises to overbuild. "Once you open the door, you have a tough time closing it," he said. Cable operators want freedom from regulation and exclusive franchises, he said. "I don't know if you can have it both ways."

Heppler disagreed. Cable operators may be able to have it both ways, he said. Existing cable operators could win freedom from

regulation on First Amendment grounds, he said. At the same time, the entry of new operators could be regulated because it involves construction in which local government has a legitimate interest in regulating. Pressing forward on the First Amendment would not "open the floodgates to every comer," he said.

Lloyd warned that cable operators should

keep their eyes on the Bell operating companies that were created by the breakup of AT&T. If the court accepts the Justice Department's recommendation that the telcos be allowed to offer "information services," he said, the telcos would be free to enter the cable business in markets other than those in which they provide regulated telephone service. □

More stations accepting condom spots

CBS O&O's given OK to take ads; ABC-TV will air PSA; one NBC O&O breaks to air commercial

Advertising barriers continued to topple last week as CBS O&O's were given the green light—a number took it—and at least one NBC O&O diverged from traditional adherence to network policy to accept advertisements that promote condoms as a method of preventing the spread of AIDS. While an ABC spokesman said its stations were free to carry the ads, he knew of none that had yet taken that step. But in a related announcement, ABC said it would air an AIDS PSA in all dayparts of its network schedule. The networks' policies of not airing condom ads, however, remain unchanged.

At press time, the list—which seemed to grow with every phone call—of network TV O&O's that had agreed to accept the ads included CBS-owned WCBS-TV New York, KCBS-TV Los Angeles and WCAU-TV Philadelphia and NBC-owned WNBC-TV New York. In New York, the O&O's announcement came two days after the word from noncommercial WNYC-TV, which operates on a commercial channel, that it would carry such ads.

CBS made its announcement in a message Feb. 19 to its radio and television affiliates. The message said, in part: "We have today advised the CBS-owned radio and television stations to make whatever decisions concerning condom advertising they believe to be appropriate in their markets."

There was no formal announcement by NBC, but that NBC O&O's were free to take condom ads became clear when Bud Carey, WNBC-TV New York vice president and general manager, announced, also on Feb. 19, that the station would accept condom ads expressly "for the purpose of educating the public on reducing the risks of AIDS." The ads are part of a four-phase campaign that also will include news and public affairs coverage of AIDS issues, editorials on the subject and the production and acceptance of PSA's. At press time, according to the station, it was the first and so far the only NBC O&O to accept condom ads. According to Sharon Metcalf, director of corporate media relations, NBC, Washington, the owned stations have always operated under their own policy guidelines for commercial acceptance, and specifically contraceptive advertising, but that theirs and the network's have, until now, always been the same.

According to Jeff Tolvin, director of business information, ABC Television Network Group, that network's owned stations are

free to carry condom ads, but to his knowledge, no TV station has yet decided to do so (the network's owned radio stations KABC-[AM]-KLOS[FM] Los Angeles announced Feb. 11 that they would carry condom ads [see Riding Gain," page 58]). On the network front, he said, ABC had decided to accept its first AIDS PSA, from the American Foundation for AIDS Research, New York. (CBS is also currently airing AIDS-related PSA's in prime time and late night, although they do not mention condoms by name.) The

spot, which will air in all dayparts beginning Monday, March 2, features Surgeon General C. Everett Koop with this message: "The best protection against the infection right now, barring abstinence, is the use of a condom. A condom should be used during sexual relations from start to finish with anyone who you are not absolutely sure is free of the AIDS virus." In New York, which has the most reported number of AIDS cases of any city in the country, the first TV station to accept ads appeared to be WNYC-TV. □

Must-carry timetable: March or April

Meeting on budget focuses on substantive issues, including must carry and financial interest and syndication rules

The FCC is hoping to resolve its reconsideration of must carry in March or April.

That's what FCC Chairman Mark Fowler said at a Senate Appropriations Subcommittee hearing last week. "That's what our timetable is right now," said Fowler.

Fowler did not say how the FCC intended to resolve the issue. Yet he questioned the significance of a filing by the National Association of Public Television Stations purporting to document more than 150 cases where cable systems have dropped carriage of public TV stations (BROADCASTING, Feb. 9). "That's *de minimis*," said Fowler. Fowler also said that the interim carriage requirements under reconsideration, which provide special breaks for public television stations, would result in from 80% to 90% of public TV stations being carried. "We think it's a very generous proposal," Fowler said.

The subcommittee was ostensibly meeting to consider the White House's proposal of \$107.25 million for the agency for fiscal 1988, which begins Oct. 1. Yet if subcommittee members are concerned about the number, they didn't make that public. Instead, their questions focused on substantive issues before the agency, and must carry appeared to get the most play, with Subcommittee Chairman Ernest Hollings (D-S.C.) and Senators Lowell Weicker (R-Conn.), Bob Kasten (R-Wis.) and Daniel Inouye (D-Hawaii) all posing questions about the timing of must carry.

Hollings, who also serves as chairman of the Senate Commerce Committee, said he and Fowler had "quite a difficulty" on the fairness doctrine, and questioned why the FCC had held off until this month to launch a proceeding considering alternatives to the

fairness doctrine (BROADCASTING, Feb. 16), a study Congress had directed the agency to do in earlier appropriations legislation. Fowler agreed to a "fundamental disagreement" (in fact, he referred to the doctrine as a "censorship doctrine"). Yet Fowler also said the agency had not been intending to "disregard" congressional intent, that the commission believed it could report back to Congress by Sept. 30, as Congress had requested, and that the agency would not decide its *Meredith* proceeding (which is seeking comment by Feb. 25 on the constitutionality of the fairness doctrine [BROADCASTING, Feb. 16]) before bringing in the report on doctrine alternatives to Congress. Fowler added, however, that the proceedings might be "done" together.

In response to an inquiry from Weicker, Fowler said the commission was "hoping that maybe technology will solve the problem" of broadcasters requiring additional spectrum for high-definition television. If not, Fowler said the FCC might look for spectrum elsewhere.

Senator Warren Rudman (R-N.H.) made it clear that he didn't support the FCC's effort to get congressional authority to auction off nonbroadcast spectrum. "Congress isn't going along with your auction," said Rudman. "I think you're off the reservation on this one." Yet Weicker said the FCC's spectrum lotteries were "godawful" and contended that the auction concept had "merit to it."

Inouye asked Fowler to respond to a variety of written questions on must carry and the network syndication and financial interest rules. An aide to Inouye said the senator was for carriage rules but has not yet taken a public position on the A/B switch issue. Inouye also wants the FCC to act on reconsideration as fast as possible, the aide said.

Inouye, according to the aide, wants the FCC's views on network syndication and financial interest. The aide said Inouye is not

seeking FCC intervention "at this stage." Instead, he wants Hollywood and the networks to resume efforts to negotiate a solution.

The relationship between Fowler and the subcommittee, which is now controlled by Democrats, seemed surprisingly cordial. Yet

Hollings got in at least one good dig. He said Fowler was "a tricky lawyer if I ever met one." □

Over \$5 million taken from Intelsat

Investigators say two-thirds of that went to Colino and Alegrett; Alegrett is said to have returned \$1.1 million and cooperated with investigators

A team of attorneys hired by Intelsat to check into alleged financial irregularities has produced a report of diverted funds and of the efforts of the two former officials involved to negotiate their way out of civil damage suits, one of them with greater success than the other.

The attorneys, from Arent, Fox, Kintner, Plotkin & Kahn, in written and oral reports to the Intelsat board of governors in executive session last Wednesday (Feb. 18), disclosed that some \$5 million had been diverted, and that more than two-thirds "accrued directly" to the benefit of Director General Richard Colino and Deputy Director General Jose L. Alegrett. Both were fired by the board of governors in December after an initial inquiry produced evidence of possible wrongdoing (BROADCASTING, Dec 8, 1986). The investigation, begun in December, is continuing.

The attorneys also said that Alegrett had returned some \$1.1 million out of \$1.5 million he was said to have received from the diverted funds. The return of the money was part of an agreement he is said to have reached with the Intelsat Special Committee



Colino



Alegrett

overseeing the investigation in a successful effort to avoid a civil suit. Sources say that Alegrett has also supplied information that has proved valuable to the investigators and has agreed to testify in behalf of Intelsat in any civil suit. Colino is also said to have attempted to reach an agreement, but his offer of cooperation was, as one source put it, "not satisfactory." The chairman of the board, Tadashi Nishimoto, said the organization will sue Colino to recover any funds they determine are due it. One problem is locating Colino's assets; one source said the investigators are focusing on at least one Swiss bank account they say may be his. The investigators said no other Intelsat employee was implicated in the illegal activities.

Alegrett has not confined his cooperation to Intelsat, according to various sources. He is said to have begun talking to the U.S.

attorney in Washington, Joseph E. diGenova, soon after the latter opened his own investigation of the Intelsat matter, in December. However, no criminal charges have been filed, and diGenova's office has refused all comment after an initial acknowledgment it was looking into the matter.

The investigation began—and Colino and Alegrett were dismissed—after Intelsat's outside auditors, Peat, Marwick, Mitchell & Co., filed a report in November regarding the payment of \$1.35 million to a husband-and-wife team of mortgage brokers from Little Rock, Ark., Charles and Dana Gerrell. The payment was said to have been a fee for the refinancing of the \$60 million-\$80 million construction of Intelsat's new headquarters building in Washington. But the Peat, Marwick report contended that the payment—by Alegrett with what he said was Colino's authorization—was made under questionable circumstances and without proper authorization (BROADCASTING, Dec. 1, 1986).

The bulk of the fee is said to have wound up among the diverted funds. Arent, Fox attorneys were said to have told the board in the oral presentation that Charles Gerrell had kept only some \$150,000 of the \$1.35 million. That appears to confirm a report in BROADCASTING last month. Gerrell, contacted by telephone in Little Rock, had said he had not received any money. □

Four candidates begin campaigns for top Intelsat post

U.S.'s Burch joins Hampton, Branco and Tarjanne in vying for position of director general

An Australian, a Brazilian, a Finn and the U.S.'s Dean Burch, a former FCC chairman, are officially launched on campaigns to become the next director general of the International Telecommunications Satellite Organization. The names of the four were formally submitted to the board of governors last Monday.

But even before that occurred, Burch had left for London on the first of what will be a number of trips to foreign capitals to solicit support for his candidacy.

His competition consists of Intelsat's acting director general, John Hampton, of Australia; Pedro Costello Branco, head of Embratel, Brazil's signatory to Intelsat, and Pekka Tarjanne, director general of Finland's National Board of Post and Telegraph. The four will be interviewed by the board at its next meeting, beginning March 11, and the election will be held before that meeting ends, on March 18.

The four are seeking to fill the vacancy created in December, when the board dismissed Director General Richard Colino and

Deputy Director Jose L. Alegrett in an investigation of apparent financial irregularities (BROADCASTING, Dec. 8, 1986). Some U.S. officials privately acknowledge that the Burch candidacy will have to overcome a feeling on the part of some foreign countries that the U.S. has already had its turn at the director general's position. One official said Finland is expected to attempt to exploit such a feeling among the nations of Europe who "may feel it's now their turn" to name Intelsat's director general.

Another problem that Burch faces is the antiseperate-system position of many Intelsat member countries, large and small. U.S. officials last week were saying Colino instilled the fear of competition in Intelsat member countries, particularly those in the Third World, who foresaw increases in Intelsat rates as revenues were drained off by competing systems.

But some Intelsat members contend that Colino—in the battles he waged with the U.S. on the separate systems issue—was merely responding to the demand of member countries that Intelsat's viability be defended. And Burch is likely to be perceived as sympathetic to the U.S.'s policy of encouraging the establishing of separate com-

munications satellite systems. Burch is expected to argue on his trips abroad that Intelsat should, as one State Department official put it, "look to the future," that technology-driven competition requires Intelsat to follow a "positive" policy.

Still, U.S. officials are reasonably sanguine about Burch's chances. They regard him as an important figure on the American political scene, with ties to national Republican figures dating from his days as chairman of the Republican National Committee, in 1964-65, and continuing to his role today as a confidante of Vice President Bush. And they cite his experience as FCC chairman, from 1969 to 1974, as well as his role as chairman of the U.S. delegation to the Space WARC in 1985 and as a communications lawyer and partner in the firm of Pierson, Ball & Dowd, as qualifying him for the director general's job.

The Communications Satellite Corp., the U.S. signatory, plans extensive efforts on Burch's behalf, including visits by its officials to foreign capitals. Comsat initiated its efforts on Wednesday evening, holding a reception at its Washington headquarters to introduce Burch to members of the Intelsat board. □

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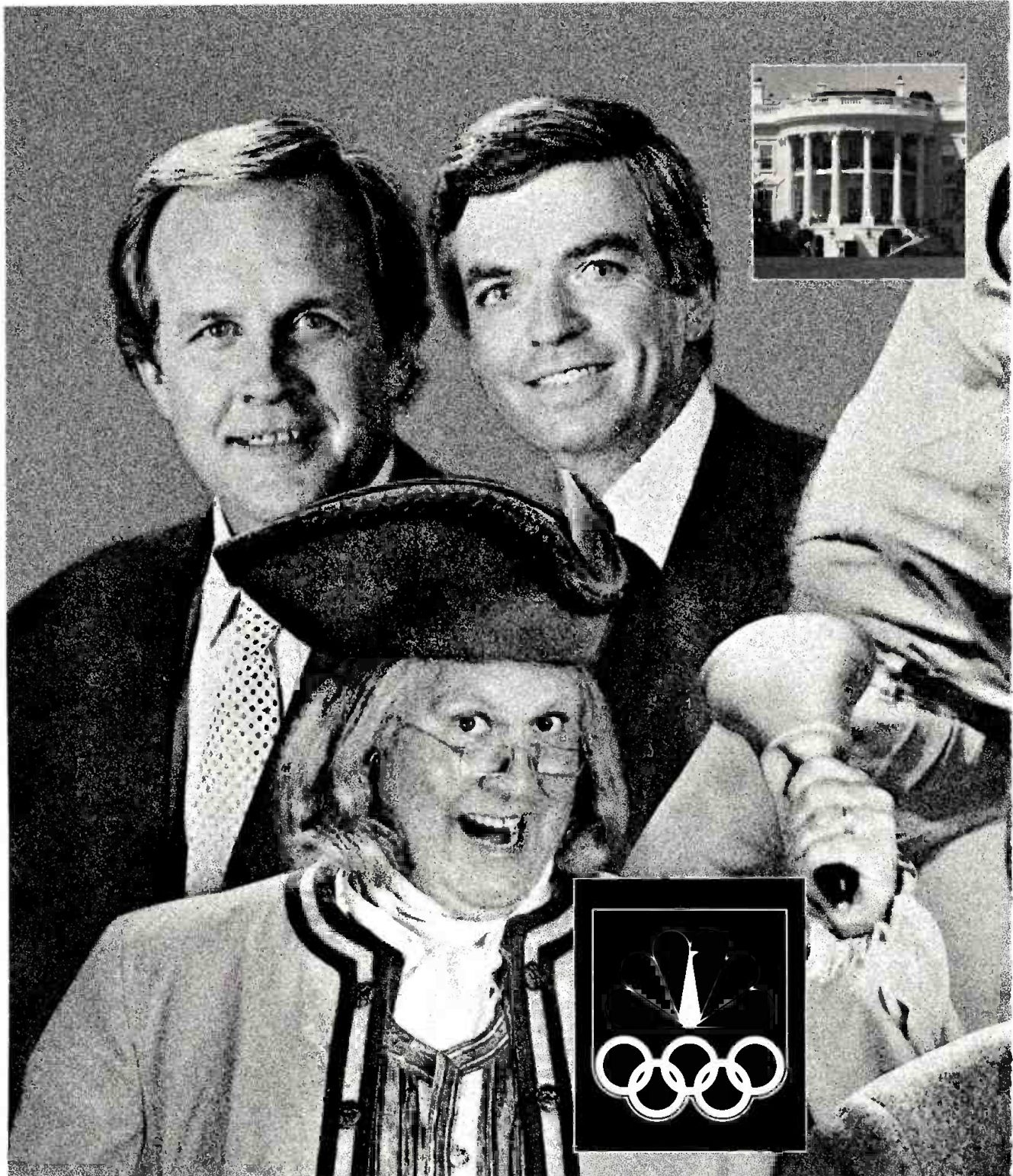
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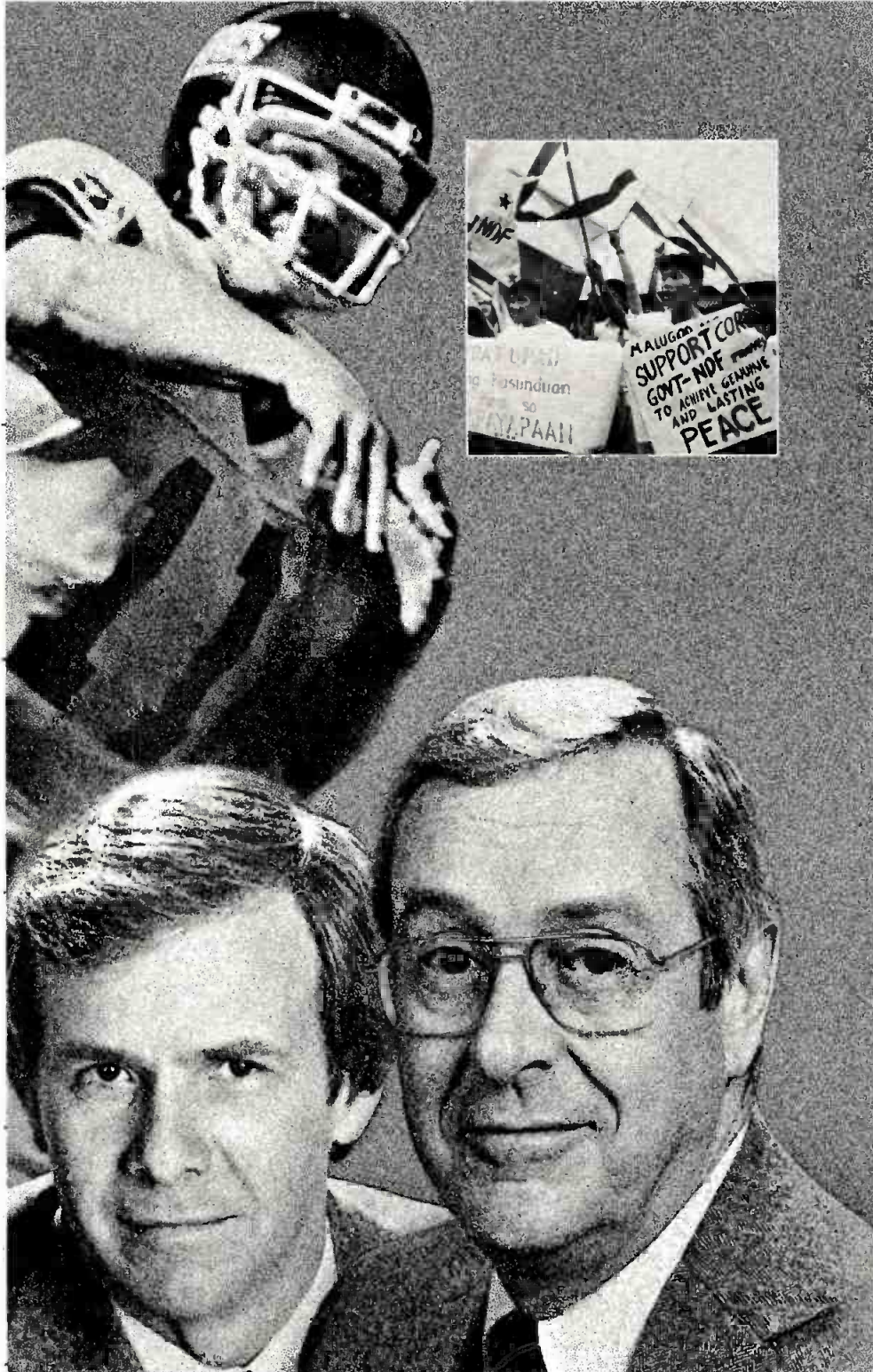


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Broadcasters ask for HDTV inquiry

They also petition the FCC to postpone decision on allocation of UHF spectrum to land mobile

A broadcast coalition including Capcities/ABC, NBC and more than three dozen group owners has asked the FCC to begin an inquiry into the impact of high-definition television (HDTV) on existing local broadcast services.

The broadcasters, in a separate petition

filed Feb. 13, also asked the FCC to postpone indefinitely any decision to increase UHF-TV band sharing with private land-mobile radio and to consider setting aside segments of the 12 ghz direct broadcast satellite band for possible terrestrial services. Both bands potentially could be used for future HDTV broadcasting, they argued.

Odds are against the FCC slowing significantly its approval of increased private radio sharing on the UHF band in eight of the top

10 markets, some petitioners acknowledge. A ruling on the commission proposal, which would reallocate as many as five channels of UHF spectrum in New York and six in Los Angeles, is expected before the end of March.

In related news, one petitioner, the National Association of Broadcasters, is forming an HDTV task force, which would raise a million-dollar industry fund to research HDTV transmission technologies compatible with existing NTSC broadcast television standards (see box, at left).

Although there is not yet a clear consensus on what HDTV research would receive task force funds, a leading candidate is William Glenn of the New York Institute of Technology. Glenn, based at NYIT facilities in Fort Lauderdale, Fla., has developed an HDTV transmission system that would allow broadcasters to retain their existing NTSC service and transmit additional HDTV information on a three mhz channel elsewhere in the TV band. The two signals would be combined by an HDTV receiver for a high-resolution, wide-screen picture.

Another candidate for funding is a system from North American Philips (NAP), U.S. subsidiary of Dutch consumer electronics manufacturer Philips. NAP is developing a two-channel HDTV transmission method compatible with NTSC, as well as with cable, satellite and other delivery media. Details of the system are expected to be revealed within the next two months, and a public demonstration is being planned.

The broadcast companies argued in seeking the FCC HDTV inquiry that rapid advances would likely place HDTV receivers and other home video systems in the U.S. market within three years, and unless local broadcasters can find a way to offer similar enhancements, they will be at a competitive disadvantage.

"A major effort will be mounted over the next decade to supplant the existing NTSC home video standard with the NHK HDTV system," petitioners argued. The NHK, Japan's national broadcaster, designed the 1,125-line HDTV technology and Muse bandwidth reduction system that was demonstrated in an experimental two-channel UHF-TV transmission in Washington in January (BROADCASTING, Jan. 12)

"Local broadcasters cannot transmit the required wideband HDTV signal in the narrow six mhz channels they have been allocated," the companies explained. "The flexibility and potential of the NTSC system may now be exhausted." By contrast, other home video delivery services, such as cable, satellites, multichannel microwave distribution and home videodisk and videocassettes, do not face similarly constricted bandwidth concerns, they added.

High on HDTV. An NAB task force on high-definition television will soon consider spending nearly \$1 million in industry-contributed funds to help develop an NTSC-compatible HDTV transmission system. The name at the top of the group's list of fundable research projects: Dr. William Glenn.

Glenn, former head of TV research at the former CBS Technology Center and currently director of the New York Institute of Technology's Science and Technology Research Center in Fort Lauderdale, Fla., is best known in engineering circles as the inventor of the General Electrical light valve, a widely used mechanism for sound recording on film.

For the last six years, with a staff of fewer than two dozen, he has been developing a system for spectrum-efficient transmission of high quality television images. That research is now the basis of a two-channel HDTV broadcast system that some in the industry believe could be the way for TV stations to provide audiences with HDTV services without losing significant investments in their current NTSC plants.

According to Glenn, the system would work by supplementing an improved standard six-mhz bandwidth channel with a second, three-mhz wide channel containing extra detail information. An HDTV television receiver with a frame store would combine the two channels to provide an image with 35mm film quality (920 vertical and horizontal lines of resolution, Glenn claimed, compared to the current NTSC standard of 450 vertical and 350 horizontal lines of resolution).

On the transmission end, existing NTSC facilities would not have to be changed, but a second transmitter, not necessarily adjacent in frequency or location, would have to be added to supply the additional three-mhz channel. Two stations could share a single transmitter on a six-mhz channel using a time sharing system that would alternate lines or fields from the two separate signals.

On the studio end, broadcasters would ideally use a progressively scanned HDTV video camera, designed by Glenn, that incorporates a fourth tube to capture the additional detail images (stations could also use other HDTV cameras, such as the Japanese-developed 1,125-line studio system). Additional signal processing and standards conversion gear would also be required, as would a wideband videotape recorder to capture the approximately 10.5-mhz two-channel video signal from the special camera.

According to Glenn, viewers with standard NTSC sets would not only continue receiving current transmissions, but would actually see an improved image as a benefit of Glenn's HDTV camera and the use of frame stores in the studio to remove image lag, sharpening moving objects.

Glenn, who likened the conversion necessary to use the HDTV system to the industry's upgrade from black and white to color, said the three-mhz detail signal had been carefully designed to protect against interference with other channels, but work would still have to be done to determine the best trade-offs among interference protection, signal quality and bandwidth.

NAB task force member Harold Protter, vice president and general manager of Gaylord Broadcasting's WTVV-TV Milwaukee, believes development of Glenn's system is further along than that of any other compatible HDTV broadcast technology, and will urge the committee to take its first meeting to Glenn's Florida laboratories to get a full run-down on the technology.

Glenn, who demonstrated the system at last year's NAB annual convention and this year plans to demonstrate an HDTV transmitter and receiver, said the proposed system is as close as one-and-a-half to two years from completion, given the proposed level of industry funding.

The research has been supported so far with about \$3 million in funds from NYIT and another several hundred thousand in contributions in recent years by broadcast associations including the NAB, Association of Maximum Service Telecasters and the Electronic Industries Association.

Without significant outside funding, Glenn does not believe he could complete the research. But he argues that the work faces "no major obstacles. We've done the riskiest part already. It's a very good assumption it will work."

Warning that local broadcasters could be "shut out of the HDTV marketplace," the companies argued that "there is strong reason to fear that unless local broadcast stations receive additional spectrum, they will become, at best, a second-class service."

Among the areas the petitioners asked the FCC to explore in an inquiry include advanced TV systems now or soon to be under development, their level of compatibility with existing NTSC receivers and current local broadcast channels, public interest implications of their implementation and options for allowing broadcasters to provide such services.

"Should the commission decline to initiate such an [HDTV] inquiry, it may have made one of the most important spectrum allocation decisions in its history by default," the companies argued.

In the separate petition seeking a postponement of UHF spectrum sharing decisions, broadcasters argued that the UHF is the "prime and perhaps only viable source of supplementary broadcast spectrum." By

contrast, they added, there is "no urgent need" by the land-mobile radio industry to receive the additional spectrum at this time.

Standard talk. The Society of Motion Picture and Television Engineers standards setting activity, along with those of other U.S. and international standards group, came under scrutiny during a talk by CBS's Joseph Flaherty at a global research panel at the SMPTE meeting in San Francisco (BROADCASTING, Feb. 16). "The exploding technologies are not on trial," he told the audience. "Rather it's the standards organizations that are on trial. If they cannot reorganize themselves to cope with the stampede of new technologies, they will simply be trampled in the stampede." He added: "Users bear an especially awesome responsibility, since they pay the bills and it's not often in the vendors best interest to have a standard."

The petitioners also argued that the FCC should preserve a portion of the DBS band for possible broadcast applications. Describing DBS services as still a "gleam in the commission's eye," the companies said the FCC could also decline to issue new DBS grants and strictly enforce construction and launch deadlines.

Many broadcasters do not believe, however, that the 12 ghz band is usable for terrestrial broadcasting because of problems with limited signal range and rain attenuation problems, the group added, arguing the commission should consider not only that band for HDTV broadcasters, but the UHF band as well.

Among petition signers were network affiliate associations from Capital Cities/ABC, NBC and CBS, the Association of Maximum Service Telecasters, the Association of Independent Television Stations and group broadcasters including Fox Television Stations, Tribune, Group W, Gannett, Scripps Howard, Gaylord, Taft, Belo, Meredith, Knight-Ridder and Post-Newsweek. □

Journalism

Republicans, Democrats to hold own presidential debates

At joint press conference, parties announce formation of nonprofit, bipartisan commission to set up debates; League of Women Voters vows to hold its debate franchise

The Republican and Democratic National Committees moved into the presidential debate picture last week with the creation of a Commission on Presidential Debates. The announcement of the commission's creation, at a joint press conference at the Capitol by RNC Chairman Frank J. Fahrenkopf Jr. and DNC Chairman Paul J. Kirk Jr., constituted an invitation to the League of Women Voters to bow out of the business of sponsoring presidential general election debates. But league president Nancy M. Neuman held a press conference of her own immediately following the parties' to make clear the league did not intend to be preempted from a role it has filled in every presidential election since 1976.

The party chairmen said a 10-member, bipartisan commission, nonprofit and tax exempt, is being formed to hold presidential debates—between the parties' nominees—in the 1988 and future general elections. It would not sponsor debates in the primaries—leaving that function to the League. The party chairmen said in a statement that they "applaud the league for laying a foundation from which we can assume our own responsibilities" and that they would expect the league to sponsor other debates, "particularly in the presidential primary process."

The statement said the parties see the

sponsorship of presidential debates as fulfilling their responsibility "to inform the American electorate on their philosophies and policies as well as those of their respective candidates." It also said the parties see their prospective sponsorship of debates as strengthening "the role of political parties in the electoral process and, most important of all, [institutionalizing] the debates, making them an integral part of the presidential process."

The conflicting press conferences placed in sharp relief the competing views of how presidential debates should be sponsored in the public interest.

DNC Chairman Kirk, for instance, said the parties were "making history by assuming their rightful responsibility for the single most effective voter education program by which the American people will be helped in... the selection of a President and vice president of the United States." And Fahrenkopf said that "the extremely competitive nature of the two parties will insure that we will reach the best possible agreement for all concerned, most importantly for the voters of this nation."

But Neuman, in her press conference, said the Republican and Democratic national committees would sponsor debates that would entail slight risk for their candidates and amount to "little more than a political pillow fight." She also expressed doubt the parties would include third party candidates in their debates. The league invited one such candidate, John Anderson, to the first of its 1980 general election debates—but President Carter declined to participate with An-

derson and Republican challenger Ronald Reagan.

Neuman said the parties "are trying to steal the debates from the American voters, not the League of Women Voters," adding, "The debates are the only thing left that are not managed by the candidates or the campaign consultants." Her press conference followed by nine days the league's announcement identifying the first two of four cities where it will sponsor debates among Democratic and Republican presidential primary candidates. The announcement also said the league would schedule up to three debates between presidential nominees and one involving their vice presidential running mates (BROADCASTING, Feb. 16).

Fahrenkopf and Kirk, in their joint statement, in stressing the need to institutionalize presidential debates, said the commission's goal would be to recommend the number of presidential and vice presidential debates, as well as the dates and locations of those debates, before the 1988 presidential nominating conventions.

The chairmen also said that potential candidates for their parties' respective nominations "have committed to support the party-sponsored debates."

The Fahrenkopf-Kirk announcement stems from a recommendation of the Commission on National Elections, which in 1985 studied the presidential election system. On Nov. 26, 1985, Kirk and Fahrenkopf signed a joint memorandum agreeing in principle to pursue the party sponsorship idea (BROADCASTING, Dec. 2, 1985). The announcement also followed by little more

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RUSSIA

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Russia: Live From The Inside presented 66 hours of uncensored domestic television direct from the Soviet Union. Included were game shows, newscasts, music videos, sitcoms, movies and even cartoons.

For the first time ever, Americans were able to see the very same programs being watched simultaneously by over 280 million Russian citizens. It was an unprecedented look at Soviet life as portrayed by Soviet television.

Needless to say, our week of live Russian TV made television history. And since it appeared only on cable, it provided another

stunning example of the unique program offerings available only to cable TV subscribers.

It was also further proof of how The Discovery Channel is living up to its commitment to provide entertaining documentary programming that brings the world closer to home.

Our whole reason for being is to present television programming that ignites curiosity, that excites imagination, that celebrates the richness and wonder of the world.

That's why over 14 million households are already able to turn on The Discovery Channel for fascinating programs about nature, science and technology, history, human adventure and world exploration.

Clearly, TV viewers who are looking for something different are looking at The Discovery Channel. Because for uniquely entertaining nonfiction television, we're the real McCoy.



THE
DiscoveryTM
CHANNEL

than a week the release of a Twentieth Century Fund paper, "For Great Debates," which recommends that the Republican and Democratic National Committees, rather than the league, sponsor presidential national election debates. It also calls on both parties to establish a bipartisan Presidential Debates Organization. The paper was prepared by former FCC Chairman Newton N. Minow and Clifford M. Sloan (BROADCASTING, Feb. 16).

The paper itself generated controversy last week when Neuman was asked about it. She took issue with a statement in the introduction that was written by Murray J. Rossant, the director of the Twentieth Century Fund. The statement said the paper had been subject to lively debate when submitted to a group of political scientists, politicians, network executives, representatives of public interest organizations and journalists at Harvard University's John F. Kennedy Institute of Politics, but had been "generally endorsed." Only representatives of the league, Rossant wrote, "of course, strongly dissented." Neuman said she had attended the session, in early December, and felt that there had been no consensus on the question of sponsorship, but had received no satisfaction when she wrote to Rossant to register a complaint. Last week, Paul Bograd, of the Kennedy School, who had helped arrange the conference on the paper, agreed with Neuman. "There had been four positions [on the question of sponsorship]," he said—one calling for sponsorship by the networks, another by the parties, a third by the league and the fourth, for sponsorship by an independent organization. There had been consensus, however, he said, on the importance of debates and on the importance of institutionalizing them. Walter Mondale, the Democratic presidential candidate in 1984, who moderated the off-the-record conference, is said to have been among those opposing sponsorship by the political parties.

Fahrenkopf and Kirk, who will serve as

co-chairmen of the new commission, appointed as vice chairman Richard Moe, a partner in the Washington law firm of Davis, Polk & Wardell, and David Norcross, another Washington lawyer, who is a partner in the firm of Myers, Matteo, Rabil, Pluese & Norcross. Others named to the commission are Representative Barbara Vucanovich (R-Nev.), former Senator John Culver (D-

Iowa), now a partner in the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn; Republican Governor Kay Orr of Nebraska; Vernon Jordan, a Democrat and former president of the Urban League, and now a partner in the Washington law firm of Akin, Gump, Strauss, Hauer & Feld; Pamela Harriman, chairman of Democrats for the '80's, and Senator Pete Wilson (R-Calif.).



Collins, Allen, Ross, Schneider, Salant and Jones

Balancing the news budgets

Bottom line considerations of network news among topics of New York communications seminar

Salary cuts for highly paid correspondents, budget cuts and the continuing quality of network news were the main subjects discussed during a Center for Communication-sponsored seminar in New York last week, as network executives—past and present—joined print reporters Monica Collins of *USA Today* and Alex Jones of *The New York Times* in a discussion of "Ethics and Broadcasting: Profits versus Social Responsibility."

Among those participating was Richard Salant, former CBS News president, who said that in the "good old days," the news division at CBS was "not regarded as, nor expected to be a profit center. I can tell you that was an expectation that I fully met." Although he too "sweated over" budgets, Salant said that "more often than not," more was spent than was allotted each year. "I never was able to anticipate assassinations

and seven-day wars, but" he added, "senior management hardly raised an eyebrow. They gave me 16 marvelous years." Today, he said, the news is expected to make a profit, "to be treated just like all other operating divisions. Even worse," he added, "each news series, each documentary, is rated for its profit potential. No profits, and off with its head." He added that news is not cost-efficient "any more than the fire department is. A lot of people have to be ready to answer emergencies."

Today at CBS, according to Suzanne Allen, senior producer of *CBS Evening News*, there are concerns over whether CBS can cover the news "adequately under the economic strictures imposed on us" in the last couple of months. There are also "tensions over salaries" and questions about what budget cuts would mean to crisis coverage and the quality of the network's broadcasts, she said, adding that it is "no longer acceptable" that the news division overall loses money. While mindful of maintaining its news heritage, "at the moment," she said, CBS News must take CBS chief executive officer, Laurence Tisch at his word that the quality of CBS News will not suffer in the new budget-conscious environment.

Of the "\$50-million [budget cut] figure" reportedly requested by Tisch of CBS News (BROADCASTING, Feb. 9), Allen said: "God knows what it's really going to be. It's big. We know we have a lot to cut back, whether it's \$50 million, \$30 million, I don't know. I don't think anyone really does know at this point. All we know is that we have to cut back and the cutbacks are going to be substantial."

Said Alfred Schneider, vice president of policy and standards at Capital Cities/ABC, this "is a changing business, and the realities of that changing business have to be taken into account. There are certain risks that you take as you cut down on costs and there are certain decisions that may or may not be covered in the same manner, but that's the balancing game," he said. Added Thomas Ross, senior vice president of NBC News, while news must be protected from "more rigorous" cost cutting, it can't expect to continue to operate as it has in the past. News divisions have "to come to grips" with current economic pressures, he said. □

Washington Watch

Fee reminder. FCC will start collecting application fees set by Congress for commission services (BROADCASTING, April 14, 1986) April 1. Applications received on or after that date (it's date of receipt, not date of mailing, that counts) must be accompanied by appropriate fee. Applications designated for hearing on or after that date also will be subject to hearing charge if applicant opts to participate in hearing. □

End uncertainty. Representative Norman F. Lent (R-N.Y.), ranking minority member on House Energy and Commerce Committee, expressed his concern with FCC's actions on must carry in letter sent to FCC Chairman Mark Fowler on Feb. 13. Lent stated his belief that "it is time for the commission to end the uncertainty that exists in the marketplace as a result of the commission's delay in reaching a final decision on its must-carry regulations." He also emphasized that adequacy of an A/B switch as "transition mechanism," merits "a more thorough and complete investigation by the commission." Nevertheless, he added, such investigation should not delay implementation of must-carry rule. □

Knoxville noncommercial. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of East Tennessee Public Communications Corp. for new noncommercial TV on channel 15 in Knoxville, Tenn., denying competing applications of Knoxville Community Broadcasting and Lincoln Memorial University. Kuhlmann said East Tennessee, currently licensee of noncommercial WSK-TV Sneedville (Knoxville), Tenn., presented "superior" plan in "terms of initiation of service and the likely development of proposed programming." □

The Most
Revolutionary
Technology Ever
Developed for the
News Media

UNITED PRESS INTERNATIONAL



Introducing PYXYS

In 1987, UPI will take its print and broadcast clients into the future with Pyxys, a revolutionary system of digital equipment that encompasses the most advanced technology ever developed for the news media.

We will begin with photography. As a client, you will continue to receive award-winning photographs, but with greater speed than ever imagined.

And, with Pyxys' state-of-the-art digital processing, the pictures you receive will be of the highest quality.

In fact, with the unveiling of Pyxys, existing means of picture transmission become obsolete.

Our Pyxys system, developed by Digital A V and manufactured by Martom Digital, Inc., both of Knoxville, Tennessee, is so reliable, so flexible and so easy to use

that the analog method of transmitting pictures is rendered antiquated and inefficient by comparison.

An additional and equally important advantage of our Pyxys system is its cost-efficiency. It will very quickly pay for itself.

Pyxys is also expandable...and it will be expanded rapidly. Soon after the initial Pyxys equipment is in service at newspapers and broadcast stations throughout the world, additional elements will be made available.



Mario Vázquez Raña
Chairman and Chief
Executive Officer

In the near future, one digital news packet received from UPI will contain color and black-and-white photographs, voice interviews, text and graphics.



The following pages explain the technology and demonstrate in pictures and diagrams how Pyxys works. Once you've read them, I'm confident you will agree Pyxys is destined to become an indispensable part of your news operation.

For UPI, Pyxys represents the most recent in a proud history of breakthroughs.

UPI is back. UPI is the future.



Mario Vázquez Raña

Unprecedented Speed and Quality

UPI's new digital system is so fast that a photograph or graphic illustration could arrive in a customer's newsroom within seconds of the first bulletin. And of equal importance to the unprecedented speed of the system is the quality of the product.

As illustrated on these pages, there is no potential for quality loss at any link in the digital chain of transmission. The image received by a UPI customer will always be of the same high level of quality as the original.

The links in the conventional analog process of picture delivery result in an inevitable loss of quality. The potential for decay exists at every link, beginning with the film-based camera and extending throughout the entire analog chain.

The many other advantages made possible by UPI's new technology are no less important than speed and quality.

It Saves Money

Pyxys results in reduced material and labor costs.

It's More Reliable

With Pyxys, there are fewer things that can go wrong and the all-digital system completely eliminates the need for chemicals.

Model 400. This is the most advanced digital color photo news system available. Included are a comprehensive graphics package and special enhancement features, as well as photo storage and distribution capabilities. Model 400 was developed for publications that desire the most complete photo editing and graphic functions.





It's Expandable

The digital photograph system is only the beginning. Over the lifetime of Pyxys equipment, UPI will be providing increased and enhanced capabilities, including

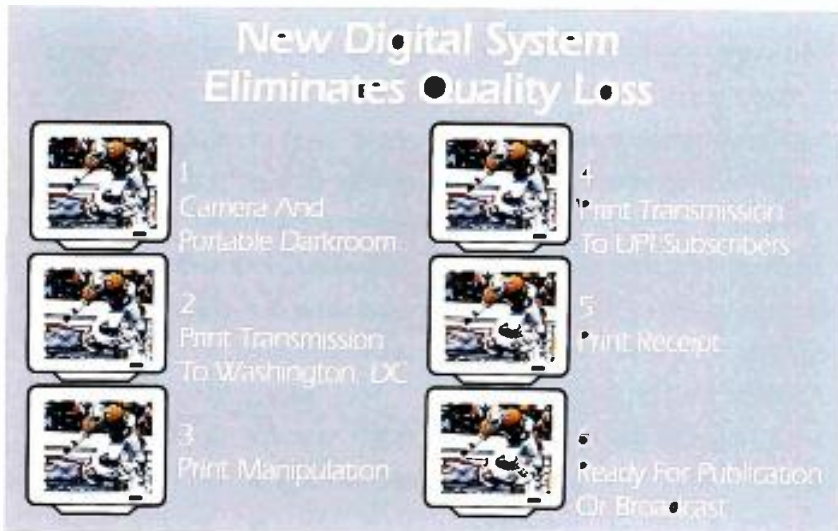
text and sound with no obsolescence. UPI's Pyxys subscribers also will have the ability to interface automatically to pagination equipment.

It's Friendly

Pyxys equipment is exceedingly easy to use.

It's More Flexible

UPI Pyxys subscribers will be able to select and print only the pictures needed each day...in the order that they are needed. Pyxys gives subscribers full control, eliminating the analog system's requirement that all the photos that UPI provides each day be transmitted and printed individually. Subscribers also will have the additional ability to receive in broadcast mode or on demand.



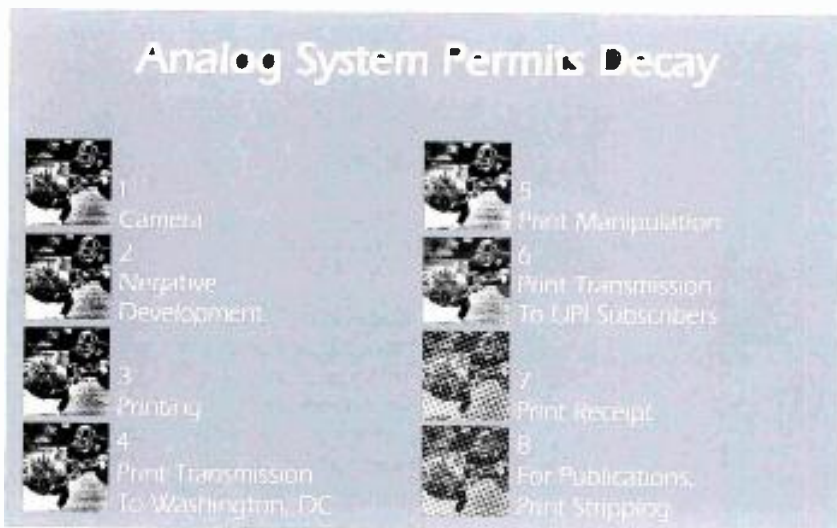
Digital Chain. As shown in this diagram, photographic quality remains consistent. UPI Pyxys eliminates degradation and assures the highest quality reproduction.

Here's How It All Fits Together

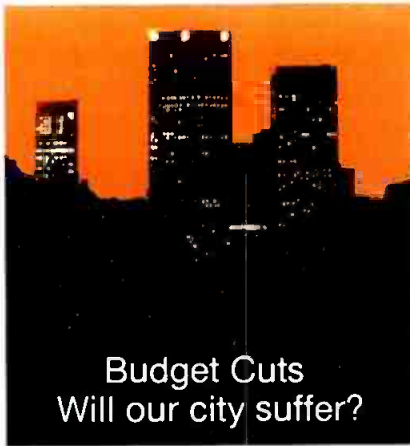
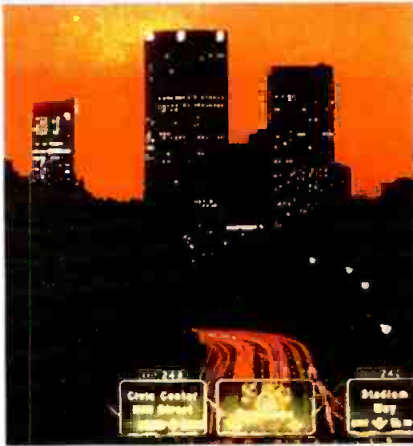
Photos taken by UPI photographers around the world are transmitted via satellite to a Master Digital Darkroom at UPI headquarters in Washington, DC.

The darkroom contains the most advanced digital picture reconstruction and touch-up capabilities available, assuring superior quality before each picture is transmitted, again via satellite, to UPI photo subscribers.

Each Pyxys UPI subscriber will have its own digital darkroom to receive the pictures. A "matrix" feature will allow the subscriber to select photos and perform additional editing. The matrix



Analog Chain. When photographs pass through the various stages of the traditional analog chain, the potential for decay exists at every step. Even the best photos diminish in quality when transmitted by this method.



A special graphics feature of Models 300 and 400 facilitates editing and special effects enhancement of original photographs, including the ability to add text.

emulates a contact sheet but is much more flexible. The pictures on any given matrix can be moved and arranged for printing in any priority.

Any photo on the matrix also

Model 300. This model was designed especially for the television industry. It features color and black-and-white capability, voice interviews, text and graphics...all emanating from a single news event.

can be selected for enlargement to an 8x10 format for a preview of what the picture will look like when printed.

A "zoom" feature permits the expansion and isolation of specific areas of a photo for touch-up.



All photos not needed and any duplicate photos can be deleted from the matrix. Pyxys subscribers have the capability to eliminate photos or to save them in a digital archive.

A "tag" feature allows subscribers to select pictures for print.

Use of the "show" feature from the matrix provides an editorial review of all the pictures chosen to be printed each day.

Finally, when the "print" feature is selected, only those pictures tagged will be printed, resulting in a substantial



reduction of material costs. It will also raise the equipment reliability and, for publications, shorten the turn-around time to the press.

Use of the "communications" feature of the darkroom will permit the reception of the broadcast mode of the pictures via satellite for greater reliability and quicker transmission.

The Matrix feature allows a UPI customer to view multiple photographs and arrange them in any desired priority for editing and printing.

Should satellite transmission be disrupted, UPI subscribers with Pyxys will be able to send or receive pictures over standard telephone lines to and from the Master Darkroom in Washington, DC.

Model 200 offers the ability to select and print only those photographs desired, significantly reducing the cost of materials. A graphics package is not included.



Local Photo Capabilities

The unique distributed digital darkroom will provide superior news management and can be expanded to provide editorial review of local pictures as well as the addition of local pictures to a library in a non-degradable form.

The Ultimate: Fully Automated News Production

Soon Pyxys will give subscribers the capability of integrating photos into fully automated news production with our commitment to make the equipment conform to pre-press standards.

UPI's Master Digital Darkroom, located in Washington, DC, is the central receiving and distribution point for all photographs. It is equipped with state-of-the-art technology to assure the highest quality and best delivery of photo news.

When Seconds Count, No System Competes With Pyxys

The Pyxys equipment we are introducing now is only the first of several elements that will comprise UPI's All-Digital News Network.

Technology already has been developed for us and additional equipment soon will be available to all UPI subscribers.

The all-digital chain will begin with UPI reporters and photographers in the field. Film-based cameras will be replaced by digital cameras that require no film and,

therefore, no negative developing and printing before the images are transmitted.

The cost savings in the above step alone are enormous. Not only will the expense of conventional film and chemical development and printing be eliminated, but our photographers will also be able to re-use their digital "film" indefinitely.



Photographers will be less concerned about overshoot as a result of this technological breakthrough, and their pictures will begin in a non-degradable format.

The photographic images will be processed and edited in the field in a portable digital darkroom, which also will transmit the images to UPI's Master Digital Darkroom in Washington. Before transmission, the photographer will review all pictures taken at an event, eliminate redundant shots, and transmit the best to UPI headquarters.

After selection and editing are completed in Washington, the pictures will be transmitted to UPI subscribers, completing the journey through our digital chain.

The pictures will reach subscribers much more quickly than ever before possible, and quality will be significantly higher.

Our digital photography will be universal; one source of an event can be used many times in broadcast or newspapers.

The importance of digital photography cannot be understated when **seconds count**, which is the case for almost all late-breaking news events and major continuing stories.

Current and subsequent Pyxys equipment will facilitate and substantially reduce the costs associated with color photography to the point that it may ultimately supplant black-and-white as the dominant photographic medium for newspaper, just as it has for television.

UPI's Digital News Network will transmit color pictures of superior, non-degradable quality with unprecedented speed and

economy, and Pyxys printers will provide color separations.

Pyxys subscribers will be able to enlarge black-and-white or color images on the matrix to an 8x10 representation and see the picture on the screen precisely as it will appear in a color-separated print, editing and manipulating the image to obtain the exact color separation desired.

Subsequent Pyxys equipment will bring together all the elements of UPI's Digital News Network. Voice interviews, text and graphics will be transmitted via satellite and telephone lines from the source of an event to your newsroom...all in digital format.

Every aspect of a news event will be covered with a speed that no competitor can match.

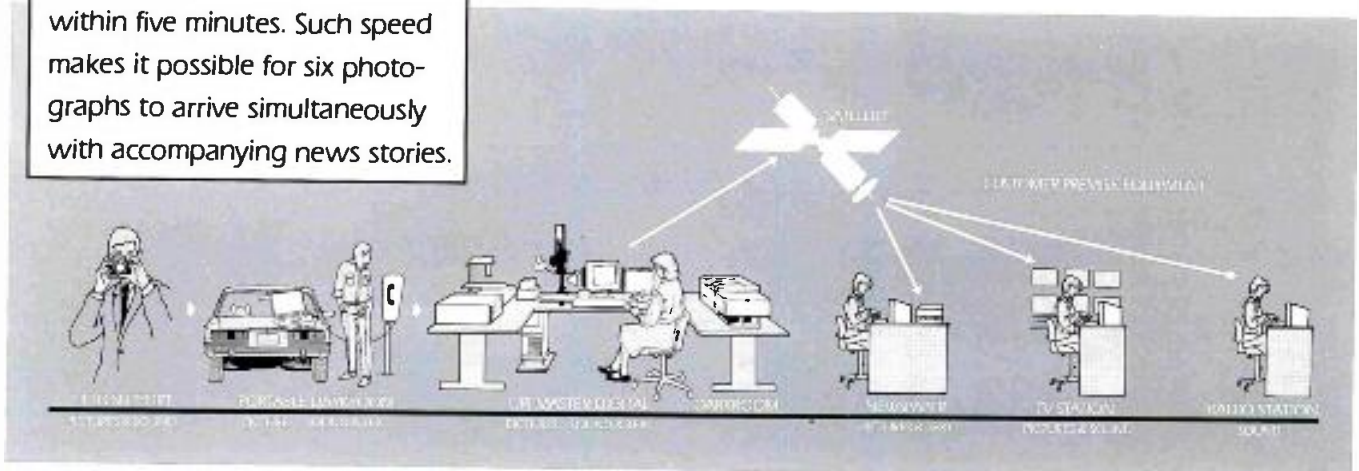
The Digital News Network is a major part of UPI's future...and yours.

6 Photos in 5 Minutes

Black-and-white or color photographs can be transmitted from UPI headquarters and received in customers' newsrooms within five minutes. Such speed makes it possible for six photographs to arrive simultaneously with accompanying news stories.



1400 Eye Street, NW
 Washington, DC 20005
 (202) 898-8000



EXCLUSIVE PROJECTIONS

TV station revenue to average 12% growth by 1992

Frazier Gross & Kadlec study tracks 150 markets; sees Los Angeles becoming number one market in spot and local ad revenue

Television station revenue from 1987 to 1992 should grow 12.5% on average, according to projections made by the consulting and appraisal firm of Frazier Gross & Kadlec, which last week completed a survey of all television markets with three or more stations (149) markets which was released exclusively to BROADCASTING. A pick-up in inflation and a rebound in oil prices should both help market revenue increase during the next five years, said Charles Kadlec, FG&K president of the Washington-based firm.

By 1992 Los Angeles should have surpassed New York as the number-one market for local and spot television revenue (what it calls nonnetwork) with \$1,524,300,000, according to FG&K. New York would weigh in at \$1,389,600,000, followed by Chicago with \$740 million. FG&K projects all markets will grow, with compound annual growth rates varying between 8.5% and 17%.

"The difficult thing to get a handle on in each market is competitive pricing," Kadlec said. "If stations are more interested in market share, prices may be driven down to the detriment of market revenue." He said FG&K is assuming that inventory will not be significantly changed, either by 15-second commercials becoming the "standard" at the local level or by the entry of new stations in the market.

In general the historical increase of television station revenue as a percentage of retail sales should continue, he added. The FG&K president said that trend would be encour-

aged by recent mergers and acquisitions which brought in new owners who would be "more aggressive in going after local sales." He cited as an example of this phenomenon Nashville, where television revenue as a percentage of retail sales increased "dramatically," between the late 1970's and the early 1980's. The range of the ratio goes from Los Angeles, where television revenue accounts for 0.86% of retail sales to Odessa-Midland, Tex., where the ratio is 0.25%. New York

has a ratio of 0.61%, and Chicago, 0.75%. By 1992, FG&K projects that two markets will have surpassed a ratio of 1%: Phoenix and Los Angeles, both with 1.04%.

Kadlec predicted that between 1987 and 1992 there will be two peak years—containing both the elections and the Olympics.

FG&K's estimates of market revenues and projected retail sales along with the ratio of nonnetwork revenue as a percent of those retail sales follow:

Net nonnetwork market revenue projections (Dollars in millions)

	1986	1987	% chg	1992	5-yr annual growth
Abilene-Sweetwater, Tex.	\$6.6	\$7.1	8.0%	\$12.2	\$11.5
Albany-Schenectady-Troy, N.Y.	38.0	40.7	7.0	67.0	10.5
Albuquerque	40.7	44.8	10.0	80.7	12.5
Amarillo, Tex.	10.0	10.6	6.0	17.9	11.0
Anchorage	14.8	16.7	12.5	31.4	13.5
Atlanta	169.7	190.9	12.5	367.5	14.0
Augusta, Ga.	15.0	16.5	10.0	31.1	13.5
Austin, Tex.	36.9	39.8	8.0	73.3	13.0
Bakersfield, Calif.	12.7	14.3	12.0	25.7	12.5
Baltimore	104.0	113.8	9.5	196.2	11.5
Bangor, Me.	8.3	9.1	10.0	16.8	13.0
Baton Rouge	25.5	27.1	6.0	45.6	11.0
Beaumont-Port Arthur, Tex.	12.1	12.7	5.0	20.4	10.0
Billings-Hardin, Mont.	5.5	5.8	7.0	9.0	9.0
Binghamton, N.Y.	9.6	10.5	9.0	17.3	10.5
Birmingham, Ala.	42.1	45.7	8.5	73.6	10.0
Boise, Idaho	11.2	12.0	7.0	20.2	11.0
Boston	253.0	275.7	9.0	519.4	13.5
Bristol, Va.-Kingsport, Tenn.	15.1	16.5	9.0	27.8	11.0
Buffalo	54.6	60.6	11.0	97.6	10.0
Burlington, Vt.-Plattsburgh, N.Y.	19.5	21.7	11.0	39.9	13.0
Cedar Rapids-Waterloo, Iowa	17.0	18.3	8.0	29.5	10.0
Charleston, S.C.	20.4	22.4	10.0	41.3	13.0
Charleston-Huntington, W.Va.	25.8	27.9	8.0	47.0	11.0
Charlotte, N.C.	63.3	70.9	12.0	130.7	13.0
Chattanooga	20.1	22.4	11.0	40.3	12.5
Chicago	380.0	419.9	10.5	740.0	12.0
Cincinnati	85.2	92.0	8.0	158.6	11.5
Cleveland	120.6	130.3	8.0	224.5	11.5
Colorado Springs-Pueblo	20.6	22.2	8.0	39.1	12.0

Coming up short at Grant Broadcasting. A newspaper ad recently ran announcing that a securities firm was willing to buy and sell the privately placed securities of Grant Broadcasting System. A call to the firm, R.D. Smith & Co., disclosed that only half of face value was offered for GBS's senior second lien notes paying 14.5%. The reason for that market-maker's pessimism, as well as for the continuing hearings and discussion in Philadelphia bankruptcy court, were revealed in the broadcaster's preliminary year-end financial figures.

The just-released preliminary results for last year show that the three Grant stations took in net revenue of \$36.2 million, which was \$10.4 million below budget projections made at the beginning of 1986. Last year's revenue was even further behind earlier projections, made in the fall of 1985 when GBS was structuring its financing. At that time, net revenue of \$55.8 million was forecast—that preliminary document also had GBS paying more for programming.

The results suggest that even if a promised \$30-million line of credit, reportedly arranged with Allied Bank of Texas, had come through, GBS might still have run short of money to pay bills. Cash payments to creditors in 1986 alone totaled almost \$40 million, or roughly \$3 million more than revenue. GBS is scheduled to pay

roughly \$52 million cash to syndicators in this year and 1988. One in every five of those dollars is scheduled to be due Viacom International, although GBS has submitted to the bankruptcy court a yet-to-be-approved settlement that might reduce the Viacom liabilities by 10% and stretch the terms of payment.

Among the three GBS stations, only wgsa-TV Philadelphia, which started as planned in October of 1985, exceeded its revenue projections of \$13.7 million and brought in roughly \$15 million last year.

The biggest shortfall, as suspected, was at wsgo-TV Chicago, which instead of bringing in \$21.7 million, took in just \$8.3 million. Required cash payments in Chicago to program syndicators alone were several million dollars more than revenue.

The program syndicator payments, excluding anything else, would have placed all three stations several million dollars in the hole on a cash basis, except that GBS withheld payments beginning last fall. It had to meet additional expenses totalling \$20.4 million for payroll and other operating expenses of engineering, promotion, sales, insurance and administrative. There was also \$4 million in cash interest payments last year and programming produced by the stations, totalling \$3.8 million.

1986	1987	% chg	1992	5-yr annual growth	1986	1987	% chg	1992	5-yr annual growth
Columbia, S.C.	21.8	23.9	43.1	12.5	Pauch, Ky.-Cp Gardu, Mo.-Hrnsbrg, Ill.	14.4	15.1	5.0	9.5
Columbia-Jefferson City, Mo	6.9	7.7	13.0	11.0	Peoria, Ill.	14.3	23.8	7.0	24.7
Columbus, Ga.	12.8	14.1	26.0	13.0	Philadelphia	261.8	278.9	6.5	10.0
Columbus, Ohio	60.6	65.5	112.9	11.5	Phoenix	125.4	139.1	11.0	12.0
Corpus Christi, Tex.	15.9	17.1	29.6	11.5	Pittsburgh	109.0	116.7	7.0	15.0
Dallas-Fort Worth	261.5	274.6	505.8	13.0	Portland, Ore.	82.8	90.2	9.0	11.0
Davenport-Rock Island, Ill.	21.0	22.7	37.3	10.5	Portland-Poland Springs, Me.	21.6	24.0	11.0	13.0
Dayton, Ohio	40.9	44.6	73.5	10.5	Providence, R.I.-New Bedford, Mass.	38.9	41.8	7.5	12.5
Denver	138.7	149.8	275.9	13.0	Raleigh-Durham, N.C.	47.1	51.3	9.0	11.5
Des Moines, Iowa	22.0	24.2	40.7	11.0	Reno	13.6	14.8	9.0	12.0
Detroit	181.9	196.5	338.6	11.5	Richmond, Va	34.9	38.8	11.0	12.5
Duluth, Minn.-Superior, Wis.	8.1	8.5	12.8	8.5	Roanoke-Lynchburg, Va.	23.1	25.6	11.0	13.0
El Paso	18.3	19.8	34.8	12.0	Rochester, N.Y.	34.0	37.2	9.5	12.0
Elie, Pa.	9.8	10.6	18.7	12.0	Rochester-Austin, Minn.-Mason City, Iowa	6.9	7.4	8.0	10.0
Eugene, Ore.	12.1	12.9	20.3	9.5	Rockford, Ill.	13.7	14.7	7.0	11.0
Evansville, Ind.	16.9	18.6	29.9	10.0	Sacramento-Stockton, Calif.	111.7	126.8	13.5	9.0
Fargo, N.D.	11.8	12.4	18.7	8.5	Saltinas-Monterey, Calif.	25.5	27.5	8.0	14.5
Flint-Saginaw-Bay City, Mich.	31.3	33.8	57.0	11.0	Salt Lake City	61.6	67.2	9.0	11.5
Fort Myers-Naples, Fla	21.6	24.8	50.0	15.0	San Antonio, Tex.	63.4	68.8	8.5	13.0
Fort Wayne, Ind	18.0	19.6	30.8	9.5	San Diego	86.7	94.3	15.0	13.0
Fresno-Visalia, Calif.	39.3	43.2	77.9	12.5	San Francisco	322.6	354.9	10.0	15.0
Fl. Smith, Ark.	9.0	9.6	16.6	11.5	San Juan, P.R.	83.8	88.0	5.0	13.5
Grand Rapids-Kalamazoo, Mich.	43.4	47.3	81.5	11.5	Santa Barbara-Santa Maria, Calif.	13.2	14.7	12.0	8.5
Green Bay, Wis.	26.0	28.4	43.7	9.0	Savannah, Ga.	12.9	14.4	11.0	14.0
Greensboro-Winston Salem, N.C.	38.9	43.6	82.1	13.5	Seattle-Tacoma, Wash.	135.4	147.6	9.0	13.0
Greenville-New Bern, N.C.	15.8	17.6	29.6	11.0	Shreveport, La.-Texarkana, Tex.	22.3	23.6	6.0	12.0
Greenville-Spartanburg, S.C.	43.1	47.0	84.9	12.5	Sioux Falls-Mitchell, S.D.	7.6	8.1	6.5	8.5
Harrisburg-York-Lancaster, Pa.	35.2	39.1	68.9	12.0	Sioux Falls-Elkhart, Ind.	13.8	15.2	10.0	12.0
Hartford-New Haven, Conn.	99.1	112.5	207.2	13.0	Spokane, Wash.	22.5	24.7	10.0	9.5
Honolulu	40.6	42.9	72.2	11.0	Springfield, Mo.	14.2	15.2	7.0	11.5
Houston	188.8	198.3	357.3	12.5	Springfield-Decatur-Champaign, Ill.	19.4	20.6	6.0	9.0
Idaho Falls, Pocatello	14.3	15.4	26.6	11.5	St. Louis	113.5	124.9	10.0	11.0
Indianapolis	4.9	5.2	8.8	12.0	Syracuse, N.Y.	24.2	26.2	8.0	10.5
Huntsville, Ala.-Decatur, Ga.	89.3	95.5	168.3	13.0	Tallahassee, Fla.-Thomasville, Ga.	11.8	13.1	11.0	10.5
Jacksonville, Fla.	48.3	53.2	98.0	13.0	Tampa-St. Petersburg, Fla	127.9	143.2	12.0	11.0
Jackson, Miss.	18.3	19.7	34.8	12.0	Terre Haute, Ind.	9.6	10.1	6.0	15.5
Johnstown-Altoona, Pa.	12.0	12.7	19.9	9.5	Toledo, Ohio	27.9	29.9	7.0	10.0
Joplin, Mo.-Pittsburg, Kan.	8.9	9.7	15.7	10.0	Toledo, Kan.	8.6	9.2	7.0	10.5
Kansas City, Mo.	79.4	84.9	146.4	12.0	Traverse City-Cadillac, Mich.	7.0	7.3	5.0	11.0
Knoxville, Tenn.	30.3	33.5	59.1	11.5	Tucson, Ariz.	29.0	31.8	9.0	10.0
La Crosse-Eau Claire, Wis.	12.3	13.4	23.0	11.5	Tulsa, Okla.	26.6	29.0	8.0	11.5
Lafayette, La.	14.0	14.7	22.6	9.0	Washington	37.7	40.7	8.0	10.5
Las Vegas	35.4	38.6	71.1	13.0	Washington	198.0	215.8	9.0	13.5
Lexington, Ky	21.9	24.7	45.6	13.0	Wausau-Rhinelander, Wis.	6.5	7.0	8.0	10.5
Lincorn-Hastings-Kearney, Neb.	16.1	17.4	29.4	11.0	West Palm Beach-Fort Pierce, Fla.	41.3	45.2	9.5	13.0
Little Rock, Ark.	35.0	38.9	70.1	12.5	Wichita Falls, Tex.-Lawton, Okla.	9.9	10.4	5.0	10.0
Los Angeles	716.2	809.3	1,524.3	13.5	Wichita-Hutchinson, Kan.	31.7	34.3	8.0	10.5
Louisville, Ky	43.1	46.5	86.7	10.5	Wilkes-Barre-Scranton, Pa.	24.0	26.4	10.0	12.0
Lubbock, Tex.	13.7	14.5	23.8	10.5	Wilmington, N.C.	11.9	13.0	9.0	10.5
Macon, Ga.	11.0	12.2	21.9	12.5	Yakima, Wash.	10.3	11.2	7.0	10.5
Madison, Wis.	16.7	18.1	31.8	12.0	Youngstown, Ohio	13.3	14.2	7.0	9.5
McAllen-Brownsville, Tex.	12.5	13.5	24.3	12.5					
Memphis	6.7	7.3	12.5	11.5					
Miami	180.1	205.3	386.7	13.5					
Milwaukee	74.9	80.9	136.2	11.0					
Minneapolis-St. Paul	135.1	148.0	272.6	13.0					
Mobile, Ala.-Pensacola, Fla.	30.2	33.6	59.1	12.0					
Monroe, La.-Et Dorado, Ark.	9.4	10.0	15.4	9.0					
Montgomery, Ala.	14.4	15.1	25.5	11.0					
Nashville	56.2	61.8	119.0	14.0					
New Orleans	75.1	81.5	150.2	13.0					
New York	694.7	771.1	1,389.6	13.0					
Norfolk-Portsmouth-Newport News, Va	49.2	53.4	94.1	12.5					
Odesa-Midland, Tex.	10.0	10.5	17.7	12.0					
Oklahoma City	60.1	63.1	111.3	12.0					
Omaha	29.7	31.4	50.6	10.0					
Orlando-Daytona Beach-Melbourne, Fla	91.8	105.6	231.5	17.0					

Retail sales projections (Dollars in millions)

Market	1987	1992	% chng	Retail sales ratio 1987	1992
Abilene-Sweetwater, Tex.	\$2,369	\$3,554	8.44%	0.30	0.34
Albany-Schenectady-Troy, N.Y.	8,946	13,127	7.97	0.45	0.51
Albuquerque, N.M.	6,838	10,636	9.24	0.66	0.76
Amarillo, Tex.	3,213	4,602	7.45	0.33	0.39
Allanta	25,321	40,258	9.72	0.75	0.91
Augusta, Ga.	3,134	4,785	8.83	0.53	0.65
Austin, Tex.	6,345	10,405	10.40	0.63	0.70

	1987	1992	% chg	1987	1992	% chg	1987	1992	% chg	1987	1992	% chg
Bakersfield, Calif.	2,278	4,350	9.78	0.52	1992	0.59	Macon, Ga.	2,745	4,141	7.90	4.843	7.90
Baltimore	16,985	25,334	8.32	0.67	1992	0.77	Madison, Wis.	4,137	6,250	8.60	3,410	8.60
Bangor, Me.	2,215	3,344	8.59	0.41	1992	0.50	McAllen-Brownsville, Tex.	3,678	5,761	9.39	50,942	8.44
Baton Rouge	4,667	7,160	8.94	0.58	1992	0.64	Medford, Ore.	3,047	4,578	9.39	26,918	10.29
Beaumont-Port Arthur, Tex.	3,084	4,389	7.31	0.41	1992	0.46	Memphis	10,286	15,286	8.25	24,693	6.40
Billings-Hardin, Mont.	1,750	2,633	8.51	0.33	1992	0.34	Miami	26,197	41,008	9.38	21,331	8.96
Birmingham, N.Y.	2,430	3,509	7.62	0.43	1992	0.49	Milwaukee	11,491	16,455	7.45	9,335	8.08
Boise, Idaho	7,484	10,956	7.92	0.61	1992	0.67	Minneapolis-St. Paul	25,580	39,364	9.00	16,969	7.86
Boston	47,629	71,747	8.34	0.49	1992	0.56	Mobile, Ala.-Pensacola, Fla.	7,395	11,724	9.65	17,529	9.61
Bristol, Va.-Kingsport, Tenn.	4,302	6,516	8.54	0.58	1992	0.72	Monroe, La.-El Dorado, Ark.	2,463	3,427	7.89	17,321	9.11
Buffalo, N.Y.	9,138	12,588	8.66	0.38	1992	0.43	Montgomery, Ala.	2,896	4,194	6.52	17,215	0.56
Burlington, Vt.-Plattsburgh, N.Y.	5,060	7,682	8.71	0.43	1992	0.78	Nashville	11,130	17,211	9.11	17,735	8.49
Cedar Rapids-Waterloo, Iowa	4,742	6,662	7.03	0.39	1992	0.44	New Orleans	11,802	17,735	8.25	187,981	9.15
Charleston, S.C.	3,607	5,540	8.96	0.92	1992	0.74	New York	9,963	15,438	9.54	15,838	0.25
Charleston-Huntington, W.Va.	7,605	11,077	7.81	0.37	1992	0.42	Norfolk-Portsmouth-Newport News, Va.	12,859	19,981	9.21	9,566	9.21
Charlotte, N.C.	4,918	7,312	8.25	0.45	1992	0.59	Odesa-Midland, Tex.	6,290	9,566	8.75	23,629	10.39
Chattanooga	56,231	82,900	8.07	0.89	1992	0.89	Oklahoma City	14,412	23,629	7.73	7,082	0.34
Chicago	12,435	18,700	8.50	0.74	1992	0.85	Oriando-Daytona Beach-Melbourne, Fla.	4,843	7,082	7.90	4,328	0.45
Cincinnati	25,907	37,365	7.60	0.50	1992	0.60	Peach, Ky.-Cp Gardu, Mo.-Hrisbrg, Ill.	3,410	4,928	7.64	16,495	8.44
Cleveland	3,855	6,001	9.26	0.58	1992	0.85	Peoria, Ill.	50,942	76,401	8.44	26,918	10.29
Colorado Springs-Pueblo	4,485	7,083	9.57	0.53	1992	0.81	Philadelphia	16,495	26,918	10.29	24,693	6.40
Columbia, S.C.	2,693	4,053	8.52	0.29	1992	0.32	Phoenix	18,110	24,693	6.40	9,335	8.08
Columbia-Jefferson City, Mo.	2,502	3,703	8.16	0.56	1992	0.70	Pittsburgh	13,890	21,331	8.96	9,335	8.08
Columbus, Ga.	11,421	17,253	8.60	0.57	1992	0.65	Portland, Ore.	6,369	9,335	9.08	11,278	11.078
Columbus, Ohio	3,605	5,329	8.13	0.48	1992	0.55	Portland-Poland Springs, Me.	11,278	16,969	8.54	17,529	9.61
Corpus Christi, Tex.	32,662	51,022	9.33	0.84	1992	0.99	Providence, R.I.-New Bedford, Mass.	3,810	6,160	10.09	11,856	10.09
Dallas-Fort Worth	4,927	6,855	8.82	0.46	1992	0.54	Raleigh-Durham, N.C.	7,822	11,856	8.67	9,335	8.08
Davenport-Rock Island, Ill.	8,421	12,365	7.99	0.53	1992	0.59	Richmond, Va.	5,429	8,139	7.78	3,786	7.45
Dayton, Ohio	20,994	33,349	9.70	0.39	1992	0.63	Roanoke-Lynchburg, Va.	6,283	9,139	7.78	4,681	4.681
Denver	6,140	8,920	7.75	0.71	1992	0.89	Rochester, N.Y.	2,644	3,786	7.45	4,681	4.681
Des Moines, Iowa	32,651	47,754	7.90	0.60	1992	0.71	Rochester-Austin, Minn.-Mason City, Iowa	3,207	4,681	7.86	28,137	28.137
Detroit	2,811	3,946	7.02	0.30	1992	0.33	Rockford, Ill.	17,587	28,137	9.85	16,495	8.44
Duluth, Minn.-Superior, Wis.	3,701	5,631	8.75	0.53	1992	0.62	Sacramento-Stockton, Calif.	3,783	5,982	9.59	16,495	8.44
El Paso	2,635	3,811	7.66	0.40	1992	0.49	Salinas-Monterey, Calif.	10,499	16,495	9.42	14,940	14.940
Erie, Pa.	2,481	3,530	7.30	0.52	1992	0.57	Salt Lake City	9,778	14,940	8.85	26,262	10.42
Eugene, Ore.	4,757	7,199	8.64	0.39	1992	0.42	San Antonio, Tex.	16,001	26,262	10.42	16,847	16.847
Evansville, Ind.	3,825	5,623	8.01	0.33	1992	0.33	San Diego	46,856	71,847	8.92	7,311	7.311
Fargo, N.D.	7,887	11,194	7.25	0.43	1992	0.51	San Francisco	4,552	7,311	9.94	3,663	3.663
Flint-Saginaw-Bay City, Mich.	4,027	6,626	10.47	0.62	1992	0.75	San Jose, Calif.	21,666	33,252	9.12	33,252	33.252
Fort Myers-Naples, Fla.	3,725	5,532	8.23	0.53	1992	0.56	Savannah, Ga.	6,086	8,878	7.85	6,086	6.086
Fort Wayne, Ind.	7,104	10,817	8.77	0.61	1992	0.72	Seattle-Tacoma, Wash.	3,728	5,484	8.02	7,679	7.679
Fresno-Visalia, Calif.	2,054	3,074	8.40	0.47	1992	0.54	Shreveport, La.-Texarkana, Tex.	2,516	3,510	6.88	3,510	3.510
Fort Smith, Ark.	10,353	16,144	9.29	0.46	1992	0.50	Sioux Falls, S.D.	5,065	7,679	8.68	7,679	7.679
Grand Rapids-Kalamazoo, Mich.	5,532	7,997	7.65	0.51	1992	0.55	Sioux Falls-Mitchell, S.D.	4,753	7,011	8.98	6,497	6.497
Green Bay, Wis.	9,029	13,901	9.01	0.48	1992	0.55	South Bend-Ekhart, Ind.	4,276	7,737	7.51	29,867	29.867
Greensboro-Winston Salem, N.C.	3,568	5,431	8.76	0.49	1992	0.55	Spokane, Wash.	5,385	7,737	7.99	6,060	6.060
Greenville-New Bern, N.C.	10,095	15,453	8.89	0.47	1992	0.48	Springfield, Mo.	20,339	29,867	7.84	4,044	4.044
Greenville-Spartanburg, S.C.	9,477	14,236	8.48	0.41	1992	0.48	Springfield-Decatur-Champaign, Ill.	6,060	8,838	7.84	4,044	4.044
Harrisburg-Lancaster, Pa.	17,356	25,886	8.32	0.65	1992	0.80	Syracuse, N.Y.	6,060	8,838	7.84	4,044	4.044
Hartford-New Haven, Conn.	29,773	44,526	8.38	0.67	1992	0.80	Tallahassee, Fla.-Thomasville, Ga.	2,636	4,044	8.93	30,164	30.164
Houston	3,788	5,651	8.33	0.41	1992	0.47	Tampa-St. Petersburg, Fla.	18,653	30,164	10.09	3,410	3.410
Huntsville, Ala.-Decatur, Ga.	1,809	2,707	8.40	0.29	1992	0.32	Terre Haute, Ind.	7,724	11,380	7.96	3,410	3.410
Idaho Falls, Pocatello	15,924	24,143	8.68	0.60	1992	0.70	Toledo, Ohio	2,506	3,751	8.06	3,751	3.751
Indianapolis	7,431	11,373	8.88	0.72	1992	0.86	Topeka, Kan.	2,462	3,602	7.90	3,602	3.602
Jacksonville, Fla.	4,492	6,933	9.07	0.44	1992	0.50	Traverse City-Cadillac, Mich.	4,489	6,689	8.30	10,160	10.160
Jackson, Miss.	3,901	5,228	6.03	0.32	1992	0.42	Tucson, Ariz.	7,167	10,160	7.23	52,621	52.621
Johnstown-Altoona, Pa.	2,533	3,714	7.96	0.38	1992	0.42	Tulsa, Okla.	33,841	52,621	9.23	3,990	3.990
Joplin, Mo.-Pittsburg, Kan.	14,141	21,215	8.45	0.60	1992	0.69	Washington	15,750	25,233	8.48	15,750	15.750
Kansas City, Mo.	7,404	11,443	9.10	0.58	1992	0.52	Washington	15,750	25,233	8.48	15,750	15.750
Knoxville, Tenn.	2,636	3,958	8.47	0.51	1992	0.58	West Palm Beach-Fort Pierce, Fla.	9,053	15,750	11.45	9,053	9.053
La Crosse-Eau Claire, Wis.	3,689	5,409	7.95	0.40	1992	0.42	West Palm Beach-Fort Pierce, Fla.	2,863	4,106	7.48	4,106	4.106
Lafayette, La.	5,090	8,609	11.08	0.76	1992	0.83	Wichita Falls, Tex.-Lawton, Okla.	7,812	11,591	8.21	11,591	11.591
Las Vegas	5,158	7,909	8.92	0.48	1992	0.58	Wichita-Hutchinson, Kan.	9,076	13,459	7.57	9,076	9.076
Lexington, Ky.	4,210	6,154	7.89	0.41	1992	0.48	Wilkes-Barre-Scranton, Pa.	2,230	3,459	9.17	3,459	3.459
Lincoln-Hastings-Kearney, Neb.	7,079	10,485	8.17	0.55	1992	0.67	Wilmington, N.C.	2,230	3,459	9.17	3,459	3.459
Little Rock, Ark.	94,207	145,970	8.15	0.86	1992	1.04	Yakima, Wash.	2,230	3,459	9.17	3,459	3.459
Los Angeles	8,463	12,784	9.60	0.55	1992	0.60	Youngstown, Ohio	4,388	6,121	6.88	6,121	6.121
Louisville, Ky.	2,449	3,361	6.54	0.59	1992	0.71						

TCI paints rosy picture for analysts

Its cash flow to double next year; Malone says most superstations at risk, with or without syndicated exclusivity; Also covered: how TCI might break up and details of proposed merger with Heritage Communications

The diversity and size of Tele-Communications Inc. was explored last week in a company presentation to several score financial analysts in New York. TCI President John Malone said the company next year should bring in \$1.5 billion in consolidated revenue and \$600 million in cash flow, not counting other ventures in which TCI has a half interest or less. Using a \$2,000-per-subscriber calculation, and subtracting debt, the Denver-based MSO has a theoretical per-share value of \$66, said its president, or more than double what the stock was trading for the previous week.

As of the end of 1986, TCI-owned and affiliated systems passed 12 million homes, serving 6.7 million basic subscribers, up 39% from a year earlier, with 4.8 million pay units. Unaudited information for the year show 1986 revenue at \$645.7 million, with cash flow of \$278.9 million.

That cash flow next year should almost equal revenue this year is largely the result of subscriber-fee rate increases which should add another \$50 million, the addition of 650,000 subscribers from the Group W systems purchase (\$75 million) and the addition of United Artists Communications (\$200 million) of which TCI currently owns 65%.

Compounding the good news, Malone said TCI won't pay any "meaningful" federal taxes (in cash) until after 1991, largely because of loss carry forwards and because the company still has available investment tax credits and accelerated depreciation

write-offs of systems whose franchise commitments predate the recent tax law change.

He joked that when it came to paying taxes—"unthinkable"—TCI might decide to repurchase shares, if the interest on money borrowed for a stock buyback were still deductible from taxable income.

A more immediate Washington-related concern was raised the previous week when the FCC issued a proposed rulemaking-notice of inquiry, on syndicated exclusivity and cable's compulsory license ("Top of the Week," Feb. 16). Malone said there was a less than even chance that Congress would allow the total elimination of copyright provisions permitting cable to import television station signals at fixed fees. However the TCI president said there was a better than even chance that rules would be reinstated preventing an imported signal of a show that had already been syndicated to a broadcast station in the cable system's own market (syndicated exclusivity).

To help them in the general debate, cable might compromise by giving up the right to import "superstations"—a move Malone said the industry might make in the future anyway. The loss he said would not be that great because most superstations—he specifically excluded WTBS—compare less favorably price-for-value, with some of the newer cable offerings, such as The Discovery Channel.

One segment of cable programming that is still not performing up to expectations is pay television, said vice president and controller, Gary Bracken, who said that pay revenue last year of \$220 million was 6% below budget projections.

To help determine whether a new pricing structure might bring more viewers back to pay, TCI made a special offer, beginning at

the end of last year and ending this month, whereby basic or pay subscribers who added a pay unit would only be charged \$2 a month for the next 12 months. TCI's current contract with the pay services allows it to skip payment on the first year of incremental pay units, so that the special offer will cost the company little.

As of two weeks ago, roughly 500,000 subscribers had taken the company up on the offer, said executive vice president of operations, John Sparkman, with 40% of those representing basic-only customers who took their first pay unit. On a permanent basis, TCI will likely retain the same charge for the first pay service but might consider dropping the price of the second, he said, depending on how it evaluates the current test.

The National Football League has changed its negotiating tune in the last few weeks and is now willing to offer cable a package of high-quality football games, said John Sie, senior vice president of programming. Whether a cable consortium including TCI will win the bidding for that package should be known in the next two weeks.

The MSO is reworking plans for its joint-venture information service, X*Press. The current problem with the service, Sie said, is that it contains a lot of "industrial and financial" information but is marketed primarily to consumers. As a result, a new service, X*Change, will be set up for consumers, charging very little money and making it a part of the basic service. A professional-only service might also be developed, although it would probably need supplemental distribution to reach professionals, possibly via direct broadcast satellite. Malone said the "gestation period," of information services was probably 10 years, but in the meantime it was not costing TCI a lot of money, about \$2 million so far.

TCI has a lot of money for acquisitions—the figure \$680 million was mentioned—said Malone: "We haven't thrown the last harpoon yet." Allegations that TCI's growth was not in the public interest were currently not a worry, he said, although he noted that the decision to keep United Artists Communications separate and to do the same in the proposed merger with Heritage Communications, was made with those questions in mind.

Malone said the Heritage merger would be financed essentially with bank debt. Current management, headed by Heritage Chairman James Hoak, would have three to five years of "absolute control" and, assuming operations improved, would get options to buy up to 20% of the new entity's stock. Otherwise, TCI would own all the equity, although Malone said there was a chance more MSO's "might be invited in."

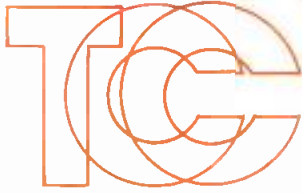
If the political winds shifted, Malone said, and it was decided that TCI was too big, the company could distribute it in pieces, tax free, to current shareholders: "At the right time we might decide to do that on our own." Being smaller would reduce its ability to help start programming services, he said, but otherwise it would not hurt terribly "...at the one million sub level you enjoy all of the program discounts off the rate card you will get." □

Bottom Line

Ratings, shares and yields. HSN may soon be loaning lot of money and selling investment products over air if its proposed merger with Baltimore Federal, Maryland-based thrift (BROADCASTING, Jan. 26), is approved. Meanwhile third-largest home shopping service, QVC Network, already has ties to financial service company through three-month-old program agreement with Sears Roebuck & Co.. Sears is one of largest nonbank thrift owners in country. Asked if QVC would be offering financial services and products from Sears over network, executive of home shopping service said idea has been thought about, but so far, it is "not high on the agenda." □

Coming back. South Star Communications Inc., operator of multiantenna teleport on grounds of Nova University in Davie, Fla., filed for protection from creditors under Chapter 11 of federal bankruptcy law last November. But South Star President Barry Pasternak said that company is well on its way to securing financing necessary to put itself back on its feet. Since filing, he said, South Star has borrowed \$100,000 from Nova and William Frogalle, of Haymarket, Va., to cover operating costs while it completes negotiations with Nova and Frogalle on deal in which they would invest up to \$4 million. Pasternak said he and South Star's original investors, whom Pasternak declined to identify, have already sunk \$2 million into operation. South Star was forced into Chapter 11 because some of its customers weren't paying their bills, Pasternak said. "A couple of accounts nipped us pretty badly." □

Financing. Lorimar Telepictures Corp. filed registration statement for debt offering of \$100 million senior subordinated debentures due 1999, through Drexel Burnham Lambert Inc.



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*Have you
seen this?
Serious implications
for broadcasters
and public service
J.*

Coalition

Dear Community Leader:

The public has won a major victory in the U.S. Court of Appeals. As the result of a lawsuit filed by the Office of Communication of the United Church of Christ before the U.S. Court of Appeals, the Federal Communications Commission now requires that all broadcasters keep public records of the station's "most significant treatment of community issues during the preceding three month period."

The court and the FCC agree. You can use the station's quarterly list to determine whether the needs of your community are being adequately served by the station. If they are not, you can use the list as the basis for a petition to deny the station's license renewal.

What is adequate? We recommend you apply the following guidelines to determine minimum performance.

1. Stations' public service programming should deal with issues of real concern to the community.
2. Broadcasters should adequately serve the special audiences in the community such as minorities and children.
3. Programs should be aired when there's an audience and not during graveyard hours.
4. Public service programming should be locally produced or specifically shown to relate to local issues.
5. Public service shows should at a minimum account for at least 10% of TV and 8% of radio air time between 6 A.M. and midnight.

Strategically, the FCC has now put the burden of proof for showing adequate performance where it belongs—on the broadcaster! You are applying these guidelines to the station's best efforts. There is now no need to monitor the daily broadcast schedule. Here's how to check the record.

Ask every local station for its public service program list. It is part of a station's public file and must be shown upon request. As you study the list, remember that the FCC, with the court's approval, is now emphasizing "overall quality of a licensee's broadcasting." Remember, too, that the FCC is now relying on the public to tell it when broadcasters aren't doing their job.

Most of us have long been working successfully with broadcasters, and we know that many stations already exceed these guidelines. Many do a terrific job, and we intend to commend them. But for those who do not come up to the minimum, we want to send this clear message: The petition to deny renewal of a license is still a strong option for local groups when they find the public shortchanged. If your group needs help in its efforts to ensure quality public service programming, call on any of the undersigned.

Action for Children's Television, (617) 876-6620 / Association of Regional Religious Communicators, (206) 441-6110 / Black Citizens for Fair Media, (212) 568-3168 / Christian Church (Disciples of Christ), Office of Communication, (317) 353-1491 / Church Women United, Office of Communication, (212) 870-2364 / Church Women United in Ohio, "TV Tune-In," USA Committee, (216) 831-1829 / The Episcopal Church, Office of Communication, (212) 867-8400 / The Interchurch Council of Greater Cleveland, (216) 621-5925 / National Council of Churches, Communication Commission, (212) 870-2568 / NOW Legal Defense and Education Fund, (202) 429-7339 / Pacific School of Religion, Center for Church and Media Studies, (415) 848-0528 / Presbyterian Church (U.S.A.), Communications Unit, (212) 870-3395 / Unda-USA (National Catholic Association of Communicators), (216) 253-1468 / United Church of Christ, Office of Communication, (212) 683-5656 / United Methodist Communications, Public Media Division, (212) 663-8900 / United Methodist Church, Wisconsin Conference, (414) 353-5555 / Wisconsin Conference of Churches, Broadcasting Commission, (414) 461-1774.

<p><i>This announcement appears as a matter of record only.</i></p> <p>\$275,000,000</p> <p>Gulf + Western Inc.</p> <p>\$100,000,000 Notes Due 1996</p> <p>\$175,000,000 Debentures Due 2006</p> <p>July 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Continental Cablevision, Inc. in this transaction.</i></p> <p>\$303,000,000</p> <p>Continental Cablevision, Inc.</p> <p>has acquired approximately 48% of its common stock from Dow Jones & Company, Inc. and Other Stockholders</p> <p>January 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Cook Inlet Communications Corp. in this transaction.</i></p> <p>Cook Inlet Communications Corp.</p> <p>acquired</p> <p>WTNH-TV (Hartford-New Haven, CT)</p> <p>from</p> <p>Capital Cities Communications, Inc.</p> <p>January 1986</p>	<p><i>Morgan Stanley acted as financial advisor to BT Acquisition Corp. in this transaction.</i></p> <p>BT Acquisition Corp. a Joint Venture Between Tfti Broadcasting Company and The Robert M. Bass Group, Inc.</p> <p>acquired</p> <p>Wometco Cable TV, Inc.</p> <p>December 1986</p>
<p><i>This announcement appears as a matter of record only.</i></p> <p>Price Communications Corporation</p> <p>\$150,000,000</p> <p>13% Subordinated Notes Due 1996</p> <p>July 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>896,768 Shares</p> <p>Price Communications Corporation</p> <p>Common Stock</p> <p>Price \$103¼ a Share</p> <p>July 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>4,000,000 Units</p> <p>Falcon Cable Systems Company, a California Limited Partnership</p> <p>Price \$20 a Unit</p> <p>December 1986</p>	<p><i>Morgan Stanley acted as financial advisor to JWT Group, Inc. in this transaction.</i></p> <p>JWT Group, Inc.</p> <p>acquired</p> <p>Gray and Company Public Communications International, Inc.</p> <p>October 1986</p>
<p><i>Morgan Stanley acted as financial advisor to McGraw-Hill, Inc. in this transaction.</i></p> <p>McGraw-Hill, Inc.</p> <p>acquired</p> <p>Numerax, Inc.</p> <p>June 1986</p>	<p><i>Morgan Stanley acted as financial advisor to NewCity Communications, Inc. in this transaction.</i></p> <p>NewCity Communications, Inc.</p> <p>acquired</p> <p>Eleven Radio Stations of Katz Broadcasting Company, Inc.</p> <p>August 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>NewCity Communications, Inc.</p> <p>\$35,000,000</p> <p>Subordinated Discount Notes Due 1996</p> <p>August 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>The Times Mirror Company</p> <p>\$100,000,000</p> <p>Notes Due 1996</p> <p>March 1986</p>
<p><i>This announcement appears as a matter of record only.</i></p> <p>\$254,500,000</p> <p>Comcast Corporation</p> <p>\$110,000,000</p> <p>11¾% Senior Subordinated Debentures</p> <p>\$95,000,000</p> <p>5½% Convertible Subordinated Debentures</p> <p>2,000,000 Shares Class A Common Stock</p> <p>July 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Emmis Broadcasting Corporation in this transaction.</i></p> <p>Emmis Broadcasting Corporation</p> <p>acquired</p> <p>Three Radio Stations of Doubleday Broadcasting, Inc.</p> <p>August 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>Emmis Broadcasting Corporation</p> <p>\$34,200,000</p> <p>Senior Zero Coupon Notes Due 1991</p> <p>August 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Metromedia Inc. in this transaction.</i></p> <p>The Cellular Telephone and Paging Operations of Metromedia Inc.</p> <p>acquired by</p> <p>Southwestern Bell Corporation</p> <p>Pending</p>
<p><i>This announcement appears as a matter of record only.</i></p> <p>Price Communications Corporation</p> <p>\$8,197,597 Series B Zero Coupon Subordinated Notes Due 1990</p> <p>\$3,000,000 8.95% Subordinated Notes (Series A) Due 1989</p> <p>\$4,000,000 9.25% Subordinated Notes (Series B) Due 1991</p> <p>May 1986</p>	<p><i>Morgan Stanley acted as financial advisor to GFV Communications, Inc. in this transaction.</i></p> <p>GFV Communications, Inc.</p> <p>acquired by</p> <p>Valassis Communications, Inc. a wholly-owned subsidiary of Consolidated Press Holdings Limited</p> <p>December 1986</p>	<p><i>Morgan Stanley acted as financial advisor to The Times Mirror Company in this transaction.</i></p> <p>The Times Mirror Company has sold an 80% interest in its subsidiary</p> <p>Publishers Paper Company to Jefferson Smurfit Corporation</p> <p>February 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Metropolitan Broadcasting Corporation in this transaction.</i></p> <p>Metropolitan Broadcasting Corporation</p> <p>acquired</p> <p>Nine Radio Stations and the Texas State Networks of Metromedia Inc.</p> <p>September 1986</p>
<p><i>Morgan Stanley acted as financial advisor to Forstmann Little & Co. in this transaction.</i></p> <p>Forstmann Little & Co. has sold substantially all of the assets of</p> <p>WRGB-TV (Albany-Schenectady-Troy, NY)</p> <p>to</p> <p>Freedom Newspapers, Inc.</p> <p>February 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Pulitzer Publishing Company in this transaction.</i></p> <p>Pulitzer Publishing Company</p> <p>has repurchased</p> <p>approximately 43% of its outstanding Common Stock</p> <p>September 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>1,600,000 Shares</p> <p>Pulitzer Publishing Company</p> <p>Common Stock</p> <p>Price \$27½ a Share</p> <p>December 1986</p>	<p><i>Morgan Stanley acted as financial advisor to The Field Corporation in this transaction.</i></p> <p>The Field Corporation (through an affiliated partnership)</p> <p>acquired</p> <p>Muzak a division of Group W Radio, Inc.</p> <p>November 1986</p>
<p><i>This announcement appears as a matter of record only.</i></p> <p>First Carolina Communications, Inc.</p> <p>\$45,000,000</p> <p>13½% Subordinated Debentures Due 1996</p> <p>November 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Mobile Communications Corporation of America in this transaction.</i></p> <p>Mobile Communications Corporation of America</p> <p>acquired</p> <p>American Cellular Telephone Corporation on behalf of its joint venture with Bell South Corporation</p> <p>September 1986</p>	<p><i>This announcement appears as a matter of record only.</i></p> <p>Emmis Broadcasting Corporation</p> <p>\$50,000,000</p> <p>14½% Subordinated Debentures Due 1995</p> <p>January 1986</p>	<p><i>Morgan Stanley acted as financial advisor to Bell South Corporation in this transaction.</i></p> <p>Bell South Corporation</p> <p>acquired</p> <p>L.M. Berry and Company</p> <p>December 1986</p>

This announcement appears as a matter of record only.

\$338,323,529

BT Acquisition Corp.

\$212,000,000

Senior Subordinated Discount Notes Due 1996

\$92,500,000

Subordinated Debentures Due 2001

\$25,000,000

**Cumulative Exchangeable Redeemable Preferred
Stock**

BT Cable, Inc.

\$8,823,529

December 1986 **Class B Common Stock**

*Morgan Stanley acted as financial advisor to
CBS Inc. in this transaction.*

CBS Inc.

*has sold substantially
all of the assets of*

**KMOX-TV
(St. Louis, MO)**

to

Viacom International Inc.

March 1986

*Morgan Stanley acted as financial advisor to
Price Communications Corporation in this transaction.*

Price Communications Corporation

acquired

WZZM-TV

from

Wometco Broadcasting Corp.

January 1986

*Morgan Stanley acted as financial advisor to
Reuters Holdings plc in this transaction.*

Reuters Holdings plc

*acquired a minority
interest in*

Instinet Corporation

June 1986

This announcement appears as a matter of record only.

**Metropolitan Broadcasting
Corporation**

\$65,000,000

13 1/4% Senior Subordinated Debentures

\$152,500,000

**16 1/2% Junior Subordinated Deferred
Interest Debentures**

September 1986

*Morgan Stanley acted as financial advisor to
McGraw-Hill, Inc. in this transaction.*

McGraw-Hill, Inc.

acquired

The Economy Company

August 1986

*Morgan Stanley acted as financial advisor to
Cordura Corporation in this transaction.*

Cordura Corporation

acquired by

**International Thomson
Organisation Ltd.**

August 1986

Communications industry know-how. Investment banking expertise.

Morgan Stanley knows that communications companies have very specialized needs. Because Morgan Stanley knows the communications industry.

Morgan Stanley's Communications Group provides clients in the communications industry with a singular resource—a team of more than a dozen seasoned investment bankers who work full time with media companies. They bridge the gap between the unique needs of their clients and the demands of financial markets.

Over the past two years, the Communications Group has been involved in transactions with a total value in excess of \$10 billion.

From mergers and acquisitions to financings and corporate restructurings, Morgan Stanley's Communications Group delivers the combination of investment banking expertise and communications industry know-how its clients need.

MORGAN STANLEY

RIDING GAIN

O N R A D I O

Growing concern

Talk-formatted WMCA(AM) New York, which recently changed ownership from Straus Communications to Federal Broadcasting Co., Detroit, may have been the first major-market radio station to air condom advertising when it began spots for "Lifestyle" condoms Feb. 11. According to Rick Sklar, program consultant to the station, the condom ads are airing "free of charge" for six months as a "public service" to help in the prevention of the spread of AIDS.

But WMCA will not be alone. Other radio stations across the country are also deciding to accept condom spots. In Los Angeles, for example, Capital Cities/ABC's KABC(AM)-KLOS(FM), which program talk and album-rock, respectively, announced on Feb. 11 that they will accept paid condom advertising.

KABC General Manager George Green made the announcement for his station on KABC's *Michael Jackson Show* on Feb. 11. That announcement came one day after

RADAR delay. The semiannual RADAR report (network radio ratings) from Statistical Research Inc. (SRI), Westfield, N.J., will be about two weeks late due to a "delay in the receipt of clearance information" from the networks, said SRI President Gale Metzger. The upcoming RADAR 34 report, which was to have been circulated in late February, is now expected out in mid-March.

Additionally, the new RADAR report will contain ratings for NBC Radio Entertainment's shows—the programing distribution arm of the NBC networks—for the first time. However, according to Nick Schiavone, vice president, radio research, NBC, this will not mark the first NBC long-form programing to be measured in RADAR. Several years ago, Sourcevent, concert programing then on "The Source," NBC's young adult network, was measured in the network service, Schiavone said.

Rep. Henry Waxman (D.-Calif.) was on Jackson's show talking about the responsibilities of broadcasters to educate the public about AIDS through condom advertising.

In a related development, specially produced condom spots for radio will be presented during a special radio-television joint panel session on condom advertising at the NAB's upcoming convention, March 28-31, in Dallas, according to David Parnigoni, senior vice president of radio for NAB ("Closed Circuit," Feb. 16).

New wave

Metropolitan Broadcasting's (formerly Metromedia Radio) KMET(FM) Los Angeles, the premiere album-rock station in Los Angeles, switched to a "melodic" light jazz/new age/soft rock format Saturday (Feb. 14) under the new calls of KTWV. The station, which has been programing album-rock since 1968, is now billing itself as "The Wave."

According to Metropolitan Broadcasting President Carl Brazell, a decision to either modify or change format was made because of deteriorating shares over the past three years. Brazell said the company based its new sound on market research data compiled by Leach Research, Princeton, N.J., since last November.

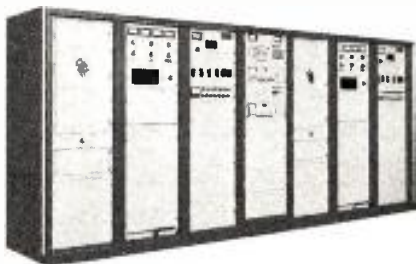
The new KTWV uses no on-air personalities. (The entire 10-person on-air staff for KMET was let go on Feb. 6.) Instead, compact disc players and turntables are operated by production staffers. Time checks in the morning are given by the news anchor, Deanna Crowe, between 5:30 a.m. and 9:00 a.m.

Frank Cody, director of programing for the station, said some of the artists now being heard over KTWV are: "light" jazz artists David Sanborn, Bob James and Stanley Jordan; "new age" Windham Hill artists George Winston and William Ackerman, and "soft" contemporary artists Paul Simon and Bruce Hornsby.

Made in the USA

ABC Radio Networks has obtained the rights to market and distribute Gannett's audio and scripted (written summaries) news service, based primarily on stories appearing in *USA Today* and *USA Weekend* newspapers ("Closed Circuit," Feb. 16), it was announced last week. The service, dubbed USA Today Radio, is produced by Gannett New Media Services.

ABC Radio plans to begin distributing the audio portion of the service to affiliates of its six, full-service networks on March 16. The data transmissions will begin in late summer over ABC's new digital, satellite system.



**A First
For The
Industry**

70,000 watts FM

Continental's new 817R-5 combines two proven 816R-5 35 kW transmitters to offer broadcasters many operating advantages. The 817R-5 uses husky components and is built to give many years of dependable service. The first 817R-5 has been shipped to KABL, San Francisco. For product data, call your local Continental Sales Manager.

- SCR power control
- Automatic RF power output control
- Automatic SWR circuit protection
- SWR output power foldback
- Remote control interface
- AC power failure recycle
- Grounded screen amplifier
- 802A exciter

Transmitters: 1 to 50 kW AM and to 70 kW FM, antennas, studio & RF equipment © 1986 Continental Electronics/6322

 **Continental Electronics** 
a Division of Varian Associates, Inc. PO Box 270879 Dallas, Texas 75227 Ph: (214) 381-7161 Telex: 73-398 varian

State broadcasting heads head for D.C.

Leaders of state associations will lobby for license renewal reform, other legislation during annual NAB-sponsored gathering

More than 250 broadcasters are expected in Washington this week (Feb. 23-25) for the National Association of Broadcasters State Leadership Conference. They'll be making the rounds on Capitol Hill seeking support for several legislative initiatives including a license renewal reform bill. Highlights of the conference also include a luncheon address by Senator Ernest Hollings (D-S.C.), an update from FCC Commissioner Mimi Dawson, and Kentucky Governor Martha Layne Collins will present an overview of the efforts under way in her state to fight alcohol and drug abuse.

It's an annual affair for state broadcasting association officials who'll be attending NAB's three-day meeting at the J.W. Marriott hotel. (This year's session is dedicated to the late Bonner McLane, executive vice president of the Texas Association of Broadcasters from 1959 until his death on Jan. 2.)

NAB usually invites the presidents and executive directors of each state broadcasting association as well as the state chairmen of NAB's grass-roots lobbying committee. This year the program was expanded to include the state chairmen of NAB's Television and Radio Political Action Committee. Some state officials will be accompanied by a rather sizable delegation of broadcasters because they've incorporated their yearly visit to Washington as part of the conference.

The meeting convenes on Monday, Feb. 23, with two management sessions. After lunch, Governor Collins will appear, and later NAB staff will discuss legal, technical and regulatory issues facing the industry. FCC Commissioner Mimi Dawson addresses the group next, followed by separate sessions for the executive directors and presidents on matters of interest to them.

Tuesday's activities (Feb. 24) get under way with remarks by Representative Guy Vander Jagt (R-Mich.), chairman of the National Republican Congressional Committee. Also planned: a panel featuring House and Senate staff members talking about "building relationships with congressional staff." Panelists are: Jill Luckett (Senator Bob Packwood [R-Ore.]), Jill Goldenberg (Senator Paul Simon [D-Ill.]), Howard Bauleke (Representative Jim Slattery [D-Kan.]), and Carol Hall (Representative Ralph Regula [R-Ohio]). Hollings speaks at lunch. The All-Industry Television Station Music Licensing Committee is sponsoring a reception Tuesday evening.

The broadcasters will spend Wednesday, Feb. 25, calling on their congressmen. A

chief priority for the broadcasters is to seek legislative relief from the comparative license renewal process. NAB was counting on Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) to introduce a license renewal reform bill last week (see "Top of the Week"). NAB's John Summers, senior executive vice president for government relations, said the group will be focusing primarily on that measure. There are other matters too. Music licensing legislation is of key interest to television broadcasters, political broadcasting matters will also be discussed and the industry's concerns about high-definition television will be raised by some in the group.

In addition, the broadcasters will be seek-

ing congressional support for a joint resolution that was introduced last week by Representatives Charles Rangel (D-N.Y.) and Benjamin Gilman (R-N.Y.), declaring March 11 as the official date for "National Operation Prom/Graduation Kickoff Day," marking the start of NAB's public service campaign aimed at promoting a national effort to plan for substance-free activities associated with high school proms and graduations. Rangel is chairman of the Select Committee on Narcotics Abuse and Control, Gilman is the ranking Republican on that committee. In the Senate, Joseph Biden (D-Del.) and Orrin Hatch (R-Utah) will introduce the resolution.

A dinner will be held Wednesday night. □

Report urges end to cost averaging by Intelsat

Rand Corp. study says satellite service should switch to route-by-route pricing to stay competitive with fiber optics

Forces within Intelsat which—until his abrupt dismissal in December had been led by former Director General Richard Colino—called for an abandonment of the system of global cost averaging received support last week in a report issued by the Rand Corp. The report says abandonment of the system, which is required by the Intelsat Agreement, in favor of flexible route-by-route pricing is critical if Intelsat is to survive competition with undersea fiber optic cables. The separate communications satellite systems the U.S. is pushing, the study says, pose less of a threat.

The study, "Issues in International Telecommunications: Government Regulation of Comsat," was written by Leland L. Johnson, a senior economist at Rand, and calls for deregulation of the Communications Satellite Corp. But it also says the circuit-loading restrictions that require AT&T to use more satellite circuits and fewer cable circuits than would otherwise be the case should be redesigned or lifted. Johnson says the evidence of an AT&T bias toward cable—based on its investment in cable manufacturing—is not strong enough to warrant the restrictions.

Pricing policy has been an issue since it became apparent several years ago that the U.S. would back the establishment of separate systems that would compete with Intelsat. Colino maintained that the organization would be restricted in its ability to compete if forced to continue to charge for service on a globally averaged basis. The system of global averaging favors Third World countries—which occupy the world's thin routes

and whose rates would otherwise be higher—and was written into the agreement to assure their entry into the world organization. Colino and the deputy director general, Jose L. Alegratt, were fired by the Intelsat board after an investigation raised questions about a number of financial transactions. But the pricing issue remains.

The U.S. had opposed charging the global averaging requirement contending Intelsat had sufficient pricing flexibility under its existing authority. But Johnson says that Intelsat's current pricing policy is "a key impediment to the efficient allocation of resources." Global cost averaging by Intelsat will encourage investment in fiber optic cables as well as separate satellite systems, he says, for the cost in them will be less. Accordingly, he adds, "the abandonment by Intelsat and Comsat of global cost averaging in favor of flexible route-by-route pricing" is critical. It would enable Intelsat to meet and beat competition, according to Johnson.


But Johnson also notes that making the proposed change would not be easy. He says it "may run contrary" to the Intelsat Agreement, which, he notes, "requires that a given space segment service have the same price to all users regardless of geographical location." He also says that Intelsat members whose rates would be higher would object, as would Intelsat's current and potential competitors; they would charge "unfair" or "predatory" pricing as Comsat and Intelsat moved away from average cost pricing. But, Johnson says, without deaveraging, "a proliferation of cables and separate systems might emerge even though properly configured Intelsat satellites might be less costly."

Johnson maintains that with Comsat and Intelsat facing strong competitive pressures

Leadership in Media 1986

BROADCASTING

Affiliated Publications, Inc.
has sold
Affiliated Broadcasting, Inc.
consisting of:
KMPS-AM/FM, Seattle KFLL-AM & KAMJ-FM, Phoenix
KRAK-AM/FM, Sacramento WOKV-AM & WAIV-FM, Jacksonville
KFYE-FM, Fresno
to
E Z Communications Inc.
The undersigned acted as financial advisor to
Affiliated Publications, Inc.




The First Boston Corporation

American Broadcasting
Companies, Inc.
has been acquired by
Capital Cities
Communications, Inc.
The undersigned acted as financial advisor to
American Broadcasting Companies, Inc.




The First Boston Corporation

\$200,000,000
Capital Cities/ABC Finance
8¾% Guaranteed Notes
due March 15, 1996
The undersigned acted as the Lead Manager
of the above offering.




The First Boston Corporation

\$300,000,000
Capital Cities/ABC Finance
8¾% Sinking Fund Debentures
due March 15, 2016
The undersigned acted as the Lead Manager
of the above offering.



The First Boston Corporation

\$150,000,000
Cox Broadcasting Company
Medium Term Note Program
The undersigned acted as an agent
for the above Program.




The First Boston Corporation

Katz Communications, Inc.
has sold
Katz Broadcasting Company, Inc.
to
NewCity Communications, Inc.
The undersigned acted as financial advisor to
Katz Communications, Inc.



The First Boston Corporation

\$11,000,000
King Broadcasting Company
Senior Notes due 1996
Direct Placement of the above Notes has been arranged
by the undersigned.




The First Boston Corporation

KSCI-TV
Los Angeles
has been acquired by
KSCI Holdings Inc.
The undersigned acted as financial advisor to
KSCI-TV.




The First Boston Corporation

New England Television
Corporation
has repurchased 2,000,000 Shares
of its Common Stock.
The undersigned acted as financial advisor to
New England Television Corporation
and arranged the financing for this transaction.




The First Boston Corporation

\$125,000,000
Scripps Howard Broadcasting
Company
Senior Promissory Notes due 1994
Direct Placement of the above Notes has been arranged
by the undersigned.



The First Boston Corporation

Scripps Howard Broadcasting
Company
has acquired
WXYZ-TV and WFTS-TV
(Detroit, MI) (Tampa, FL.)
The undersigned acted as financial advisor to
Scripps Howard Broadcasting Company.



The First Boston Corporation


CABLE

20,000,000 Shares
American Television and
Communications Corporation
Class A Common Stock
Of the 20,000,000 Shares of Common Stock, 10,500,000 were
offered in the United States by a syndicate led by the
undersigned and 3,500,000 were offered outside of the
United States by an international syndicate led by
Credic Suisse First Boston Limited.




The First Boston Corporation

\$50,000,000
Centel Corporation
8% Notes
due December 1, 1991
The undersigned acted as a Manager
of the above offering.



The First Boston Corporation

The Chronicle Publishing Company
has acquired in a joint venture the
California Cable Television
Systems
of
Storer Communications Inc.
The undersigned acted as financial advisor to
The Chronicle Publishing Company.




The First Boston Corporation

CABLE (cont.)

\$10,000,000


King Videocable Company
has sold
 Senior Notes due 1996

Direct Placement of the above Notes has been arranged by the undersigned.

 **The First Boston Corporation**

Rollins Communications, Inc.
has been acquired by
Heritage Communications, Inc.


The undersigned acted as financial advisor to Rollins Communications, Inc.

 **The First Boston Corporation**

\$230,000,000

Tele-Communications, Inc.
 6½% Convertible Subordinated
 Debentures due August 15, 2011

The undersigned acted as a Manager of the above offering.

 **The First Boston Corporation**

Viacom International Inc.
 has repurchased 6,996,400 Shares
 of its Common Stock

The undersigned acted as financial advisor to Viacom International Inc.

 **The First Boston Corporation**

\$225,000,000


Viacom International Inc.
 5¾% Convertible Subordinated
 Debentures due 2001

The undersigned acted as the Lead Manager of the above offering.

Credit Suisse First Boston Limited

Westinghouse Electric Corporation
has sold
Group W Cable, Inc.
to
a joint venture formed by
 American Television and Communications
 Corporation, Tele-Communications, Inc.,
 Comcast Corporation, Daniels & Associates, Inc.,
 and Century Southwest Cable Television, Inc.

The undersigned acted as financial advisor to Westinghouse Electric Corporation.


 **The First Boston Corporation**

ENTERTAINMENT

\$175,000,000

Gulf + Western Inc.
 9¾% Senior Debentures
 due 2016


The undersigned acted as a Manager of the above offering.

 **The First Boston Corporation**

\$100,000,000

Gulf + Western Inc.
 8½% Senior Notes
 due 1996

The undersigned acted as a Manager of the above offering.

 **The First Boston Corporation**

3,000,000 Units

Tri-Star Pictures, Inc.
 Each Unit consisting of 1 Share of
 Common Stock and 1 Warrant to Purchase
 One-Half Share of Common Stock


The undersigned acted as a Manager of the above offering.

 **The First Boston Corporation**

\$65,000,000

Tri-Star Pictures, Inc.
 7¼% Convertible Subordinated
 Debentures due July 15, 2006

The undersigned acted as a Manager of the above offering.

 **The First Boston Corporation**

2,300,000 Shares

Tri-Star Pictures, Inc.
 Common Stock

The undersigned acted as a Manager of the above offering.

 **The First Boston Corporation**

MAGAZINES


Esquire Magazine Group, Inc.
has sold
Esquire Magazine
to
The Hearst Corporation

The undersigned acted as financial advisor to Esquire Magazine Group, Inc.

 **The First Boston Corporation**


Esquire Magazine Group, Inc.
has sold
New York Woman Magazine
to
American Express Publishing Corporation

The undersigned acted as financial advisor to Esquire Magazine Group, Inc.

 **The First Boston Corporation**

Esquire Magazine Group, Inc.
has sold
Esquire Health and Fitness Clinic
to
Whittle Communications, L.P.

The undersigned acted as financial advisor to Esquire Magazine Group, Inc.

 **The First Boston Corporation**




First Boston
 Investment Bankers

Leadership in Media 1986


MAGAZINES (cont.)

Gerry M. Ritterman
has acquired
Network Publishing Company
from
Providence Journal Company
*The undersigned acted as financial advisor to
 Gerry M. Ritterman.*



The First Boston Corporation

Time Incorporated
has acquired 50% of the Stock of
Working Woman Magazine
and has acquired through a joint venture
**McCall's and
 Working Mother Magazines**
*The undersigned acted as financial advisor to
 Time Incorporated.*



The First Boston Corporation

Time Incorporated
has sold its interest in
Rock-Time, Inc.
owner of the Time & Life Building to
Rockefeller Group, Inc.
and has extended its lease for 1,200,000 square feet in the
Time & Life Building
*an office tower in Rockefeller Center at
 1271 Avenue of the Americas, New York, New York*
*The undersigned served as Real Estate and Financial Advisor to
 Time Incorporated.*



The First Boston Corporation


2,416,751 Shares
Time Incorporated
**Secondary Sale of Temple-Inland, Inc.
 Common Stock**
*The undersigned acted as a Manager
 of the above offering.*



The First Boston Corporation


NEWSPAPERS

350,000 Shares
Affiliated Publications, Inc.
Common Stock
*The undersigned acted as the Sale Manager
 of the above offering.*




The First Boston Corporation

1,154,690 Shares
Affiliated Publications, Inc.
Common Stock
*The undersigned crossed the above Shares on the
 floor of the American Stock Exchange.*




The First Boston Corporation

The Chronicle Publishing Company
has acquired
Worcester Telegram & Gazette, Inc.
*Publisher of the Worcester Telegram,
 The Evening Gazette and The Sunday Telegram*
*The undersigned acted as financial advisor to
 The Chronicle Publishing Company.*



The First Boston Corporation

\$315,000,000
The Chronicle Publishing Company
Revolving Credit Facility
*The undersigned acted as financial advisor to The
 Chronicle Publishing Company in the
 arrangement of the above financing.*



The First Boston Corporation

Harcourt Brace Jovanovich, Inc.
has sold
Legal Times
to
**Am-Law Newspapers
 Corporation**
*The undersigned acted as financial advisor to
 Harcourt Brace Jovanovich, Inc.*




The First Boston Corporation

200,000 Shares
Newscorp Finance N.V.
**Exchangeable Guaranteed Redeemable
 Preference Shares**
*The undersigned acted as the Lead Manager
 of the above offering.*


Credit Suisse First Boston Limited

E. W. Scripps Company
has acquired
The Evansville Courier Inc.
and
The Sunday Courier & Press
*The undersigned acted as financial advisor to
 E. W. Scripps Company.*



The First Boston Corporation

E. W. Scripps Company
has merged with
John P. Scripps Newspapers
*The undersigned acted as financial advisor to both
 E. W. Scripps Company and John P. Scripps Newspapers.*



The First Boston Corporation

BOOKS

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Harcourt Brace Jovanovich, Inc.
Common Stock

Of the 4,290,000 shares of Common Stock, 3,290,000 were offered in the United States by the undersigned and 1,000,000 were offered outside of the United States by an international syndicate led by Credit Suisse First Boston Limited.

 The First Boston Corporation

Harcourt Brace Jovanovich, Inc.
has acquired the
Educational and Professional
Publishing Division
of
CBS Inc.

*The undersigned acted as financial advisor to
Harcourt Brace Jovanovich, Inc.*

 The First Boston Corporation

Harcourt Brace Jovanovich, Inc.
has sold
Law and Business, Inc.
to
Gulf + Western Inc.

*The undersigned acted as financial advisor to
Harcourt Brace Jovanovich, Inc.*

 The First Boston Corporation

\$175,000,000

Harcourt Brace Jovanovich, Inc.
6 $\frac{3}{8}$ % Convertible Subordinated
Debentures due 2011

*The undersigned acted as the Lead Manager
of the above offering.*

 The First Boston Corporation

\$75,000,000

Pearson plc (U.K.)
5 $\frac{3}{4}$ % Convertible Bonds
due May 14, 2001

*The undersigned acted as a Manager
of the above offering.*

 Credit Suisse First Boston Limited

Time Incorporated
has acquired
Scott, Foresman and Company
from
SFN Companies, Inc.

*The undersigned acted as financial advisor to
Time Incorporated.*

 The First Boston Corporation

\$120,000,000

World Book Finance, Inc.
8 $\frac{1}{4}$ % Notes due 1996

*The undersigned acted as the Sale Manager
of the above offering.*

 The First Boston Corporation


PRINTING

BCI Consumer Products
Corporation

has sold
BCI Webcraft Technologies, Inc.
*to a newly-formed, privately held company,
organized and owned by*

Riordan Freeman & Spogli
and certain other investors

*The undersigned acted as financial advisor to
BCI Consumer Products Corporation
and its affiliates.*

 The First Boston Corporation

2,500,000 Shares

Devon Group, Inc.
Common Stock

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of the above offering.*

 The First Boston Corporation

First Boston and its London-based affiliate Credit Suisse First Boston provide investment banking services to large and small companies in all segments of the media industry. For further information about First Boston's Media Group, call Frederick M. R. Smith or Charles G. Ward III at (212) 909-2000.



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beginning in 1988, when the first fiber optic cable is scheduled to become operational, "good reason will exist to deregulate Comsat." He says that satellite traffic is highly concentrated, and concentration by cable over high density routes—in the Pacific as well as the Atlantic—would have a substantial impact on Comsat and Intelsat. "Comsat could fail to earn its allowance rate of return during the time of excess capacity on fiber optic cables starting in 1988," he says, adding: "Moreover, erosion of Comsat's market power would ease the threat of subsidization of its competitive activities widely alleged in the past."

Johnson sees those conditions as warranting deregulation of Comsat—provided the FCC abandons the circuit-loading constraints that help to shield Comsat and Intelsat from competition. And he says the study "casts doubt on a bias by AT&T toward cable" that would justify continuing the constraints. He says that AT&T's preference for cable may be in response to two factors: to the relative costs, prices and other characteristics of cable and satellite circuits, "quite aside from considerations of rate of return regulation and manufacturing interests," and to the ownership and operating agreements for cable systems that are easier to negotiate and administer, "and with each participant having a greater degree of control than is the case with Intelsat."

As for the separate satellite system issue, Johnson bases his view that such systems pose less of a threat to Comsat and Intelsat than do fiber optics on the kind of service

they are intended to provide. For the most part, he notes, they are designed to operate over the North Atlantic, already an area where competition is fierce. "A more impor-

tant role for separate systems," he adds, "may involve competition with a deregulated Comsat on routes not economic to serve by cable." □

Changing Hands

PROPOSED

KEYT(TV) Santa Barbara, Calif. □ Sold by Shamrock Broadcasting Inc. to Smith Broadcasting for \$30 million. **Seller** is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. **Buyer** is Chicago-based group of five TV's principally owned by Robert N. Smith, William Reyner and Boston-based investment banker, TA Associates. KEYT is ABC affiliate on channel 3 with 50 kw visual, 5.9 kw aural and antenna 3,010 feet above average terrain.

WGR(AM)-WRLT(FM) Buffalo, N.Y. □ Sold by Taft Television and Radio Co. to Rich Communications for approximately \$5-\$6 million. **Seller** is Cincinnati-based group of six AM's, seven FM's and six TV's, headed by Charles S. Mechem Jr. **Buyer** is subsidiary of Rich Products Corp., Buffalo-based frozen food processor owned by Robert E. Rich and family. It has no other broadcast interests. WGR is on 550 khz full time with 5 kw. WRLT is on 96.9 mhz with 12.5 kw and antenna

890 feet above average terrain.

WPET(AM)-WKSJ(FM) Greensboro, N.C. □ Sold by Robins Communications Inc. to WCCB-TV Inc. for \$5.6 million. **Seller** is subsidiary of Richmond, Va.-based pharmaceutical manufacturer, A.H. Robins Co. It has no other broadcast interests. **Buyer** is subsidiary of Charlotte, N.C.-based Bahakel Communications, group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. WPET is daytimer on 950 khz with 500 w. WKSJ is on 98.7 mhz with 100 kw and antenna 814 feet above average terrain.

KRLB-AM-FM Lubbock, Tex. □ Sold by Broadcast Holdings Inc. to The Dowe Co. for \$2.9 million. **Seller** is owned by Jack Rich, who also owns KEZB-AM-FM El Paso. **Buyer** is owned by Kenneth Dowe, and his wife, Dorothy. Dowe is former owner of KLZE(FM) Los Altos, Calif. ("Changing Hands," April 7, 1986). KRLB is daytimer on 580 khz with 500 w. KRLB-FM is on 99.5 mhz with 100 kw and antenna 850 feet above average terrain. **Broker: Chapman Associates.**

KTXF(FM) Brownsville, Tex. □ Sold by Valley Radio Co. to Tate Communications Inc. for \$2.35 million. **Seller** is owned by Southwest MultiMedia Corp., Houston-based group of four TV's owned by Billy Goldberg and media broker, Lester Kamin. **Buyer** is owned by Harvey J. Tate and seven others. Tate was formerly owner of WAAT-FM Johnstown, Pa. KTXF is on 100.3 mhz with 100 kw and antenna 500 feet above average terrain.

KDOL(AM) Mojave and KTPI(FM) Tehachapi, both California □ Sold by Chambers Broadcasting to HPW Communications for \$2.5 million. **Seller** is owned by George Chambers and his wife, Bonnie, and Robert Adelman who also own KGBR(FM) Gold Beach, Ore. George Chambers also owns KTCE(FM) Anson, Tex. Adelman owns new FM in Johannesburg and new AM in Pismo Beach, both California. **Buyer** is owned by Melvin Winters, Bert Pucci and Edward Hawkins, who have no other broadcast interests. Winters was former owner of California group of three AM's and three FM's. Pucci was former publisher of *Los Angeles* magazine. Hawkins is Los Angeles-based syndication account executive. KDOL is daytimer on 1340 khz with 1 kw. KTPI is on 97.7 mhz with 3 kw and antenna 145 feet above average terrain. **Broker: Chapman Associates.**

KSEL-AM-FM Lubbock, Tex. □ Sold by KSEL Inc. to Bakcor Broadcasting Inc. for \$1.3 million. **Seller** is subsidiary of Harris Enterprises, Garden City, Kan.-based group of six AM's and six FM's owned by John P. Harris family. **Buyer** is owned by George Bakke and seven others. It also owns KMND(AM)-WNFM(FM) Midland, Tex. KSEL is on 950 khz

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with 5 kw day and 500 w night. KSEL-FM is on 93.7 mhz with 100 kw and antenna 740 feet above average terrain.

KBND(AM) Bend and KLRR-FM Redmond, both Oregon □ Sold by KBND Inc. to Denco Broadcasting Corp. for \$965,000. **Seller** is owned by Douglas Kahle and Edwin Tornberg, who own WBRI(AM)-WXIR(FM) Indianapolis; WFIA(AM)-WXLN(FM) Louisville, Ky., and WABS(AM) Washington. Kahle also owns KFIA(AM) Sacramento, Calif. **Buyer** is owned by Gerrald B. Dennon, president of Montcalm Corp., Seattle-based media broker. KBND is on 1110 khz with 25 kw day and 5 kw night. KLRR is on 107.5 mhz with 100 kw and antenna 985 feet above average terrain. *Broker: The Montcalm Corp.*

WFTP(AM) Fort Pierce, Fla. □ Sold by Ingco Inc. to Chaplin-Delaplaine Broadcasting Inc. for \$825,000. **Seller** is owned by Fred Ingham. It also owns WRTS-AM-FM Dunnellon, Fla. **Buyer** is headed by James Chaplin, former general manager of WOVV(AM)-WIRA(FM), Fort Pierce, and president of Florida Broadcasters Association. WFTP is on 1330 khz with 1 kw day and 500 w night. *Broker: Donald A. Clark.*

WESR-AM-FM Onley-Onancock, Va. □ Sold by The Accomack-Northampton Broadcasting Co. to Eastern Shore Radio Inc. for \$735,000. **Seller** is principally owned by Vernon H. Baker, who also owns WBZI(AM)-WLGY(FM) Xenia, Ohio, and WKGM(AM) Smithfield, Va. **Buyer** is owned by Benjamin Ferguson, Gloria Jennings and Charles F. Russell, who also own WJIC(AM) Salem and WNNN-FM Canton, both New Jersey. WESR is daytimer on 1330 khz with 5 kw. WESR-FM is on 103.3 mhz with 50 kw and antenna 320 feet above average terrain.

KAAR(AM) Vancouver, Wash. □ Sold by KAAR Broadcasting Co. to Belridge Broadcasting Co. for \$600,000. **Seller** is owned by M.P. (Pat) Patten. This is last station of Patten Communications, Southfield, Mich.-based group of five AM's and five FM's. **Buyer** is owned by Kenny Green and Rhonda Kramer, owners of L.A. Network, Los Angeles traffic reporting service for local radio stations. KAAR is on 1480 khz full time with 1 kw. *Broker: The Montcalm Corp.*

WTPS-FM Muncy, Pa. □ Sold by JKR Broadcasting Inc. to Pro Marketing Inc. for \$498,000. **Seller** is owned by John A. Kennedy, who also owns co-located WTPS(AM). **Buyer** is owned by Victor Michael and Joseph Kalie. It has no other broadcast interests. It recently sold WBNE(FM) Benton, Pa. to Holt Corp. (see "For the Record," Jan. 12). WTPS-FM is on 103.9 mhz with 3 kw and antenna 209 feet above average terrain.

WQIC(AM) Meridian, Miss. □ Sold by Stanleigh O. Torgeson and his wife, Dorothy, to Larry D. Torgeson for \$450,000. **Sellers** are parents of buyer. They have no other broadcast interests. **Buyer** also owns new FM in Marion, Miss. WQIC is on 1450 khz full time with 1 kw.

KDBL-AM-FM Rifle, Colo. □ Sold by Susan K. Hughes and her husband, Stephen, to Servant Communications Inc. for \$410,000. **Sellers** have no other broadcast interests. **Buyer** is principally owned by David Thompson, Tony Maddox and two others.

Thompson is salesman at WKY(AM) Oklahoma City, and Maddox is program director at KZBS(FM) Oklahoma City. KDBL is daytimer on 810 khz with 1 kw. KDBL-FM is on 105.3 mhz with 60 kw and antenna 1,741 feet above average terrain. *Broker: Chapman Associates.*

WCHJ(AM)-WBKN(FM) Brookhaven, Miss. □ Sold by B.F. Gerald to Bogue Chitto Communication Co. for \$350,000. **Seller** has no other broadcast interests. **Buyer** is owned by Thomas F. McDaniel, who also owns WCJU(AM) Columbia and WJDR(FM) Prentiss, both Mississippi. WCHJ is daytimer on 1470 khz with 1 kw. WBKN is on 92.1 mhz with 3 kw and antenna 285 feet above average terrain.

WIBB(AM) Macon, Ga. □ Sold by King Management Corp. to David Broadcasting Inc. for \$350,000. **Seller** is owned by Robert C. Adam who has no other broadcast interests. **Buyer** is owned by Gregory Davis. He owns WOKS(AM)-WXNE(FM) Columbus and WTHB(AM)-WFXA(FM) Augusta, both Georgia, last spring. It also bought WFNE(FM) Forsythe, Ga. (see "For the Record," page 76, and "Changing Hands," Feb. 16). WIBB is daytimer on 1280 khz with 5 kw.

KALM(AM) Thayer, Mo., and KAMS(FM) Mammoth Springs, Ark. □ Sold by Ozark Radio Network Inc. to K.A.M.S. Inc. for \$310,000. **Seller** is owned by Robert F. Neathery, who also owns KWPM-AM-FM West Plains, Mo., and KUKU(AM)-KWCI-FM Willow Springs, Mo. **Buyer** is owned by Shawn

Louise Neathery, granddaughter of seller. Her brother, Brett, will buy KUKU(AM)-KWCI-FM Willow Springs, Mo. (see below). KALM is daytimer on 1290 khz with 1 kw. KAMZ is on 95.1 mhz with 75 kw and antenna 97 feet above average terrain.

KUKU(AM)-KWCI-FM Willow Springs, Mo. □ Sold by Woodridge Enterprises Inc. to One Hundred and One Communications for \$163,000 for FM and \$150,000 for AM. **Seller** is owned by Richard Neathery (see immediately above). **Buyer** is owned by his grandson, Brett Neathery (see above). KUKU(AM) is daytimer on 1330 khz with 1 kw. KWCI-FM is on 100.1 mhz with 3 kw and antenna 437 feet above average terrain.

WHOH(FM) Cadiz, Ohio □ Sold by Cadiz Communications Inc. to Blair Broadcasting Inc. for \$290,000. **Seller** is owned by Randall M. O'Grady, who has no other broadcast interests. **Buyer** is owned by Donald Devorris. It also owns WEIR(AM) Weirton, W.Va. WHOH is on 106.3 mhz with 3 kw and antenna 264 feet above average terrain.

WJNR-FM Iron Mountain, Mich. □ Sold by J&R Electronics to Wheeler Broadcasting of Michigan Inc. for \$275,000. **Seller** has no other broadcast interests. **Buyer** is owned by Ray Wheeler, Bruce Grassman and Gary Mach. It also owns KWNO(AM) Winona, Minn., and WTCH(AM)-WOWN(FM) Shawano, Wis. WJNR-FM is on 101.5 mhz with 47 kw and antenna 620 feet above average terrain.

For other proposed and approved sales see "For the Record," page 76.

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VOA's Russian service celebrates 40-year service

Programming is credited by many staffers with helping bring about new openness in Soviet Union

A hundred or so present and former staffers of the Voice of America's Russian service gathered in the VOA's conference room last Wednesday (Feb. 18) to party on Russian food prepared by members of the service and talk over old times and indulge in self-congratulations. It was a special day, after all—the 40th anniversary of the VOA's first Russian-language broadcast. That original program had lasted an hour, contained an explanation of the VOA's aims, news items (including the economic reforms Chiang Kai-shek was instituting in China), and musical pieces that ranged from Cole Porter hits to "Turkey in the Straw."

Today, the service, which now has more than 80 employees, broadcasts 16 hours daily, and the single service has grown to a USSR division that provides broadcasts in five regional languages—Azerbaijani, Georgian, Uzbek, Ukrainian and Armenian—as well as Russian. And the service last week was credited with major accomplishments. "Forty years of VOA Russian have created a credibility problem for the Soviet media,"



VOA Director Richard Carlson holds a placque presented to the Russian service staff, in recognition of "40 years of distinguished service to VOA listeners in the Soviet Union."

VOA Director Richard Carlson said at the celebration. "I believe that 'glasnost'—the new emphasis on openness on the part of the Soviet Union—was, in part, made necessary by the broadcasts of the Voice of America."

That estimate is shared by Victor Franzusoff, whose voice was the first heard on that initial broadcast and who still serves the Voice, these days as special writer with the USSR division. "We have a good reputation, and the Soviet authorities recognize the VOA is here to stay. They can't afford to keep everything secretive in the USSR," he said. But Franzusoff shared the credit for that situation with other western international broadcast services, which include the U.S.'s Radio Free Europe and Radio Liberty and the British Broadcasting Corp.

Over the years, the Soviets and members of the Soviet bloc have jammed western broadcasts, though with some breaks in periods of thaw between East and West. The Soviets several weeks ago stopped jamming BBC broadcasts—but, according to RFE/

RL President Gene Pell, employed the unused transmitters to strengthen the jamming of Radio Liberty broadcasts to the Soviet Union.

Franzusoff, who is Russian-born, lived in several European countries before settling in the U.S. and serving in the U.S. Army in World War II. At the war's end, he was a staff sergeant in Berlin, serving as an interpreter with the Office of the Military Government of the U.S. Thus, his background was that of a language specialist rather than broadcaster or journalist when he joined VOA and, along with some half-dozen others similarly short in those skills, was given six weeks to organize and prepare that first, hour-long, Russian-language broadcast. "We were awfully excited, awfully nervous," he recalled last week at the celebration. "We were not experienced broadcasters."

Franzusoff became one, and remains an energetic one. He covered the press conference that Soviet press information officials held at the Soviet embassy last Tuesday to denounce ABC's *Amerika* mini-series, then hurried back to his office to record a three-and-a-half-minute piece for the Russian service before attending the anniversary celebration. He is a professional, like—its staffers will tell you—the service itself.

All VOA staffers will celebrate another anniversary today (Feb. 23)—the 45th anniversary of the first broadcast by the then-brand new Voice of America. □

European investment study underway

The National Association of Broadcasters has commissioned a six-month study of media investment opportunities in Western Europe to aid NAB members with international expansion on their minds.

The project will be conducted for NAB by Worldwide Media Group, a New York-based international consulting firm headed by former CBS Worldwide Enterprises Senior Vice President John Eger.

The study will get under way by mid-April after an initial group of 10 clients paying \$8,900 each sign on for the study and associated consulting services. The report will be released to the group next October. The full study will be released at approximately half price and without any consulting services by April 1988, and an abridged version will also be offered for approximately \$50.

According to a Worldwide Media outline of the study, the emergence of new media

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outlets in Europe, such as cable, satellite TV and terrestrial distribution systems, presents numerous investment opportunities for U.S. companies. Private sector involvement will be vital to that growth, the firm argued, because European governments and taxpayers are already overextended in support of existing state media.

NAB, which in 1986 increased its examination of international business opportunities with two membership presentations on the topic, has been considering a study on Europe's investment climate, national and regional developments, legal and market changes and technology since late last year ("Closed Circuit," Dec. 29, 1986).

"Broadcasters in the United States are expressing a growing interest in overseas investment in media properties," said NAB

Board Chairman Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark., in announcing the project. "This study will be of enormous help in pinpointing what is available and how they may effectively enter the market."

According to NAB's Charles Oliver, senior vice president for research and planning, who will help coordinate the study, "there is nothing available like this, to the best of my knowledge. It's a field in which the most basic, entry-level information has never been assembled from a business standpoint."

The association, he added, sees the study not only as satisfying an "intense level of interest among a small group" of potential investors, but also allowing NAB members, both large and small, to see the opportunities for international investing "up from ground

level."

Investment considerations covered in the study will include media such as radio, broadcast and subscription television, satellite systems and cable TV, as well as advertising, program production, acquisition and syndication, equipment and training and consulting services.

Individual profiles of 16 European nations will be provided, with information on demographics, national advertising trends and current market and regulatory developments, as well as legal restrictions affecting ownership and control, marketing, advertising and programming. Five-year forecasts will be provided for each country. Developments in nations outside Western Europe, including markets like Japan and Australia, will be analyzed as well. □

Advertising & Marketing

People meters bringing guarantee question mark

Networks and ad agencies at odds over how to deal with new ratings technology to be introduced in fall

One of the biggest issues confronting the networks and Madison Avenue is how television time will be sold in the future, beginning with the switch to people meters as the official program ratings methodology next season. And adjustments began in earnest last week as Thomas Leahy, president of the CBS Television Network, went on the record proposing the elimination of demographic guarantees next season because the networks will have no historical data on which to base such guarantees with the new ratings system. Leahy made the suggestion, which he termed "thinking out loud," after earlier reports that CBS would eliminate guarantees for narrow demographic groups such as 25-34.

Members of the advertising community dismissed Leahy's proposal last week as unacceptable. As for the network's intention to do away with guarantees for the smaller demos, "it's a big 'who cares?' for the majority of us," said Lawrence Grossberg, senior vice president, J. Walter Thompson. Executives at ABC and NBC said last week they were exploring the issue, and agency sources said all three networks had talked to them about doing away with or restructuring demographic guarantees or making them more "flexible" next season.

Jerry Dominus, vice president, sales, CBS Television, described the coming season as "the year of the asterisk," because of the transition to people meters. At this point, he said, there is no answer to the guarantee question, and if the answer remains elusive, the result could be a delayed up front market, he said. "It's not impossible that it would have that consequence," he said. John Tiedemann, senior vice president and general sales manager, ABC Television, agreed. A delay "could happen," he said, "but with it

moving in June you can't have too much of a delay and have everybody get what they need and get on the air." A lot of technical details have to be taken care of between the time of the buy in the summer and when the spots air in the fall, he noted.

The question in the minds of many agency executives, including Mel Conner, senior vice president, director of network programming, DFS/Dorland, is what the advertisers would receive from the networks in return for reduced or eliminated guarantees. If the networks offer reduced prices in exchange for dropping guarantees, he said, "I think a lot of advertisers would be perfectly willing to consider it." But without that kind of quid pro quo, Conner said, it is unlikely that advertisers will accept any radical altering of demographic guarantees. Grossberg agreed: "I don't envision the networks dropping their guarantees. There will be too much resistance from agencies and advertisers to allow that."

But from Leahy's position, it seems only fair that advertisers "share the risk" involved in trying to project ratings without at least a

year's worth of data on which to base such projections. "I'm not placing an ultimatum in print," he said last week. "I'm wondering out loud how the network industry is going to come to grips with this major unknown." As to the quid pro quo, Leahy said it was a fair question. "Unfortunately that's a private matter" to be worked out in negotiations, he said.

There is also the question of how far CBS will get in its effort to persuade advertisers to "share the risk" if ABC and NBC do not hop on the same bandwagon. Last week, the other two networks were distancing themselves from the CBS proposal. Four years ago, CBS eliminated guarantees in the upfront marketplace, betting on a strong scatter market that never materialized, and lost an estimated \$20 million or more as a result. "I am realistic enough to understand that we are in a competitive marketplace," Leahy said.

Reacting to Leahy's suggestion last week, Tiedemann of ABC had this to say: "You don't hear me jumping on a bandwagon. We're just so far from making a decision on which way we'll head on that." Pier Mapes,

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president, NBC Television, echoed those sentiments. "It's really premature to say how we'll address the upfront market . . . The first thing we have to consider is the accuracy of the new data we're getting, because it changes the benchmark you work off of." The lack of comparative data for the new system, said Mapes, raises a "potential major problem," and one everybody is working to solve.

In the view of some there may be more than one solution. Marvin Mord, vice president, marketing and research services, ABC, is one who thinks that way. He also suggested that advertisers ought to share some of the burden of trying to project next fall's ratings under a new measurement system. "We are working to come up with some formulas or guidelines," he said last week. "They may not be standardized and may vary from daypart to daypart, or by demographic and possibly by advertiser." There is still some data not yet available that the networks will want use in formulating their policies for the upfront season, said Mord, including comparative data that a recent Contam (Committee on Nationwide Television Audience Measurement) sponsored telephone coincidental survey will provide, as well as February and May sweeps data.

Dominus of CBS offered a similar view. "I'm not certain there is going to be one solution. Oh that it were that simple. Because there are such complicated issues involved, some negotiations might take longer than they would have. The problem is we are changing the tote board and have to place

our bets before the new tote board is finished."

Agencies have offered some suggestions, but they have not been embraced by the networks. They include expanding the inventory by more than enough to cover the risk of miscalculating some ratings projections; estimating ratings and "settling up later," if estimates are off dramatically; reducing

prices in exchange for eliminating guarantees, and projecting ratings for the first half of next season upfront while waiting to project the second half until some initial returns are in. At this point, there is no resolution. But the feeling on both sides is that this year's upfront negotiations will be the most difficult since the industry switched from 60-second spots to 30's 20 years ago. □



Secrest, Jaffe, O'Toole, Lynn, Snyder and Carpenter

Ad industry gears for fight over Synar bill

Measure would call halt to all tobacco advertising

The advertising industry is up in arms over legislative efforts to ban the advertising and promotion of all tobacco products. At a Washington press briefing last week, representatives of the American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers and Magazine Publishers Association stated their opposition to any attempts "to ban truthful advertising for legal

products and services." They were joined by Barry Lynn, legislative counsel for the American Civil Liberties Union, who expressed his organization's objections to such a ban.

The press briefing was held prior to the introduction of a bill in the House last week by Representative Mike Synar (D-Okla.) to outlaw the advertising and promotion of all tobacco products. Since 1971, cigarette commercials have been banned on radio and television. Last year President Reagan signed into law legislation barring the advertising of smokeless tobacco products on all electronic media. Under Synar's measure, advertising for all tobacco products would be prohibited in newspapers, billboards, magazines and other media. Point of purchase displays, free samples and the sponsorship of sporting events by tobacco companies would also be outlawed.

Advertisers feel that passage of Synar's bill could lead to advertising bans on a number of other products, including beer and wine. "A proposal to ban totally the advertising of a lawful product in all communications media is fundamentally at war with traditional American concepts of intellectual freedom and freedom of expression," said Lawrence W. Secrest III, with Wiley, Rein & Fielding, which represents the AAF, AAAA, ANA and the American Newspaper Publishers Association. Joining Secrest at the briefing were Daniel Jaffe, ANA's senior vice president; John E. O'Toole, AAAA's executive vice president; Wallace Synder, AAF's senior vice president for government relations, and Chapin Carpenter, MPA's senior vice president.

The group noted that the American Bar Association decided last week to refrain from supporting Synar's legislation. (ABA's house of delegates voted against joining the American Medical Association and others in seeking a federal advertising ban on tobacco products.) "When you need medical advice, you turn to the doctors; and when you need legal advice, you turn to the lawyers. On the constitutionality of a tobacco advertising ban, the lawyers have spoken," commented ANA's Jaffe in a press statement.

Equally concerned about advertising bans



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February 2, 1987

ANA's Jaffe in a press statement. Synar is said not to be dissuaded by the ABA's decision.

Equally concerned about advertising bans of legal products is the National Association of Broadcasters. NAB's John Summers, sen-

ior executive vice president for government relations, said that although broadcasters have been living with the cigarette ban, they oppose any advertising prohibitions on legal products promoted in a truthful manner. But, at this juncture, he said, NAB is perhaps

more worried that Congress may turn its attention to the tax deductibility aspect of the issue. NAB fears that efforts to eliminate the tax deductibility of advertising expenses for tobacco products would also set a dangerous precedent. □

Programming

'Prairie home' is closed for good

Garrison Keillor announces he will leave public radio show; Noah Adams to devise replacement

Public radio's mythical town of Lake Wobegon will soon be reachable only through books, videotape and in reruns: Minnesota Public Radio's Garrison Keillor, host of the weekly *A Prairie Home Companion*, announced that the show will end June 13. Citing a desire to "resume the life of a shy



Keillor

person," Keillor told his Feb. 14 audience (925 people at the World Theater in St. Paul, Minn., and approximately four million radio listeners) that he will return to writing and move to Denmark with his wife. MPR President Bill Kling said that instead of replacing Keillor on *A Prairie Home*, the network has hired Noah Adams, host of National Public

Radio's *All Things Considered*, for the past 10 years, to create and host a new show.

Prairie Home began airing locally over MPR in 1974 and nationally over American Public Radio in 1980, and has since become public radio's most listened-to program, according to MPR. Just recently, the Disney Channel announced it had contracted with MPR to tape the 17 shows between Feb. 14 and June 6 for airing over the pay cable service (BROADCASTING, Feb. 9). Kling said there are plans for MPR and Disney to release collections of *A Prairie Home Companion* on home video. American Public Radio, for which *PHC* has been a staple, has said it will distribute taped broadcasts from the show's archives through at least June 30, 1988. And *PHC*-lovers across the country are scrambling to attend one of the last live performances: MPR's Kling said that in the three days following Keillor's announcement, the network received 22,000 requests for tickets to the show.

All that attention is perhaps part of the reason Keillor has decided to move on to other things. In his on-air explanation, Keillor said he wished to "live with my affectionate family a more peaceful life, a life in which there are Saturdays...I'm tired. And, it is time to stop." According to Kling, Keillor had been talking "for the last several years, on and off, about his interest in leading a different kind of life." There have been times in the past, said Kling, when Keillor has taken a break from the program and then returned with new and different approaches. "The door is always open" for Keillor to work with MPR on some sort of project, Kling said, although he doubted it would be another series. Kling acknowledged Keil-

lor's need for a change, but said: "I wish that he felt this was a show he wanted to do for the rest of his life, because the audience seems to be willing to stay for it."

APR President Al Hulsen echoed those sentiments, saying: "There's no one who can replace Garrison. There's no effort to do that. He's unique, his program is unique." But he emphasized that American Public Radio has many quality programs, and said the discontinuation of *Prairie Home* would have



Adams

no effect on APR's recent decision to raise affiliate fees by 7.6% ("Riding Gain," Feb. 16).

Kling is banking on the talents of NPR's Noah Adams to create a program that will become the new "touchstone" for MPR and APR. The new program will contain music, humor and literature, but will be different from both *All Things Considered* and *Prairie Home*, he said. "It's a chance to really redesign a show that would be the right show to do if you started out now," said Kling. The program will use *PHC*'s facilities and production crew, and will originate live from the World Theater, in the two-hour Saturday time block now filled by *Prairie Home*. Its national target date is Oct. 1; Adams joins MPR next month.

And where does that leave National Public Radio? That network has been looking for a replacement for Adams's cohost, Susan Stamberg, since she left *All Things Considered* in September to become host of the new Sunday version of *Weekend Edition* on NPR (BROADCASTING, Sept. 15, 1986). Robert Siegel, director of news and information programming, NPR, said.



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Syndication Marketplace

Multimedia Entertainment will move production of *Sally Jesse Raphael* from KSDK(TV) St. Louis to WTNH-TV New Haven, Conn. (a suburb of New York, where Raphael lives), in mid-June, in an effort to make Raphael's demanding schedule easier. Along with her half-hour syndicated talk show, Raphael is heard on NBC's Talknet, produced at WOR(AM) New York. Both the radio show and the television show air five days a week. Multimedia also reports it has cleared the February episode of its *Young People's Specials, The Great American Music Video*, in 157 markets covering 94% of the country, including WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WPVI-TV Philadelphia and KGO-TV San Francisco. *The Great American Music Video* stars Allison Smith of *Kate and Allie* as a member of a high school rock band which attempts to shoot a music video.

20th Century Fox Corp. reports it has cleared the weekly game show strip, *Secrets & Rumors*, starring Harvey Korman, on WOR-TV New York and KHJ-TV Los Angeles, bringing the show's market total to 27 stations. *Secrets & Rumors* features 25 celebrities, who reveal aspects of their personal lives which may or may not be true. It is up to contestants on the show to separate fact from fiction, with rewards for correct answers. Sales are on a cash basis with six-and-a-half minutes for stations and one minute for Fox.

Coca-Cola Telecommunications and **RCA Video Productions** have teamed up for the creation and distribution of a series of four full-length films and a 52-episode half-hour series, based on L. Frank Baum's "Oz" series of books. The series was produced by Cinar Films Inc. of Montreal, which will also distribute the film overseas, with CCT handling domestic distribution. Actress Margot Kidder will narrate the series, written by Don Arioli, producer-writer of more than 200 episodes of *Sesame Street*.

King World reports clearing 14 Sherlock Holmes pictures starring Basil Rathbone, in 72 markets in celebration of the 100th anniversary of Holmes's birth. Among the stations that have cleared the pictures are WPIX(TV) New York, KTTV(TV) Los Angeles, WGN-TV Chicago,

WSBK-TV Boston, WDIV(TV) Detroit, KTXA(TV) Dallas, WTTG(TV) Washington and Wews(TV) Cleveland.

That have cleared the pictures are WPIX(TV) New York, KTTV(TV) Los Angeles, WGN-TV Chicago, WSBK-TV Boston, WDIV(TV) Detroit, KTXA(TV) Dallas, WTTG(TV) Washington and Wews(TV) Cleveland.

Harmony Gold reports it has acquired 52 half hours of *Animals of Africa* and will make the series available later this year. The series, filmed in Africa for 10 years, was produced by Maurice Fievet and Monique Dumonte.

World Wide Bingo, "the oldest and largest producer of radio and TV bingo shows in the United States and foreign countries," reports it has signed two more television stations and renewed with two. The new stations are WFLI(TV) Cleveland, Tenn., and K49AZ, a low-power station in Twin Falls, Idaho. The renewing stations are KCWT(TV) Wenatchee, Wash., and KSCH-TV Sacramento, Calif.

The syndication sales force at **Lorimar Telepictures** will most likely retain the three-tiered structure it now has—with off-network, first-run and perennial divisions—and a replacement for Pat Kenney as president of the off-network division, will most likely come from within company, according to Dick Robertson, of the office of the president. Kenney recently left Lorimar on amicable terms, and despite a very attractive counter-offer from Lorimar, become chairman of Televentures. Kenney's exit from company had nothing to do with the arrangement of the sales staff, according to Robertson. Observers have been saying that the three-tiered structure has created unnecessary confusion for stations. At the recent NATPE International convention, for example, station management passing through the Lorimar booth could be seen being button-holed by salesman from the three different divisions at same time. But Robertson says that three divisions, which use a common set of Lorimar support services, are currently the most effective way of handling the plethora of Lorimar product. A definitive statement on the future of the Lorimar sales staff will be made in the next few weeks.

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TV ratings for Los Angeles to be examined

Discrepancies between Arbitron and Nielsen in that market prompt area committee to commission study

Responding to longstanding concerns about discrepancies between Nielsen and Arbitron ratings figures, the Los Angeles Television Stations' Research Committee has commissioned a \$20,000-study of basic local market characteristics to determine if either of the services are providing accurate demographic information.

Statistical Research Inc., Westfield, N.J., will conduct a telephone poll of 1,000 English- and Spanish-speaking households in the Los Angeles market this month to provide an independent estimate of HUT (homes using television) levels, minority groups, cable levels, VCR use and other factors that differ widely in Nielsen and Arbitron ratings reports, said Jane Collins, committee president and research director at Fox-owned KTTV(TV) Los Angeles. She said the numbers vary because the two services mix their shared information from Market Statistics Inc. with their own data.

The seven VHF and two UHF stations represented on the committee are not expecting miracles from the study, according to Collins. "This is the first time we got together-

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February 11, 1987

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'Amerika' premiere pushes ABC to second

NBC took week 21 (ended Feb. 15), according to Nielsen, with an 18.3 rating/29 share. ABC overtook CBS to finish second for the week with a 15.6/24. CBS closed the week with a 15.0/23. The last time this season that ABC moved ahead of CBS into second place was premiere week, when ABC had a 15.1 rating and CBS had a 14.9. Last year, NBC took week 21 with an 18.2/27 over CBS's 17.3/26 and ABC's 15.4/23.

NBC Nightly News won the news ratings week with a 13.1/23, while CBS pulled a 12.5/22 and ABC a 10.5/18. Last year's news race closed in the following order: CBS 14.0/24, NBC 13.0/22 and ABC 12.8/21.

The HUT level (homes using television) was 64.2%, up from week 20's 63.7%. For the same period a year ago, the HUT was 65.9%.

In the season-to-date category, the three networks hold the following averages: NBC 17.9/28, CBS 16.1/25 and ABC 14.2/23.

The premiere of the mini-series, *Amerika*, on Sunday night, gave ABC enough power to take the night away from CBS, a first for ABC this season. The evening is a stronghold for CBS, which usually wins it with a 19 rating or better. ABC took Sunday with an 18.9/28.7 to CBS's 17.3/25.7. NBC's Sunday score was an 18.2/27.5. Part one of *Amerika* scored a 24.7/38, from 9 p.m. to 11:24 p.m. CBS ran with *Designing Women* (13.3/19), *Nothing is Easy* (10.0/14) and *Hard Copy* (8.6/13) from 9 to 11 p.m., while NBC ran a two-hour special, *Facts of Life Down Under*, which pulled a 21.4/32 for the same two hours.

NBC has stolen Sunday away only three times this season: week four with a 22.2/33.8, week seven with a 19.5/30 and week 20 with a 19.1/29.4.

In the final tally of nights for week 20, NBC took three nights—Monday, Thursday and Saturday. ABC also had three—Tuesday,

Wednesday and Sunday. This left CBS with Friday night.

Monday night went to NBC with a 21.8/31.6. The conclusion of *The Two Mrs. Grenvilles* scored a 24.0/35 at 9-11 p.m., while ABC's movie, *The Last Fling*, had a 15.9/23.

On Tuesday, ABC aired a Carol Burnett special, *Carol, Carl, Whoopi and Robin* at 10-11 p.m. and pulled in a healthy 20.9/35, while NBC ran *Remington Steele*, scoring an 11.5/19. CBS broadcast a Charlie Brown special at 8-9 p.m. (9.2/14) and the movie, *Stillwatch* (14.7/23), for the balance of the night.

Wednesday's win by ABC came with a 17.8/26 for *Dynasty* at 9-10 p.m. and a 15.5/26 for *Hotel* at 10-11 p.m. *Dynasty* outperformed CBS's *Magnum, P.I.* (16.7/25) and NBC's half hour *Gimme a Break* (13.6/20) at 9-9:30 p.m. and the 30-minute *Tortellis* (11.6/17). *Hotel* edged out CBS's *Equalizer* (15.2/25) and NBC's *St. Elsewhere* (12.5/21).

Thursday went to NBC with a 27.3/42.0 over CBS's 13.0/20.1 and ABC's 11.5/17.6.

CBS took Friday with a 17.2/29.0, while NBC pulled a 14.5/24.7 and ABC an 11.3/19.3. At 8:30-9:30 p.m., ABC ran a special, *Emmanuel Lewis—My Very Own Special*. The hour-long telecast ranked 60th on the chart below, and pulled in an 11.3/19.

NBC took Saturday with an 18.0/30.5, sticking to its regular lineup. CBS aired the repeat, *Be My Valentine, Charlie Brown*, at 8-8:30 p.m. and ran the rebroadcast of the theatrical movie, "Star Wars," which pulled a 14.1/24 for its two-and-a-half-hour run. This gave CBS a 13.6/23.2 average for the night. ABC's lineup totaled 10.4/17.8 for the night.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.2/57	26.	Highway to Heaven	NBC	17.0/25	51.	Mike Hammer	NBC	13.1/19
2.	Family Ties	NBC	36.2/54	27.	Head of the Class	ABC	16.8/25	52.	Colbys	ABC	13.0/19
3.	Cheers	NBC	27.4/41	28.	Magnum P.I.	CBS	16.7/25	53.	St. Elsewhere	NBC	12.5/21
4.	Murder, She Wrote	NBC	26.4/38	29.	Falcon Crest	CBS	16.5/29	54.	Disney Sunday Movie	ABC	12.4/19
5.	Moonlighting	ABC	25.9/38	30.	Perfect Strangers	ABC	16.4/25	54.	Webster	ABC	12.4/21
6.	Night Court	NBC	25.4/38	31.	MacGyver	ABC	16.3/23	56.	Hill Street Blues	NBC	11.8/17
7.	Amerika, pt. 1	ABC	24.7/38	32.	Miami Vice	NBC	16.2/26	57.	Tortellis	NBC	11.6/17
8.	Growing Pains	ABC	24.3/36	33.	Monday Night Movie	ABC	15.9/23	58.	Remington Steele	NBC	11.5/19
9.	Monday Night Movies	NBC	24.0/35	34.	Scarecrow & Mrs. King	CBS	15.6/26	59.	Starman	ABC	11.4/20
10.	Golden Girls	NBC	23.7/38	34.	Hunter	NBC	15.6/28	60.	Sidekicks	ABC	11.3/19
11.	60 Minutes	CBS	22.4/36	36.	Hotel	ABC	15.5/26	60.	Emmanuel Lewis Special	ABC	11.3/19
12.	Who's the Boss?	ABC	22.1/33	36.	Our House	NBC	15.5/25	62.	Charlie Brown, Valentine	CBS	11.2/19
13.	Sunday Night Movie	NBC	21.4/32	38.	Facts of Life	NBC	15.4/26	63.	Spenser: For Hire	ABC	10.7/19
14.	Carol Burnett Special	CBS	20.9/35	39.	Equalizer	CBS	15.2/25	63.	Cagney & Lacey	CBS	10.7/16
15.	Kate & Allie	CBS	20.5/29	40.	20/20	ABC	14.9/24	65.	Sledge Hammer	ABC	10.5/18
16.	Dallas	CBS	19.5/32	41.	Valerie	NBC	14.8/21	66.	Mr. Belvedere Special	ABC	10.1/17
17.	Matlock	NBC	19.3/29	42.	Tuesday Movie	CBS	14.7/23	67.	Nothing is Easy	CBS	10.0/14
18.	227	NBC	18.8/31	43.	Cavanaugh's	CBS	14.4/21	68.	Ohara	ABC	9.6/16
19.	Amen	NBC	18.7/31	44.	Easy Street	NBC	14.3/21	69.	20th Ann., Charlie Brown	CBS	9.2/14
20.	L.A. Law	NBC	18.3/30	45.	Saturday Movie	CBS	14.1/24	70.	Hard Copy	CBS	8.6/13
21.	My Sister Sam	CBS	18.2/26	46.	Crime Story	NBC	13.9/25	71.	Shell Game	CBS	8.0/12
22.	Newhart	CBS	18.0/25	47.	Gimme A Break	NBC	13.6/20	72.	Our World	ABC	6.5/10
23.	Dynasty	ABC	17.8/26	48.	Simon & Simon	CBS	13.4/20				
24.	Knots Landing	CBS	17.7/29	48.	Disney Doggone Valentine	NBC	13.4/23				
25.	ALF	NBC	17.3/25	50.	Designing Women	CBS	13.3/19				

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er as a group of television stations to make a joint effort," she said. "We can't solve all the problems overnight, but it's a first step." Arbitron contributed to the cost of the study, but Nielsen chose not to participate. Nielsen officials could not be reached for comment.

When the results are released in late March, Los Angeles-area Spanish television stations will be watching closely for SRI's estimate of the market's Hispanic population, which they insist is underrepresented by Arbitron and Nielsen. Commercial stations, too, are likely to be keeping an eye out for cable levels. But poll takers warn that stations should not rely too heavily on cable level figures since cable pirates do not readily admit they receive the service.

SRI conducts a similar survey annually for the National Association of Broadcast-

Stay Tuned

Fox Broadcasting has commissioned its ninth and final program for its spring prime time schedule—*Werewolf*—a half-hour road series about a man who is bitten by a werewolf and then searches for someone who has a cure. Fox's spring prime time slate of shows will look like this: on Saturday, the lineup will be *Down and Out in Beverly Hills*, 8 p.m.; *Duet*, 8:30 p.m.; *Werewolf*, 9 p.m., and *Beans Baxter* 9:30 p.m. Sunday's lineup is *Jump Street Chapel*, 7 p.m.; *Married...with Children*, 8 p.m.; *Karen's Song*, 8:30 p.m.; *Mr. President*, 9 p.m., and *Tracey Ullman Show*, 9:30 p.m.

NBC Sports has signed former U.S. Olympic gold medalists Bart Conner and John Naber to serve as commentators for coverage of the 1988 summer Olympics from Seoul, South Korea. Naber won four gold medals and one bronze in swimming at the 1976 summer Olympics in Montreal. Conner won two gymnastic gold medals in the 1984 CBS Broadcast International said it has started work on its first in-house series, *Reaching For the Skies*, a 12-part series on the history of flight. Filming is scheduled to begin soon, with much of the production being handled at the Pebble Mills Studios of the BBC in

Birmingham, England. The series is expected to be ready for distribution some time in 1988. "CBS Network-produced product remains the major source for CBI's marketing efforts," said CBI head Donald D. Wear Jr. "However, to meet the rapidly expanding global demand for television programming, CBI will occasionally supplement this source with original productions."

Lorimar Telepictures Corp. said it signed Stormy Weathers Productions, owned by actor/producer Carl Weathers, to a long-term development deal. According to LT, Weathers will develop "all forms of product for network and first-run syndication, and perform both acting and producing services on series and long forms, as well as for theatrical motion pictures." Weathers starred as Apollo Creed in the "Rocky" film series and starred in and co-produced last season's short-lived *Fortune Dane* police drama on ABC-TV.

Director Robert Altman will produce and direct a one-hour dramatic special for ABC based on the Harold Pinter two-character play, "The Dumb Waiter," about two hit men who wait for their victim in an old lodging house. John Travolta and Tom Conti will star.

ers, but only one other major market, New York, has relied on it for a local market analysis. When the New York Television Stations' Research Committee obtained the results of the first SRI local market survey, it found that Arbitron's categories for multiset households and cable levels "were far out of line with what we found in the coinciden-

als," said Kathy Lenard, vice president of research for NBC-owned television stations. On the other hand, Nielsen figures were nearly identical to the independent analysis. As a result of the SRI study, Lenard said the Arbitron cable and multiset figures rose and are now closer to those of Nielsen.

The New York committee, however, con-

tinues to measure the rating services against SRI's results. "There are still quite a few discrepancies here in New York," Lenard said. One of the biggest problems is HUT level figures, which she said usually differ by six to seven points. During one recent week, Nielsen reported a 68.7 prime time HUT level while Arbitron's was 62.5. □

Tinker-Gannett company up and running

CBS, first client, has exclusive right to programing developed by production company, called GTG, for two years and right of first refusal for next three years

GTG Entertainment, the new name of the Grant Tinker/Gannett program production company, was put into business with a long-term development deal from CBS, according to company president Grant Tinker. It's a five-year deal (beginning when GTG puts its first show on CBS) in which CBS has about a two-year exclusive lock on programs developed by GTG. After that, the network receives a "first look" at all GTG programs for the duration of the pact. GTG will produce both comedies and dramas. The first project for CBS will probably be a comedy, ready for air by the middle of next season.

According to Tinker, the new production company's first priorities are to renovate its studios in Culver City, Calif., converting three of the sound studios there for sitcom use, and to attract the creative talent—especially writers, but producers and directors as well—necessary to produce the shows. The renovation work, which will reportedly cost around \$15 million (on top of the \$24 million Gannett paid for the studio last December), will take about two years to complete. The search for talent has just begun, although GTG scored an early coup by persuading acclaimed director Jay Sandrich, who currently produces *The Cosby Show*, to join the company as an equity partner.

Sandrich is currently devoting most of his time to *Cosby*, but will be free to take an active role in program development and production at GTG, once the NBC hit calls it a

wrap for the season. Next season, according to Tinker, Sandrich's directing duties on *Cosby* will be limited and he will spend most of his time with GTG. Sandrich will work closely with Tinker and Stuart P. Erwin, whom Tinker recruited from the executive ranks of MTM, in assembling GTG's creative pool. Some credit Tinker's nabbing of Sandrich as a brilliant stroke, and one that should provide a strong incentive for many writers and producers to join GTG.

Many were surprised that Tinker, after his years with NBC, did not make a pact with that network first, even though he had stated many times, before he left NBC last fall, that when he established a production company, all potential customers would be dealt with at arm's length. (Reports have surfaced, but have been denied by Tinker, that he avoided a deal with NBC because he was unhappy

that General Electric brought in a GE person—Robert Wright—to replace him as head of NBC, against Tinker's advice to hire one of several people within the network reportedly affecting morale at NBC, on which Tinker spent a great deal of effort during his five-year reign.)

But NBC is still setting the pace in prime time, and Tinker points to that, as well as CBS's aggressive pursuit of GTG for a major development deal. "There is nothing very mysterious about this," Tinker said last week. "CBS came to us in a very forward way and offered to really put us in business. It removed the necessity for us to go out and sell, which can be quite a distraction [from the effort of putting together programs]." The CBS offer, he said, represented a "giant bird in the hand, versus NBC, which needs very little." As for ABC, which needs all the

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help it can get, it simply did not pursue GTG as aggressively as CBS did, said Tinker.

The deal does not specify how many comedies or how many dramas GTG will produce for CBS. It will largely depend on the needs of the network at any given time, said Tinker. "Things can shift. Sitcoms will obviously play a large part and maybe one of the earlier parts, but we envision [CBS] order-

ing anything we can make and anything CBS feels it needs," he said. As to the timing of the first show, he said it would probably come no sooner than next year's midseason, "and that's only if everything falls into place."

CBS Entertainment President Bud Grant said the network and MTM, in its early days when Tinker led the company, had a "de-

facto exclusivity" arrangement, when it picked up such shows as *The Mary Tyler Show*, *The Bob Newhart Show*, *WKRP in Cincinnati* and *Lou Grant*. When Tinker left NBC to get back into program production, said Grant, "we talked and decided it was a good idea for us to get into business again." And so they will be, for at least the next five seasons. □

For the Record

As compiled by BROADCASTING, Feb. 12 through Feb. 18, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

■ KBSS-FM Booneville, Ark. (92.1 mhz; 3 kw; HAAT:

300 ft.)—Seeks transfer of control of Booneville Broadcasting Co. from Charles Martin and his wife, Denise, to L.E. Tate and Eldon F. Coffman for assumption of liabilities. Seller and buyer have no other broadcast interests. Filed Feb 6.

■ KDOL(AM) Mojave and KTPI(FM) Tehachapi, both California (AM: 1340 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 145 ft.)—First, seeks transfer of control of 50% of Chambers Broadcasting from George L. Chambers and his wife, Bonnie, to Robert Adelman as employment compensation and then seeks assignment of license from Chambers Broadcasting to HPW Communications for \$2.5 million. Sellers, George and Bonnie Chambers, and Adelman, own KGBR(FM) Gold Beach, Ore. George Chambers also owns KTCE(FM) Anson, Tex. Adelman owns new FM's in Johannesburg and Pismo Beach, both California. Buyer is owned by Melvin Winters, Bert Pucci and Edward Hawkins, who have no other broadcast interests. Winters was former owner of California group of three AM's and three FM's. Pucci was former publisher of *Los Angeles* magazine. Hawkins is Los Angeles-based syndication account executive. Filed Feb. 10.

■ KDBL-AM-FM Rifle, Colo. (AM: 810 khz; 1 kw-D;

FM: 105.3 mhz; 60 kw; HAAT: 1,741 ft.)—Seeks assignment of license from Susan K. Hughes and her husband, Stephen, to Servant Communications Inc. for amount to be submitted. Sellers have no other broadcast interests. Buyer is principally owned by David Thompson, Tony Maddox and two others. Thompson is salesman at WKY(AM) Oklahoma City and Maddox is program director at KZBS(FM) Oklahoma City. Filed Feb. 6.

■ WLCS(FM) Jacksonville, Fla. (96.1 mhz; 100 kw; HAAT: 830 ft.)—Seeks assignment of license from The Kravis Co. to Win Communications Ltd. Partnership for \$6.5 million. Seller is owned by George Kravis. It recently sold KGTO(AM)-KRAV(FM) Tulsa, Okla. Buyer is Cleveland-based group of two AM's and five FM's principally owned by Walter Tiburski and Anthony Ocepek. Filed Feb. 10.

■ WFNE(FM) Forsythe, Ga. (100.1 mhz; 3 kw; HAAT: 300 ft.)—From WFNE Inc. to Greg Davis for \$540,000. Sellers have no other broadcast interests. Buyer is owned by Gregg Davis who is also buying WIBB(AM) Macon, Ga. (see below). Filed Feb. 9.

■ WIBB(AM) Macon, Ga. (1280 khz; 5 kw-D)—Seeks assignment of license from King Management Corp. to David Broadcasting Inc. for \$350,000. Seller is owned by Robert C. Adam and has no other broadcast interests. Buyer is owned by Gregory Davis. It owns two AM's and two FM's purchased from Woodfin Group last year. Filed Feb. 9.

■ WZVN(FM) Lowell, Ind. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Whiteco Industries Inc. to Gracol Broadcasting Corp. for amount to be submitted in amendment. Seller has no other broadcast interests. Buyer is owned by Julian Colby. It also owns WJOB(AM) Hammond, Ind. Filed Feb. 5.

■ KFTS(FM) Fort Scott, Kans. (101.7 mhz; 3 kw; HAAT: 250 ft.)—Seeks assignment of license from KFTS Inc. to Wisconsin Voice of Christian Youth Inc. for no consideration. Seller is principally owned by Richard D. Marshall and Julia Lamb. It has no other broadcast interests. Buyer is nonprofit corporation headed by Harry Fritz. It also owns WCVY-FM-TV Milwaukee, WCVX(FM) Tomah and WSCO(TV) Suring, all Wisconsin. Filed Feb. 6.

■ WBLG(FM) Smiths Grove, Ky. (107.1 mhz)—Seeks assignment of license from Faye S. Anderson to Hilltopper Broadcasting Inc. for \$225,000. Seller has no other broadcast interests. Buyer is owned by Henry H. Dickinson, Wesley Strader, Wayne Gaunce, J. Barry Williams and seven others. Williams is general manager and Strader is announcer at station. Filed Feb. 4.

■ WCEA(AM) Newburyport, Mass. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WCEA Inc. to Ted Larsen Broadcasting Inc. for \$200,000. Seller is owned by William Walsh, Alvin Goldstein, Mohammad Chaudry and Thomas Moranian. It has no other broadcast interests. Buyer is owned by Thorvald G. Lauritsen, Stephen Howard and Daniel F. Friel. Lauritsen is news anchor and Friel is former general sales manager of WBZ(AM) Boston. Filed Feb. 6.

■ WBCM(AM) Bay City, Mich. (1440 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from J&B Communications Inc. to Kathi Broadcasting Co. for \$125,000. Seller is owned by Arnold M. Jacob, who has no other broadcast interests. Buyer is owned by Alvin R. Umans, Robert L. Haag, Howard N. Gilbert, Robert McIntosh and Avis Primack. It also has interest in WNFL(AM) Charlotte, Mich. and WKGN(AM) Knoxville, Tenn. Filed Feb. 9.

■ WJNR-FM Iron Mountain, Mich. (101.5 mhz; 47 kw; HAAT: 620 ft.)—Seeks assignment of license from J&R Electronics to Wheeler Broadcasting of Michigan Inc. for \$275,000. Seller has no other broadcast interests. Buyer is owned by Ray Wheeler, Bruce Grassman and Gary Mach. It

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also owns KWNO(AM) Winona, Minn. and WTCH(AM)-WOWN(FM) Shawano, Wis. Filed Feb. 5.

■ **KXRA-AM-FM** Alexandria, Minn. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of KXRA Inc. from Marvette J. Hagevik and Mary E.K. Thompson to Robert E. Hines and his mother, Kathryn, for assumption of liabilities. Seller, Hagevik, also owns WRDN-AM-FM Durand, Wis. Buyers have no other broadcast interests. Filed Feb. 5.

■ **WCHJ(AM)-WBKN(FM)** Brookhaven, Miss. (AM: 1470 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from B.F. Gerald to Bogue Chitto Communication Co. for \$350,000. Seller has no other broadcast interests. Buyer is owned by Thomas F. McDaniell, who also owns WCJU(AM) Columbia and WJDR(FM) Prentiss, both Mississippi. Filed Feb. 2.

■ **WQIC(AM)** Meridian, Miss. (1450 khz; 1 kw-U)—Seeks transfer of control from Stanleigh O. Torgeson and his wife, Dorothy to Larry D. Torgeson for \$450,000. Sellers are parents of buyer. They have no other broadcast interests. Buyer owns new FM in Marion, Miss. Filed Feb. 4.

■ **WKOR-AM-FM** Starkville, Miss. (AM: 980 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 500 ft.)—Seeks transfer of control of Charisma Broadcasting Co. from Charles B. Cooper and his wife, Wanda, to Donald R. DePriest for no consideration. Sellers, with buyer, own WFEZ(AM) Meridian, Miss., which they are also selling to buyer. Buyer has no other broadcast interests than those already mentioned. Filed Feb. 9.

■ **KOSC(AM)** Marshfield, Mo. (1510 khz; 250 w-D)—Seeks assignment of license from Ozark Summit Communications Inc. to Basil H. Price for \$75,000. Seller is owned by John P. Thompson, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 10.

■ **KALM(AM)** Thayer, Mo. and **KAMS(FM)** Mammoth Springs, Ark. (AM: 1290 khz; 1 kw-D; FM: 95.1 mhz; 75 kw; HAAT: 97 ft.)—Seeks assignment of license from Ozark Radio Network Inc. to K.A.M.S. Inc. for \$310,000. Seller is owned by Robert F. Neathery, who also owns KWPM-AM-FM West Plains, Mo., and KUKU(AM) Willow Springs, Mo. Buyer is owned by Shawn Louise Neathery, granddaughter of seller. Her brother, Brett, will buy KUKU(AM) and KWCF-FM Willow Springs, Mo., for \$313,000. Filed Feb. 6.

■ **KUKU(AM)-KWCF-FM** Willow Springs, Mo. (AM: 1330 khz; 1 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 437 ft.)—Seeks assignment of license from Woodridge Enterprises Inc. to One Hundred and One Communications for \$163,000.

for FM and \$150,000 for AM. Seller is owned by Richard Neathery (see above). Buyer is owned by his grandson, Brett (see above). Filed Feb. 6.

■ **KVEG(AM)** North Las Vegas (1410 khz; 5 kw-D)—Seeks assignment of license from Roberts Communications Corp. to Noble House Communications Ltd. for \$75,000. Seller is principally owned by Yolanda Naismith, and four others. It also owns WFXZ(FM) Sterling Heights, Mich. Buyer is owned by James E. Schultz and Howard Washer. It has no other broadcast interests. Filed Feb. 5.

■ **WYSL(AM)** Avon (Buffalo) N.Y. (1400 khz; 1 kw-U)—Seeks transfer of control of Radio Livingston Ltd. from Thomas G. Prescutti to Robert C. Savage and family for \$1,600. Seller has no other broadcast interests. Buyers have interest in WVG(TV) Charlotte Amalie, V.I. Filed Feb. 11.

■ **WFBL(AM)** Syracuse, N.Y. (1390 khz; 5 kw-U)—Seeks assignment of license from First Broadcasting Corp. to WFBL-Syracuse Inc. for \$125,000. Seller is owned by MacMillan Ring-Free Oil Inc., headed by Kevin Foster, president. It also owns WSBM(AM) New Orleans. Buyer is owned by Donald Wilks and Michael Schwartz. It owns two AM's and four FM's. Filed Feb. 5.

■ **WPET(AM)-WKSI(FM)** Greensboro, N.C. (AM: 950 khz; 500 w-D; FM: 98.7 mhz; 100 kw; HAAT: 814 ft.)—Seeks assignment of license from Robins Communications Inc. to WCCB-TV Inc. for \$5.6 million. Seller is subsidiary of Richmond, Va.-based pharmaceutical manufacturer, A.H. Robins Co. It has no other broadcast interests. Buyer is Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. Filed Feb. 11.

■ **WHOH(FM)** Cadiz, Ohio (106.3 mhz; 3 kw; HAAT: 264 ft.)—Seeks assignment of license from Cadiz Communications Inc. to Blair Broadcasting Inc. for \$290,000. Seller is owned by Randall M. O'Grady, who has no other broadcast interests. Buyer is owned by Donald Devorris. It also owns WEIR(AM) Weirton, W.Va. Filed Feb. 4.

■ **WTPS(FM)** Muncy, Penn. (103.9 mhz; 3 kw; HAAT: 209 ft.)—Seeks assignment of license from JKR Broadcasting Inc. to Pro Marketing Inc. for \$498,000. Seller is owned by John A. Kennedy, who also owns WTPS(AM). Buyer is owned by Victor Michael and Joseph Kalie. It has no other broadcast interests. It recently sold WBNE(FM) Benton, Pa. to Holt Corp. (see "For the Record," Jan. 26). Filed Feb. 6.

■ **WRGE(AM)** Olyphant, Pa. (750 khz; 2.5 kw-D)—Seeks assignment of license from Emke Media Enterprises Inc. to Chance Communications Inc. for \$83,658.50. Seller is owned by James Emmel, who has no other broadcast interests. Buyer is owned by group of 11, with no other broadcast interests. Filed Feb. 6.

■ **WBOL(AM)** Bolivar, Tenn. (CP)—Seeks assignment of license from Bolivar Broadcasting Services to Johnny Shaw and his wife, Opal, for \$75,000. Seller is owned by John Latham and Ray Smith, who also own WRJB(FM) Camden, Tenn. Buyer is station's general manager. Filed Feb. 4.

■ **KTXF(FM)** Brownsville, Tex. (100.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Valley Radio Co. to Tate Communications Inc. for \$2.35 million. Seller is owned by Southwest MultiMedia Corp., Houston-based group of four TV's owned by Billy Goldberg and media broker, Lester Kamin. Buyer is owned by Harvey J. Tate and seven others. Tate was formerly owner of WAAT-FM Johnstown, Pa. Filed Feb. 5.

■ **KRLB-AM-FM** Lubbock, Tex. (580 khz; 500 w-D; FM: 99.5 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Broadcast Holdings Inc. to The Dowe Co. for \$2.9 million. Seller is owned by Jack Rich, who also owns KEZB-AM-FM El Paso. Buyer is owned by Kenneth Dowe, and his wife, Dorothy. Dowe is former owner of KLZE(FM) Los Altos, Calif. Filed Feb. 6.

■ **KSEL-AM-FM** Lubbock, Tex. (AM: 950 khz; 5 kw-D; 500 w-N; FM: 93.7 mhz; 100 kw; HAAT: 740 ft.)—Seeks assignment of license from KSEL Inc. to Bakcor Broadcasting Inc. for \$1.3 million. Seller is subsidiary of Harris Enterprises, Garden City, Kan.-based group of six AM's and six FM's owned by John P. Harris family. Buyer is owned by George Bakke and seven others. It also owns KMND(AM)-WNFM(FM) Midland, Tex. Filed Feb. 5.

■ **WESR-AM-FM** Onley-Onancock, Va. (AM: 1330 khz; 5 kw-D; FM: 103.3 mhz; 50 kw; HAAT: 320 ft.)—Seeks assignment of license from The Accomack-Northampton Broadcasting Co. to Eastern Shore Radio Inc. for \$735,000. Seller is principally owned by Vernon H. Baker, who also owns WBZI(AM)-WLG(Y)FM Xenia, Ohio, and WKGM(AM) Smithfield, Va. Buyer is owned by Benjamin Ferguson, Gloria Jennings and Charles F. Russell, who also own WJIC(AM) Salem and WNNN-FM Canton, both New Jersey. Filed Feb. 6.

Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,946	418	4,364
Educational FM	1,283	173	1,456
Total Radio	10,075	761	10,837
FM translators	1,115	786	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	464	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,287	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITPS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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New Stations

AM

■ Brownville, N.Y.—Watertown Independent Christian Communications Inc. seeks 600 khz; 1 kw-D. Address: Box 746, Watertown, N.Y. 13601. Principal is nonprofit corp. headed by Paul Muller. It has no other broadcast interests. Filed Jan. 30.

FM's

■ Ozark, Mo.—Ozark Entertainment Network seeks 92.9 mhz; 3 kw; HAAT: 328 ft. Address: 7284 Maryland St., St. Louis 63130. Principal is owned by Navita Williams, Cedric Randle and Mark Langston. It has no other broadcast interests. Filed Jan. 27.

■ Dunbar, W.Va.—Donald Mills seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 179 E. Main St., Salem, W.Va. 26426. Principal has no other broadcast interests. Filed Jan. 27.

TV's

■ Ashland, Ky.—Video Image Productions Inc. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 590 ft. Address: 814 Carter Ave., Ashland, Ky. 41101. Principal is owned by P.K. Lim and Jerry Fleming. It has no other broadcast interests. Filed Jan. 21.

■ Madisonville, Ky.—Madisonville Media Inc. seeks ch. 57; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 1,187 ft. Address: 1625 N. 12th St., Paducah, Ky. 42001. Principal is owned by Jacqueline J. Saunders and Sandra DePriest. It has no other broadcast interests. Filed Jan. 21.

■ Jackson, Miss.—JAM Communications Inc. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,107 ft. Address: 1075 Devonshire Dr., 39206. Principal is owned by Hilda C. Jones, John H. Peoples and Marvin L. James. Filed Jan. 21.

■ Sioux Falls, S.D.—Carl M. Fisher seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 373 ft. Address: R.D. 1, 110 Harvard Rd., Port Matilda, Pa. 16880. Principal has no other broadcast interests. Filed Jan. 21.

■ Sioux Falls, S.D.—Kirkwood Broadcasting Co. seeks ch. 36; ERP vis. 3,455 kw; aur. 346 kw; HAAT: 993.2 ft. Address: Box 1580, 57101. Principal is owned by Lee O. Axdahl and two others. It has no other broadcast interests. Filed Jan. 21.

■ Danville, Va.—Linda F. Turner seeks ch. 24; 5,000 kw; 500 kw; HAAT: 100 ft. Address: 1718 Martin Luther King Blvd., Tyler, Tex. 75702. Principal has no other broadcast interests. Filed Feb. 9.

■ Charleston, W.Va.—P.S.A. Inc. seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,491 ft. Address: 825 Hillcrest Dr., 25311. Principal is owned by Linda Plemons, who has no other broadcast interests. Filed Jan. 21.

■ Charleston, W.Va.—Carl M. Fisher seeks ch. 29; ERP vis. 1,000 kw; aur. 200 kw; HAAT: 366 ft. Address: R.D. 1, 110 Harvard Rd., Port Matilda, Pa. 16880. Principal has no other broadcast interests. Filed Jan. 21.

■ Charleston, W.Va.—Mountain Vista TV Co. seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 528 ft. Address: 818 18th Ave., Nashville 37203. Principal is owned by Jack L. McFadden and two others. It has no other broadcast interests. Filed Jan. 21.

Facilities Changes

Applications

AM's

Tendered

■ KNZS (1540 khz) Capitola, Pa.—Seeks CP to change TL and make changes in ant. sys. Filed Feb. 11.

■ KGHS (1230 khz) International Falls, Minn.—Seeks CP to make changes in ant. sys. Filed Feb. 11.

FM's

Tendered

■ WLPR (96.1 mhz) Mobile, Ala.—Seeks mod. of CP to change TL and change HAAT to 1,146.6 ft. Filed Feb. 13.

■ WREZ (103.3 mhz) Montgomery, Ala.—Seeks mod. of CP to change TL and change HAAT to 1,007 ft. Filed Feb. 13.

■ WGSY (100.1 mhz) Phenix City, Ala.—Seeks CP to change TL. Filed Feb. 11.

■ KAKI (107.1 mhz) Benton, Ark.—Seeks CP to change TL; change ERP to 1.2 kw and change HAAT to 512 ft. Filed Feb. 11.

■ KXDZ (103.1 mhz) Anchorage, Alaska—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to minus 156.1 ft. Filed Feb. 17.

■ KXO-FM El Centro, Calif.—Seeks CP to change ERP to 25.5 kw. Filed Feb. 11.

■ KRBO (102.7 mhz) Red Bluff, Calif.—Seeks CP to change TL; change ERP to 3.24 kw and change HAAT to 1,745 ft. Filed Feb. 17.

■ KQLH (95.1 mhz) San Bernardino, Calif.—Seeks CP to change HAAT to 488.7 ft and make changes in ant. sys. Filed Feb. 11.

■ KKCY (98.9 mhz) San Francisco—Seeks CP to change HAAT to 1,345.6 ft. and make changes in ant. sys. Filed Feb. 13.

■ WNLT (95.7 mhz) Clearwater, Fla.—Seeks mod. of CP to change ERP to 100 kw. Filed Feb. 13.

■ WJLZ (96.3 mhz) Albany, Ga.—Seeks CP to change TL and change HAAT to 1,125 ft. Filed Feb. 13.

■ WKKG (101.5 mhz) Columbia, Ind.—Seeks CP to change HAAT to 285 ft.; change ERP to 50 kw and change HAAT to 492 ft. Filed Feb. 11.

■ WWO (93.5 mhz) Hartford, Ind.—Seeks CP to change TL and change HAAT to 328 ft. Filed Feb. 17.

■ WRZQ-FM (107.3 mhz) Greensburg, Ind.—Seeks CP to change TL and 492 ft. Filed Feb. 17.

■ WJIC (96.7 mhz) Madison, Ind.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 316.8 ft. Filed Feb. 13.

■ KRRV (100.3 mhz) Alexandria, La.—Seeks CP to change TL and change HAAT to 1,347.8 ft. Filed Feb. 13.

■ WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Seeks CP to change ERP to 13 kw and make changes in ant. sys. Filed Feb. 13.

■ WBAQ (97.9 mhz) Greenville, Miss.—Seeks CP to

change TL; change ERP to 24.5 kw and change HAAT to 492 ft. Filed Feb. 13.

■ KOEA (97.7 mhz) Doniphan, Mo.—Seeks CP to change freq. to 97.5 mhz; change ERP to 40 kw and change HAAT to 577.3 ft. Filed Feb. 11.

■ KSJM (93.3 mhz) Jamestown, Md.—Seeks CP to change ERP to 57 kw. Filed Feb. 11.

■ WUNC (91.5 mhz) Chapel Hill, N.C.—Seeks CP to change HAAT to 1,148 ft. and change TL. Filed Feb. 11.

■ WFXI (98.3 mhz) Washington, N.C.—Seeks mod. of CP change TL; change ERP to 1.325 kw and change HAAT to 489.9 ft. Filed Feb. 13.

■ KTMT (93.7 mhz) Medford, Ore.—Seeks CP to change ERP to 31 kw. Filed Feb. 11.

■ WMKX (95.5 mhz) Brookville, Pa.—Seeks CP to change TL; change ERP to 1.8 kw and change HAAT to 418.2 ft. Filed Feb. 11.

■ *WDAS-FM (105.3 mhz) Philadelphia—Seeks CP to change ERP to 16.3 kw. Filed Feb. 11.

■ WSNI-FM (104.5 mhz) Philadelphia—Seeks CP to change ERP to 16 kw and change HAAT to 869.2 ft. Filed Feb. 11.

■ WHP-FM (97.3 mhz) Harrisburg, Pa.—Seeks CP to change ERP to 17 kw. Filed Feb. 11.

■ WRLR (106.3 mhz) Huntingdon, Pa.—Seeks CP to change freq. to 103.5 mhz and change TL. Filed Feb. 11.

■ WNCK (106.3 mhz) Woonsocket, R.I.—Seeks mod. of CP to change TL; change ERP to 1.15 kw and change HAAT to 446.1 ft. Filed Feb. 11.

■ KKMJ (95.5 mhz) Austin, Tex.—Seeks mod. of CP to change ERP to 86.5 kw and make changes in ant. sys. Filed Feb. 13.

■ KTDR (96.3 mhz) Del Rio, Tex.—Seeks CP to change HAAT to 1,968 ft. Filed Feb. 13.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change TL and change HAAT to 286 ft. Filed Feb. 13.

■ KAJA (97.3 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 984 ft. Filed Feb. 11.

■ KVRP-FM (95.5 mhz) Haskell, Tex.—Seeks CP to change HAAT to 1,047.5 ft. Filed Feb. 11.

Accepted

■ KCLQ (107.5 mhz) Hanford, Calif.—Seeks CP to change ERP to 20.3 kw and change HAAT to 786 ft. Filed Feb. 13.

■ KQIX (93.1 mhz) Grand Junction, Colo.—Seeks CP to change ERP to 100 kw and make changes in ant. sys. Filed Feb. 13.

■ WBBQ-FM (104.3 mhz) Augusta, Ga.—Seeks CP to change TL and change HAAT to 1,648.5 ft. Filed Feb. 13.

■ KZZC (98.9 mhz) Leavenworth, Kan.—Seeks CP to change TL and change HAAT to 1,057 ft. Filed Feb. 13.

■ KDVV (100.3 mhz) Topeka, Kan.—Seeks CP to change TL and change HAAT to 985.5 ft. Filed Feb. 13.

■ KWKS (94.3 mhz) Winfield, Kan.—Seeks CP to change ERP to 2 kw. Filed Feb. 13.

■ WMRX-FM (97.7 mhz) Beaverton, Mich.—Seeks CP to change ERP to 2.031 kw and change HAAT to 400.2 ft. Filed Feb. 13.

■ WMKC (102.9 mhz) St. Ignace, Mich.—Seeks CP to change TL and change HAAT to 1,037 ft. Filed Feb. 13.

■ KCAC (107.3 mhz) Lexington, Mo.—Seeks CP to change TL and change HAAT to 1,158.8 ft. Filed Feb. 13.

■ WBBO-FM (93.3 mhz) Forest City, N.C.—Seeks mod. of CP to change TL; change ERP to 87.2 kw and change HAAT to 2,030 ft. Filed Feb. 13.

■ WMOU (103.7 mhz) Berlin, N.H.—Seeks CP to change TL; change ERP to 23 kw and change HAAT to 3,827.7 ft. Filed Feb. 13.

■ WFTN-FM (94.1 mhz) Franklin, N.H.—Seeks mod. of CP change freq. to 94.1 mhz; change TL; change ERP to 3 kw and change HAAT to 328 ft. Filed Feb. 13.

■ WOKW (99.9 mhz) Cortland, N.Y.—Seeks CP to change ERP to 24 kw. Filed Feb. 13.

■ WGFN (99.5 mhz) Schenectady, N.Y.—Seeks CP to change ERP to 14.8 kw. Filed Feb. 13.

■ WMHR (102.9 mhz) Syracuse, N.Y.—Seeks CP to change ERP to 20.1 kw. Filed Feb. 13.

■ WNCX (98.5 mhz) Cleveland—Seeks CP to change TL; change ERP to 16 kw and change HAAT to 959.7 ft. Filed Feb. 13.

■ WNIR (100.1 mhz) Kent, Ohio—Seeks CP to change TL and change HAAT to 328 ft. Filed Feb. 13.

■ WPAY-FM (104.1 mhz) Portsmouth, Ohio—Seeks mod.

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of CP to change HAAT to 999.8 ft. Filed Feb. 13.

- WHOT-FM (101.1 mhz) Youngstown, Ohio—Seeks CP to change ERP to 24 kw. Filed Feb. 13.
- WTPA (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of CP to change ERP to 830 w and change HAAT to 623.2 ft. Filed Feb. 13.
- KTLC (99.3 mhz) Tye, Tex.—Seeks CP to change freq. to 99.7 mhz; change TL; change ERP to 100 kw and change HAAT to 744 ft. Filed Feb. 13.
- WNVA-FM (106.3 mhz) Norton, Va.—Seeks CP to change ERP to 900 w and change HAAT to 588.8 ft. Filed Feb. 13.
- WRAU (102.3 mhz) Ravenswood, W. Va.—Seeks mod. of CP to change TL and change HAAT to 327 ft. Filed Feb. 13.

Actions

AM's

- WOLM (1460 khz) Lake Mary, Fla.—Granted app. to change TL and make changes in ant. sys. Action Feb. 6.
- WJBI (1290 khz) Batesville, Miss.—Granted app. to reduce power to 728 w and make changes in ant. sys. Action Feb. 5.
- WXMC (1210 khz) Parsippany-Troy Hill, N.J.—Granted app. to change hours of operation to unlimited by adding night service with 360 w and make changes in ant. sys. Action Feb. 10.
- WQCC (1540 khz) Charlotte, N.C.—Granted app. to operate trans. by remote control. Action Feb. 5.
- KXOJ (1550 khz) Sapulpa, Okla.—Returned app. to increase power to 2.5 kw. Action Feb. 10.
- WXAX (1170 khz) Lexington, S.C.—Granted app. to increase power to 10 kw and make changes in ant. sys. Action Feb. 10.
- WKJM (1090 khz) Hartsville, Tenn.—Returned app. to change city of license to Lebanon, Tenn., and change TL. Action Feb. 10.

FM's

- WGSY (100.1 mhz) Phenix City, Ala.—Granted app. to change SL. Action Feb. 10.
- KUFW (90.5 mhz) Woodlake, Calif.—Granted app. to

change SL. Action Feb. 10.

- WSNE (93.3 mhz) Taunton, Mass.—Granted app. to make changes in ant. sys. Action Nov. 24.
- WDBX-FM (98.5 mhz) Waterville, Me.—Granted app. to make changes in ant. sys. Action Feb. 9.
- WGVC-FM (88.5 mhz) Allendale, Mich.—Granted app. to change TL; change ERP to 3 kw; change HAAT to 310.7 ft. and make changes in ant. sys. Action Feb. 10.
- WQST-FM (92.5 mhz) Forest, Miss.—Granted app. to change TL and change HAAT to 992 ft. Action Feb. 10.
- WSEL-FM (96.7 mhz) Pontotoc, Miss.—Granted app. to change ERP to 1.4 kw; change HAAT to 478.9 ft. Action Feb. 10.
- KFMS-FM Las Vegas—Granted app. to change SL. Action Feb. 10.
- KVCE (91.9 mhz) Fallon, Nev.—Granted app. to change freq. to 89.5 mhz. Action Feb. 10.
- WCQS (88.1 mhz) Asheville, N.C.—Granted app. to change TL; change ERP to 260 w; change HAAT to 1,132 ft. and make changes in ant. sys. Action Feb. 10.
- WFUV (90.7 mhz) New York—Dismissed app. to change TL; change HAAT to 500 ft. and make changes in ant. sys. Action Feb. 4.
- WWMG (96.1 mhz) Shelby, N.C.—Granted app. to change HAAT to 1,738.4 ft. and make changes in ant. sys. Action Feb. 9.
- WVGN (107.1 mhz) Charlotte Amalie, V.I.—Granted app. to change TL; change ERP to 1.6 kw and change HAAT to 1,422.5 ft. Action Feb. 5.
- WAZR (95.5 mhz) Woodstock, Va.—Granted app. to change TL and change HAAT to minus 32.8 ft. Action Feb. 5.
- KRKN (96.9 mhz) Naches, Wash.—Granted app. to change TL. Action Feb. 11.
- WKZG (107.1 mhz) Keyser, W. Va.—Granted app. to change TL; change ERP to 525 kw and change HAAT to 782.6 ft. Action Feb. 10.

TV's

- KLDS (ch. 20) Denison, Tex.—Returned app. to change ERP vis. to 4.1 kw, aur. 410 w; change HAAT to 232 ft. and change TL. Action Jan. 20.

In Contest

Deputy Chief ALJ James F. Tierney made the following decisions:

Paradise, Nev. (Pollack Broadcasting, et al) TV Proceeding—Granted request by Puamehana Ltd., and dismissed its application with prejudice. By order, Feb. 4.

ALJ Joseph Chachkin made the following decisions:

San Diego (Catherine Juanita Henry, et al) FM Proceeding—Partially granted request by San Diego ComTrends Inc., to enlarge issue against San Diego Broadcasting to determine, in light of conviction of Uvaldo A. Martinez, whether San Diego Broadcasting is qualified to be licensee. By MO&O, Feb. 5.

Laurel, Miss. (Leonard James Giacone, et al) FM Proceeding—Granted motion for summary decision by Giacone, and resolved air hazard issue in his favor. By order, Feb. 3.

Fort Worth (Alden Television Inc., et al) TV Proceeding—Approved settlement and dismissed other applications, assigning rights to Interspan Communications, granted application for new TVon channel 52, Fort Worth, and terminated proceeding. By MO&O, Feb. 5.

ALJ John M. Frysiaak made the following decisions:

Key West, Fla. (Florida Keys TV, et al) TV Proceeding—Granted motion for summary decision by Hispanic Keys Broadcasting Corp. and resolved air hazard issue in his favor. By MO&O, Feb. 2.

Panama City Beach, Fla. (Winstanley Broadcasting Inc., et al) FM Proceeding—Approved settlement agreement and dismissed other applications with prejudice. By MO&O, Feb. 9.

ALJ Joseph P. Gonzalez made the following decision:

Arlington, Tex. (Charisma Broadcasting Corp., et al) TV Proceeding—Granted request by Arlington 68 TV Inc. to enlarge issues against Channel 68, to determine technical feasibility of engineering and reasonable assurance of availability of proposed antenna location. By MO&O, Feb. 6.

ALJ made the following decisions:

Abbeville and Lafayette, La. (Abbeville Educational Broad-



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casting Foundation, and TRC Educational Broadcasting Foundation) Educational FM Proceeding—Dismissed applications for failure to prosecute and terminated proceeding. By Order, Feb. 2.

Port Huron, Mich. (Gingrich Broadcasting Co., et al) FM Proceeding—Dismissed with prejudice applications of Gingrich, Port City Radio Inc. and Enterform Inc. for failure to prosecute, partially granted petition by Port Huron Family Radio to enlarge issues against L&K Broadcasting Inc. to determine transmitter site availability. By MO&O, Feb. 3.

East Las Vegas (East Las Vegas Broadcasting Inc., et al) FM Proceeding—Granted joint petition and dismissed with prejudice application of Great Scott Music Enterprises for failure to prosecute. By MO&O, Feb. 2.

ALJ Walter C. Miller made the following decisions:

Hastings, Neb. (Charles Ray Shinn, et al) FM Proceeding—Granted request by Bott Communications Inc. and enlarged issues against Timothy Paul Woodward to determine financial qualifications. By MO&O, Feb. 6.

Hardeeville, S.C. (Earl T. Brown, et al) FM Proceeding—Granted request by Wanda B. Blair and dismissed her appli-

cation with prejudice. By Order, Feb. 4.

ALJ Richard L. Sippel made the following decisions:

Bunnell, Fla. (Meredith Corp., et al) TV Proceeding—Granted motion by Pollack Broadcasting Co., Bunnell Broadcasting Corp., and Bunnell Television Co. and dismissed application of Glenda McLeod, with prejudice. By Order, Feb. 9.

Toledo, Ohio (Priscilla L. Schwier, et al) TV Proceeding—Granted petition Dominion Broadcasting Inc. and enlarged issues against Wade Mitchell to determine if Mitchell showed lack of candor and is qualified financially, and, in light of evidence adduced, whether Mitchell is qualified to be licensee. By Order, Feb. 9.

Polly Beach, S.C. (Charleston County Wireless Co., et al) FM Proceeding—Granted motion for summary decision by Joanne Brehm and resolved air hazard issue in his favor. By Order, Feb. 2.

Rio Grande, Tex. (Joneco Broadcasting, et al) TV Proceeding—Granted request by Robert Gonzalez and dismissed his application with prejudice. By Order, Feb. 3.

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Call Letters

Applications

Call	Sought by
New FM	
WVFS	Florida State University, Tallahassee, Fla.
Existing AM	
KCHL	KAPE Vision Communications Inc., San Antonio, Tex.
Existing FM	
WJVE	WLCS Win Communication Ltd. Partnership, Jacksonville, Fla.

Grants

Call	Sought by
New AM	
WRZN	Management and Marketing Synergy Inc., Hernando, Fla.
New FM's	
KMMG	Brawley Broadcasting Co., Brawley, Calif.
KVFC	San Juan Christian Broadcasting, Silverton, Colo.
WLCH	Spanish American Civic Association, Lancaster, Pa.
New TV's	
WMAI	Mobile TV61 inc., Mobile, Ala.
KDKJ	Capitol Foothills Broadcasters, Fort Bragg, Calif.
WGKI	GRK Productions Inc., Cadillac, Mich.
KRWL	Robin C. Brant, Butte, Mont.
Existing AM's	
KBCN	KRKO Great Alaska Electric Radio Co., Fairbanks, Alaska
WLVS	WLIZ Gold Coast Broadcasting Co., Lake Worth, Fla.
WGOP	WJAZ Silver Star Communications-WJAZ Inc., Albany, Ga.
WGDN	WJEB Eagle Broadcasting Co., Gladwin, Mich.
KKCM	KSMM G-F-1 Broadcasting Inc., Shakopee, Mich.
WEZI	WLVS Ardman Broadcasting Corp., Memphis
KRKO	KRFE First Pacific Broadcasting Inc., Everett, Wash.
WLZR	WBCS Taft Television and Radio Co., Milwaukee
Existing FM's	
WBHL	WWOL Tri-State Inspirational Broadcasting Corp., Florence, Ala.
KINQ	KRKO-FM Great Alaska Electric Radio Co., Fairbanks, Alaska
KTWW-FM	KTWW-FM Metropolitan Broadcasting Corp., Los Angeles
WJAZ	WYRS Chase Broadcasting of Stamford Inc., Stamford, Conn.
WBZM	WTRR Peoria Satellite Radio Corp., Chitticothe, Ill.
WGDN-FM	WGMM Eagle Broadcasting Co., Gladwin, Mich.
KRNY	KZBC Polly A. Hays, Kearney, Neb.
WJOJ	WJOJ-FM Richard L. Plessinger, Milford, Ohio
WEZI-FM	WEZI Ardman Broadcasting Corp., Memphis
KTSR	KTAW Hicks Broadcasting Corp., College Station, Tex.
Existing TV	
WSTE	WLUZ-TV Channel 7 Inc., Ponce, P.R.

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Stock Index

	Closing Wed Feb 18	Closing Wed Feb 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	330	310	20	6.45	33	5,308
N (CBS) CBS	160 1/4	147 3/8	12 7/8	8.73	30	3,757
O (CLCH) Clear Channel	14	14 1/4	- 1/4	- 1.75	20	41
O (INFTA) Infinity Broadcasting	14 1/2	14 3/4	- 1/4	- 1.69	76	151
O (JCOR) Jacor Commun.	7 1/4	7	1/4	3.57		41
O (LINB) LIN	68 7/8	63 3/4	5 1/8	8.03	52	1,823
O (MALR) Malrite	11 1/2	11 3/4	- 1/4	- 2.12	14	96
O (MALRA) Malrite 'A'	10 1/4	10 1/2	- 1/4	- 2.38	14	43
O (OBCC) Olympic Broadcast	5 1/4	5 1/4				13
A (PR) Price Commun.	11 1/4	11 3/8	- 1/8	- 1.09		118
O (SCRIP) Scripps Howard	85	85			30	877
O (SUNN) SunGroup Inc.	3 1/4	3	1/4	8.33	32	5
N (TFB) Taft	124 1/4	118	6 1/4	5.29	101	1,126
O (TVXG) TVX Broadcast	9	8 1/2	1/2	5.88	37	52
O (UTVI) United Television	30 3/4	30	3/4	2.50	29	336
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	58 1/2	54 1/4	4 1/4	7.83	30	672
A (AAR) Adams Russell	24 5/8	23 5/8	1	4.23	20	153
A (AFP) Affiliated Pubs	47	44 1/4	2 3/4	6.21	24	829
O (ASTVE) Amer. Comm. & TV	1/16	1/16				4
N (AFL) American Family	16	16 1/4	- 1/4	- 1.53	10	639
O (ACCMA) Assoc. Commun.	28	27	1	3.70		267
O (BMAC) Bus. Men's Assur.	29	28 1/4	3/4	2.65	17	306
N (CCN) Chris-Craft	20	20 5/8	- 5/8	- 3.03	8	130
N (DNB) Dun & Bradstreet	124 7/8	122 7/8	2	1.62	30	9,492
O (DUCO) Durham Corp.	42 1/2	43	- 1/2	- 1.16	11	241
N (GCI) Gannett Co.	48 3/8	43 7/8	4 1/2	10.25	30	7,768
N (GY) GenCorp	76 1/8	75 3/8	3/4	.99	18	1,701
N (GCN) General Cinema	54	52 1/4	1 3/4	3.34	22	1,965
O (GCOM) Gray Commun.	207	206	1	.48	35	102
N (JP) Jefferson-Pilot	35 1/2	35	1/2	1.42	11	1,484
O (JSON) Josephson Intl.	13 7/8	12 3/4	1 1/8	8.82		65
N (KRI) Knight-Ridder	55 3/8	53 3/4	1 5/8	3.02	24	3,109
N (LEE) Lee Enterprises	28 7/8	28 3/4	1/8	.43	24	731
N (LC) Liberty	38 5/8	37 1/2	1 1/8	3.00	16	389
N (MHP) McGraw-Hill	71 3/4	66 5/8	5 1/8	7.69	24	3,617
A (MEGA) Media General	50 1/2	49 7/8	5/8	1.25	21	711
N (MDP) Meredith Corp.	33 5/8	32 1/4	1 3/8	4.26	13	637
O (MMEDC) Multimedia	51 1/4	48	3 1/4	6.77	-465	562
A (NYTA) New York Times	45 1/4	43 1/8	2 1/8	4.92	30	3,660
O (PARC) Park Commun.	28	29	- 1	- 3.44	26	386
T (SKHQ) Seikora	23	20 1/8	2 7/8	14.28	50	186
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech/Ops Inc.	33 5/8	30 5/8	3	9.79	6	73
N (TMC) Times Mirror	82 1/2	76 1/8	6 3/8	8.37	24	5,317
O (TMC) TM Communications	2 1/4	2	1/4	12.50	11	17
O (TPCC) TPC Commun.	3/8	5/16	1/16	20.00		4
N (TRB) Tribune	78	70 1/8	7 7/8	11.22	25	3,167
A (TBS) Turner Bcstg.	18 7/8	19 1/4	- 3/8	- 1.94	42	411
A (WPOB) Washington Post	181	172 1/2	8 1/2	4.92	23	2,352

	Closing Wed Feb 18	Closing Wed Feb 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O (ALLT) All American TV	5 1/4	4 3/4	1/2	10.52		6
O (BRRS) Barris Indus.	16 7/8	16 3/4	1/8	.74	28	149
O (CMCO) C.O.M.B.	22 1/4	25 3/4	- 3 1/2	- 13.59	37	256
N (KCO) Coca-Cola	45 3/8	43	2 3/8	5.52	24	17,513
O (KST) Color Systems	14 1/2	14 1/2				10
A (DEG) De Laurentis Ent.	12 5/8	12 3/4	- 1/8	- 0.98		120
O (DCPI) dick clark prod.	7 1/8	6 7/8	1/4	3.63	12	9
N (DIS) Disney	58 7/8	55 5/8	3 1/4	5.84	41	7,617
N (DJ) Dow Jones & Co.	54 1/4	48 1/4	6	12.43	38	5,249
O (FNNI) Financial News	12 7/8	13	- 1/8	- 0.96	214	142
A (FE) Fries Entertain.	4 5/8	4 3/8	1/4	5.71	8	24
N (GW) Gulf + Western	75 1/2	73	2 1/2	3.42	22	4,667
O (HRSI) Hal Roach	11	11 1/2	- 1/2	- 4.34		61
A (HHH) Heritage Entertain.	8	7 7/8	1/8	1.58	8	22
A (HSN) Home Shopping Net.	28 1/2	36 7/8	- 8 3/8	- 22.71	64	1,100
N (KWP) King World	18 1/2	18 1/8	3/8	2.06	34	568
O (LAUR) Laurel Entertainment	4 7/8	5 1/8	- 1/4	- 4.87	18	12
A (LT) Lorimar-Telepictures	17 3/4	16 5/8	1 1/8	6.76	17	602
N (MCA) MCA	41 5/8	41 3/4	- 1/8	- 0.29	19	3,249
N (MGM) MGM/UA Commun.	13 1/8	12 1/2	5/8	5.00		670
A (NWP) New World Pictures	10 1/2	10 1/4	1/4	2.43	20	111
N (OPC) Orion Pictures	16 1/8	16 5/8	- 1/2	- 3.00		153
O (MOVE) Peregrine Entertain.	9 3/4	10 1/4	- 1/2	- 4.87		17
N (PLA) Playboy Ent.	10 3/8	9 3/4	5/8	6.41		97
O (QVCN) QVC Network	17 1/4	19 3/4	- 2 1/2	- 12.65		112

	Closing Wed Feb 18	Closing Wed Feb 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O (RVCC) Reeves Commun.	10 7/8	10 5/8	1/4	2.35		135
O (RPICA) Republic Pic. 'A'	9 1/8	9 1/2	- 3/8	- 3.94	65	26
O (RPICB) Republic Pic. 'B'	9 3/4	9 3/4				69
A (RHI) Robert Haiml	4	3 3/4	1/4	6.66	36	75
O (SMNI) Sat. Music Net.	5 1/4	5 1/8	1/8	2.43		35
N (WCI) Warner	29 7/8	28	1 7/8	6.69	19	3,686
O (WWTW) Western World TV	1 5/8	1 1/2	1/8	8.33	10	2
O (WONE) Westwood One	38	38 1/4	- 1/4	- 0.65	59	310

	Closing Wed Feb 18	Closing Wed Feb 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (BSIM) Burnup & Sims	4 1/4	4 1/4			-7	67
O (CVSI) Compact Video	4 1/8	4 3/8	- 1/4	- 5.71	41	24
N (CQ) Comsat	31 7/8	31 1/4	5/8	2.00		577
N (FCB) Foote Cone & B.	56 7/8	56 1/4	5/8	1.11	14	216
O (GREY) Gray Advertising	119	112	7	6.25	16	143
N (IPG) Interpublic Group	35 1/2	35	1/2	1.42	20	774
N (JWT) JWT Group	32	32 3/8	- 3/8	- 1.15	13	290
A (MOV) MovieLab	7 1/8	7	1/8	1.78		11
O (OGL) Ogilvy Group	36 1/4	34	2 1/4	6.61	17	495
O (OMCM) Omnicom Group	24 1/2	24	1/2	2.08	22	140
O (SACHY) Saatchi & Saatchi	41 1/2	38 3/4	2 3/4	7.09	19	2,146
O (TLMTB) Telemation	2 7/8	3	- 1/8	- 4.16	11	13
A (TPO) TEMPO Enterprises	10	9 3/4	1/4	2.56	25	57
A (UNV) Unitel Video	8 7/8	8 7/8				19

	Closing Wed Feb 18	Closing Wed Feb 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.	3	2 3/8	5/8	26.31	-2	17
A (ACN) Amer. Cablesystems	18 1/4	17 3/4	1/2	2.81	9	171
A (CVN) Cablevision Sys. 'A'	24 7/8	24 7/8			-8	522
N (CNT) Centel Corp.	66 1/8	64 1/4	1 7/8	2.91	14	1,829
O (CCCOA) Century Commun.	18 1/2	18 1/2			370	358
O (CMCSA) Comcast	22	20 7/8	1 1/8	5.38	29	468
N (HCL) Heritage Commun.	32 5/8	32 3/8	1/4	.77	120	730
O (JOIN) Jones Intercable	14 3/4	13 5/8	1 1/8	8.25	35	191
T (MHRQ) Maclean Hunter 'X'	19 3/4	19 1/4	1/2	2.59	27	727
O (RCCAA) Rogers Cable A.	13 7/8	12 1/8	1 3/4	14.43		71
O (TCAT) TCA Cable TV	20 3/4	20 1/4	1/2	2.46	35	223
O (TCOMA) Tele-Commun.	31 1/4	29 1/2	1 3/4	5.93	240	3,003
N (TL) Time Inc.	83	78 1/8	4 7/8	6.24	25	5,210
O (UACIA) United Art. Commun.	22 1/4	21 3/8	7/8	4.09	105	913
N (UCT) United Cable TV	30 1/4	29 3/4	1/2	1.68	75	736
N (VIA) Viacom	44 5/8	44 5/8			43	1,528
N (WU) Western Union	4	4 3/8	- 3/8	- 8.57		97

	Closing Wed Feb 18	Closing Wed Feb 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	132 3/4	131	1 3/4	1.33	21	15,271
N (ALD) Allied-Signal	46 1/4	45 1/4	1	2.20	-10	8,154
O (AMTV) AM Cable TV	113/16	113/16			-1	6
N (ARV) Arvin Industries	33 5/8	32 3/8	1 1/4	3.86	14	543
O (CCBL) C-Cor Electronics	9	10 3/4	- 1 3/4	- 16.27	-5	27
O (CATV) Cable TV Indus.	1 7/8	2 1/8	- 1/4	- 11.76	-9	5
A (CEC) Cetec	6	5 3/4	1/4	4.34	-9	12
A (CHY) Chyron	7	6 3/4	1/4	3.70	33	70
A (CXC) CMX Corp.	2	1 1/8	7/8	77.77		10
A (COH) Coahu.	7 1/8	7 1/8			14	12
N (CAX) Conrac	16 5/8	15 1/2	1 1/8	7.25	15	110
O (EK) Eastman Kodak	80 1/8	78 3/4	1 3/8	1.74	67	18,100
N (EJIN) Elec Mls & Comm.	1 7/8	2	- 1/8	- 6.25		7
N (GRL) Gen. Instrument	26 3/8	24 7/8	1 1/2	6.03		854
N (GE) General Electric	102 3/8	99 3/8	3	3.01	19	46,680
N (HRS) Harris Corp.	39	37 7/8	1 1/8	2.97	26	1,569
N (MAI) M/A Com. Inc.	13 7/8	14 1/8	- 1/4	- 1.76		603
O (MCDY) Microdyne	4 3/8	4 1/4	1/8	2.94	39	19
N (MOT) Motorola	50	49 3/8	5/8	1.26	58	6,385
N (NPH) N.A. Philips	43 3/4	43 1/2	1/4	.57	18	1,265
N (OAK) Oak Industries	1 1/8	1 1/8			38	
A (PFI) Pico Products	2 3/4	2 1/4	1/2	22.22		9
N (SFA) Sci-Atlanta	14 7/8	14 1/4	5/8	4.38	26	348
N (SNE) Sony Corp.	22 5/8	20 1/4	2 3/8	11.72	13	5,229
N (TEK) Tektronix	41 5/8	37 7/8	4 1/4	11.37	13	814
N (VAR) Varian Assoc.	28 3/8	26 7/8	1 1/2	5.58	40	604
N (WX) Westinghouse	64 3/4	61	3 3/4	6.14	17	9,948
N (ZE) Zenith	23 1/2	22 1/4	1 1/4	5.61		543
Standard & Poor's 400	324.20	314.14		10.0		3.20

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN research.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Southwest New Mexico's superstar, KSNM 98.7 FM is looking for a strong production person with excellent radio operations and business skills to assume assistant management position. If you have outstanding background and consider yourself more than a production pro respond with resume, tape, and letter outlining your philosophy on developing an exceptional operation. Andy Broman, GM, Box 987, Truth or Consequences, NM 87901.

Business manager: Greater New York City metropolitan area radio station wants experienced, hands on accountant, knowledgeable in broadcast accounting for its management team. Will be responsible for general accounting, credit and collections, cost control, personnel and other related functions. Send resume with salary history in complete confidence to Box Q-73.

General manager for group owned Spanish AM station. Bi-lingual with extensive knowledge of Spanish programming and strong sales oriented person with ability to motivate sales staff. Reply to George Harvey, Family Group Broadcasting, 5401 West Kennedy Blvd., Suite 1031, Tampa, FL 33609. EOE.

General manager: AM/FM combo in major Midwest market. Excellent facilities and ratings. Expanding major market group broadcaster. Strong sales management track record required. GM experience preferred. E.O.E. Send resume with salary requirements to Box Q-61.

Corporate VP-marketing and sales for major market broadcast group to coordinate programs of ten station group in sales recruitment/training and compensation, market positioning, inventory pricing and control, promotional packages, and co-op advertising and sell-in allowances. Requires at least 10 years of demonstrated success in all phases of radio sales and sales management, preferably in multiple markets. Compensation commensurate with experience and qualifications. Send resume with salary history and requirements to Entercorn, Suite 908 Two Bala Plaza, Bala Cynwyd, PA 19004. E.O.E.

General sales manager, Fort Peirce/West Palm Beach dominating Class C FM ...looking for highly motivated energetic GSM with proven management track record. Excellent compensation and benefit package. Send resume to: Jack Davis, Southwind Broadcasting, P.O. Box 3032, Fort Pierce, FL 33448.

Broadcast executive, 15 years of successful management experience seeks new challenge in religious broadcasting. Most recently, reorganized failing Christian AM in major market. In 1986, achieved 20 all time sales and revenue records. Box Q-104.

Wanted: S.E. group seeks general managers for position now and in the future, Call 912-264-6251.

Sales manager: expanding AM in North, NJ. Excellent growth opportunity, resume to Box Q-96.

HELP WANTED SALES

Radio sales manager. One of the country's finest small market stations is seeking an experienced radio sales/management pro to lead five person staff. Can you multiply sales through people development? Can you lead independent, ego driven salespeople in a positive way? Is the customer #1 with you? Do you get people to perform by getting to know them? Do you have a successful track record in radio sales management? We offer top pay, incentives, equity opportunities, benefits, excellent working environment and a great product. For more info, or to arrange an interview call 614-387-9343, Mon-Fri 8a-5p., or write to: Robert Kemper, President, WDIF Radio, Box 10,000, Marion, OH 43302. EOE.

Creative, experienced, aggressive sales/morning announcer for single station market near Charleston, WV. Great opportunity nice area, honest operator. Call Jeff Batten, 304-442-9666.

FM sales opportunity. Southeastern Connecticut's fastest growing radio station is expanding. 102.3 WORQ is looking for ambitious, creative and organized sales professionals who practice need feature/benefit selling skills. If you're customer oriented and seek unlimited earning potential, send your resume to: Terry Dean, General Sales Manager, 102.3 WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

East Texas... Take choice: Gospel or CW. Two stations different markets need sales person to be in charge of all sales. Box Q-100.

Radio sales manager. One of the country's finest small market stations is seeking an experienced radio sales/management pro to lead five person staff. Can you multiply sales through people development? Can you lead independent, ego driven salespeople in a positive way? Is the customer #1 with you? Do you get people to perform by getting to know them? Do you have a successful track record in radio sales and sales management? We offer top pay, incentives, equity opportunities, benefits, excellent working environment and a great product. For more information, or to arrange an interview call 614-387-9343, Mon-Fri 8a-5p, or write to: Robert Kemper, President, WDIF Radio, Box 10,000, Marion, OH 43302. EOE.

HELP WANTED ANNOUNCERS

Part-time/relief announcers needed for New York FM radio station. Big band/standards experience preferable combo. Box Q-72.

Quality conscious Maryland AM/FM needs afternoon personality. Must have good credentials, references required. Salary commensurate with ability. Only experienced need apply. Kall Krone 301-689-8871.

On air: mature voice, AC format, personality. NJ AM. Excellent opportunity. Send tape to P.O. Box 150, Washington, NJ 07882.

Classical. major market station seeks full time announcer/production talent. Good communicator; commercial radio experience in format. Send resume and tape to Peter Newman, KING-FM, 333 Dexter Ave. N. Seattle, WA 98109.

HELP WANTED TECHNICAL

Chief engineer: 50KW FM and 5KW AM. Beautiful southern New England facilities. Winning company. Resume, materials and salary requirements: box Q-19. EOE.

Wanted: Radio chief engineer in south Florida for AM/FM combo. Live and work on the beach. No snow, no ice, no hassles. 813-388-3936, ask for Maureen.

Engineer: Experienced in AM-FM maintenance. Excellent opportunity in expanding group. D. Thurston, Berkshire Broadcasting, Box 707, North Adams, MA 01247 EOE.

HELP WANTED NEWS

***AP award winning**, top rated small market radio station in Maryland seeks experienced newscaster. Reasonable salary and benefits. Call 301-475-8937.

News: authoritative voice, growing AM in NJ. Opportunity for advancement. Resume and tape to P.O. Box 150, Washington, NJ 07882.

Meteorologist needed for Mairite station. Broadcast experience a must. Conversational delivery imperative. Send T&R to David Malmberg, KEEY/WJGX, P.O. Box 4485, St. Paul, MN 55104. No calls.

News person afternoons, minimum three years experience - send tapes & resumes to Lynn Searle, News Director, Radio WJGX, 1862 State Street Ext., Bridgeport, CT 06605.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

National operations manager for major network of stations in major cities nationwide. Must be able to find excellent talent, deal with affiliate stations and respond to operational needs inside the company. Travel involved. Should have 3-5 years operations experience in major markets. Send resume and salary requirements to Box Q-86. EOE, M/F.

Production/on air person: Medium market country leader has immediate opening. Mature responsible production person on-air talent. 5 years experience. Strong creative techniques. Excellent benefits. Send tape/resume. KFMR 1120 N. San Joaquin St. Stockton, CA 95202

SITUATIONS WANTED MANAGEMENT

Small market radio sales/station manager looking for opportunity to move up. Energetic and ambitious. Box Q-36.

GM, 34, fifteen year pro. Will increase sales, profits, ratings. Turn around expert, sales, programming, production, can train, proven. Budget minded, bottom line oriented. Box Q-30.

General manager with strong sales background and a history of turn-around successes. Partnership dispute forces this Ad. Have increased ratings at present station by 90% and sales for the year by 132%. Experienced in all phases of broadcasting. Box Q-71.

Nebraskan sales oriented, experienced, 20-year career includes 10 selling successfully. One management. Familiar with all phases of radio. Honest. Looking for challenge (but not a hopeless case). Career includes stops of 11 years, 7 1/2 years. Welsch, Carnegie trained. Box Q-5.

GM, GSM position. Well rounded broadcaster with programming, sales and management background. Major market experience. Team leader and trainer with 20 years in broadcasting. 409-898-8205.

General manager, 20 years experience, major market radio, proven winner, great money maker. Available beginning April, if you'd like to set up a meeting at the NAB, please call 415-574-7514.

Hard working OM would like to move into a hands on position at a small to medium market station preferably on the eastern seaboard. Ten years experience with a sales and programming background. Have done it all. Eventual acquisition desirable. Box Q-25.

#1 GM for large radio chain wants bigger challenge and sunshine. Write Box Q-90 for complete details.

Program director. Producing an audience and customer services as quality commodities for marketing by your sales team is different than "programming a radio station." Don't you agree? I'm results - oriented, armed with fundamental psychological tools, program/production technique, and 17 years of various excellent experiences in team leadership, programming, sales, research, and people. Medium/major market track records of impressive quality service and equity growth. Seeking, mutual philosophy and enthusiasm. Ready to lead research, plan, prepare, implement, and succeed day-part by day-part when you're ready. Ready? 305-296-4016. Frank.

Ever wish you had another you, someone with your ambition and ability who could team up with you to make things happen? Entrepreneurial broadcaster looking for that same kind of person is ready to meet you. Call me at 915-356-7202

SITUATIONS WANTED ANNOUNCERS

Unique talk show host who combines substance, humor, creativity and openness with precision. Major market experience. Currently producing and hosting TV show. Call BBS Productions: 216-486-2741.

Beautiful voiced female announcer with a mature lively delivery seeks full/part time reentry position. Confident creative interviewer. Write and voice own commercials. Five years experience. Beverly 212-865-0275.

SITUATIONS WANTED TECHNICAL

Looking for chief engineer positions at a medium or major market radio station(s). Have experience with high powered (50 KW/100 kw) major market combo stations. Worked closely with P.D. to improve ratings and air quality. Good engineering standards with references to prove it. Robert King, telephone 503-222-7440.

Reliable engineer all phases radio seeking stable positions with staff. Will relocate. Box Q-82.

SITUATIONS WANTED NEWS

Veteran ND still looking for station with long-term commitment to quality news and the people who can deliver it. 901-794-4695.

Ideal woman newscaster's voice. Good writing with heavy feature involvement. Three years news/community affairs experience in U.S. - 2 years freelance work in Sweden. Seeks full or part time return to radio. Box Q-99.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Looking for an urban PD. Presently employed as asst. PD at the nation's highest rated and most respected urban station in the nation. Seeks on air PDship of black/urban FM in top 100 market, at a station that is committed to winning and that will provide full promotional support. Experience includes working in both urban and CHR formats as well as AC. Extensive knowledge of programing, music, promotions as well as research. If you're looking for someone who possess maturity, leadership and people skills then let me take your station to the top. Let's talk. 504-346-7525.

Held hostage: Creative talents being held hostage in Pittsburgh, PA. Promotion/production/on-air. Jerry "DJ" Strothers 412-244-TV72.

TELEVISION

HELP WANTED MANAGEMENT

Business manager: Leading Southeast affiliate seeks take charge, hands-on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communication skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box Q-74.

General sales manager: If you're looking for position of opportunity and challenge with an independent station in top 50, we want to hear from you. Only strong qualifications of successful sales management with independent station will be considered. This is one of a station group with outstanding opportunity for advancement. Respond Box Q-60. EOE.

Executive director. The West Virginia Educational Broadcasting Authority is seeking an executive director. Nominations and applications must be postmarked on or before March 9, 1987. Qualifications: The candidate should have extensive experience in executive leadership, demonstrated administrative ability, knowledge of budget preparation, experience in and knowledge of broadcasting and an understanding of the problems of minorities. The candidate must be familiar with FCC rules and regulations and must possess a bachelor's degree from an accredited university. Responsibilities: The executive director will deal extensively with the state legislature and other state agencies and will be responsible for supervising a duplex microwave interconnection system, the activities of three public television and eight public radio stations and represent the authority at national agencies dealing with public broadcasting. Salary negotiable, depending on experience. Applications should be submitted to: Board Chairman, West Virginia Educational Broadcasting Authority, Suite B424, Building #6, Capitol Complex, Charleston, WV 25305. No phone calls, please. AA/EOE.

Local/regional sales manager for Sunbelt group owned affiliate, top 100 VHF. Position requires leadership, training, and organizational skills. Minimum two years TV sales management experience preferred. All replies will be confidential. Send resume and track record to Box Q-68. EOE.

HELP WANTED SALES

Account executive. Strong aggressive affiliate seeking an experienced sales professional. We market our station; we don't just sell spots. You must have solid TV sales and presentation skills, plus experience in the use of tools such as consumer research, lifestyles data, AID, and other support tools. Qualified and seriously interested applicants write Local Sales Manager, P.O. Box 2658, Norfolk, VA 23501. EOE. M/F.

Aggressive, professional, experienced TV sales account executive needed immediately at leading independent television station in west Texas. Send resume to: Richard Mansell, LSM, KJTV34, Box 3757, Lubbock, TX 79452; or call 806-745-1134.

Account executive: WPMT-TV is looking for an aggressive salesperson to compliment a strong local sales staff. If selling for a strong independent in the 44th market interests you, send a complete resume to Walt DeHaven, LSM, WPMT-TV, 2005 S. York St., York, PA 17403. EOE.

Local sales manager: Number 1 indy, Flint, MI. Will consider experienced, high billing account rep. for advancement. Call collect Corporate Office 513-351-9112. EOE.

Local sales manager. Group affiliate, Top 30. Experienced in co-op, vendor programs ad presentations. Proven ability to lead an established sales staff. Resumes Box Q-101. EOE.

Account executive: \$120,000/yr. Mr. Broad Glendora, TV Ads, 914-949-9495.

HELP WANTED ANNOUNCERS

Versatile announcer for top ten market. TV experience necessary. Mail demo tape and salary requirements to Box 470427, Dallas, TX 75247.

HELP WANTED TECHNICAL

Maintenance engineer: Well established independent UHF in top 50 market has need for transmitter and studio maintenance engineer. Excellent opportunity for advancement. The market is one of the 10 most livable cities in USA. Send resume to Chief Engineer, WDRB-TV, Independence Square, Louisville, KY 40203. EOE.

Transmitter/maintenance supervisor. Must have hands-on UHF abilities and be able to take complete responsibility for transmitter. Townsend experience desirable. On the southeastern Connecticut coast. Contact Chief Engineer, Steve Ellis, WTWS-TV-26, 203-444-2626, 216 Broad St., New London, CT 06320.

Satellite communications engineer. Immediate opening for engineer to operate, maintain transportable earth station facilities. Extensive travel required. Experience: satellite communications and associated video and audio. Person must have mature attitude, able to deal with clients effectively in field. Send resume and photograph to: Gil Hanna, NETCOM, 2901 W. Alameda Ave., Burbank, CA 91505. 818-841-8855.

Expanding NYC post facility seeking chief engineer. Responsible for daily operations, troubleshooting, maintenance, knowledge to component level. Familiar w/CMX, ADO, GVG. Salary commensurate w/exp. Good oppy/nice people. Box Q-9.

Chief engineer for UHF indy in SE. Hands-on maintenance experience and operational knowledge of UHF transmitter required. General class license preferred. Send resume and salary requirements to Personnel Manager, WGGT-TV, P.O. Box 1618, Greensboro, NC 27401. EOE.

Chief engineer: Excellent opportunity for hands-on chief. New RCA full-power UHF transmitter and state-of-the-art studio and production facilities. Growing independent with aggressive production schedule. Send resume and salary requirements to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

Vacation relief engineer: KRIV-TV, Fox Television, Houston, is seeking a qualified vacation relief engineer. Must have minimum 1 year MCR experience. FCC license preferred but not necessary. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Mike Chase. EOE.

Transmitter supervisor. 3 years high power UHF experience required. Studio maintenance experience preferred. Connecticut's leading independent. Pay commensurate with experience. EOE. Call Charles Allen 203-575-2020.

Top ten market needs transmitter supervisor. Harris UHF transmitter projects. Send resume to Jim Lange, Chief Engineer, WFTY-TV, 12276 Wilkins Ave., Rockville, MD 20852. EOE.

HELP WANTED NEWS

Anchor: We're looking for a strong anchor to join our team. Successful candidate will also report 3 days a week. If you're a strong, comfortable communicator, then let's talk. Top 40's market. Send resume to Box Q-63. EOE, M/F.

News director. Upper Midwest small market affiliate looking for an experienced news person to lead a young professional staff. Requirements include background in all phases of a television newsroom. Must be a strong motivator and must possess excellent management skills. Include salary requirements with resume. Box Q-55.

Weekend sports anchor, 3 days reporting sports. Must have one year experience, send tape and resume to Terry Keegan, Box 1200, Mitchell, SD 57301. 612-996-7501.

News director: Unique cable news start up to provide community with first truly local television news. News director responsible for all hiring, editorial, anchor, etc. Two to three years experience including one year news room management. (Managing editor, assignment editor.) Salary low 20s, excellent benefits/perks package. Resume only (no calls) to Director of Operations, P.O. Box 1709, Council Bluffs, IA 51502. EEO/AA employer, M/F.

Producer. KWTW in Oklahoma City is looking for a producer to help us build on our strong #1 position. Must have degree and 2 years experience. Send tape, resume and references to Billy Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE, M/F.

News promotion writer/producer needed for WCCO Television, a CBS affiliate. Looking for experienced, highly motivated, top-notch creative, well-organized, quality/deadline oriented person with excellent writing and producing skills with a flair for news for television, radio and print promotion. Send resume/demo tape (please, do not call), to: Anne Birch, WCCO Television, 11th on the Mall, Minneapolis, MN 55403. An equal opportunity employer.

No 1, award-winning NBC affiliate in Sunbelt is seeking an aggressive, no-nonsense assignment manager. Help lead an already excellent staff to better things. Send resume to Box Q-98. EOE.

Number 1 NBC affiliate needs hard working street reporter, fill-in weekend anchor, weathercasting a possibility. Minimum 1 to 2 years commercial experience. Equal opportunity employer. Tape and resume to: John Speciale, News Director, P.O. Box 860, Erie, PA 16512.

Weekend co-anchor/reporter for Southeast medium market CBS station. Tapes and resumes to Ray White, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408.

Sports reporter: Television sports journalist with on-air anchoring, reporting and live shot experience sought for No. 2 position at New Jersey Network. Ideal candidate is a skillful producer with vibrant camera presence. Forward resume and tape to: William Jobs, Executive Producer, New Jersey Network News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PM Magazine co-host. Number one station in this top 50 market looking for dynamic personality with creative ability in story/feature producing to work with female co-host. Prior PM Magazine experience preferred. Send resume/audition tape to Human Resources Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F.

Leading Southwest Independent with expanding local commercial production department is looking for creative director-writers with ability and experience in working with low budget advertisers. Salary \$20,000 - \$25,000- range. Applicants will be asked to submit sample commercial copy and/or videotape at a later date. Box Q-80.

Programing director: Chas. area ABC affiliate is seeking individual with supervisory experience, knowledge in purchasing & scheduling, ascertainment, FCC required filings & budgeting. BS degree or equivalent experience required. Send resume to: Personnel, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

WWL-TV in New Orleans is seeking an electronics graphics assistant. Position requires 3 years hands-on experience in electronic graphics. Will be in charge of building graphics and pre-production sequences for 3 daily newscasts as well as other responsibilities. Strong illustration and design background is required. We are a state-of-the-art facility equipped with the following: 3 Grass Valley switchers and DVE's, 2 Chyron 4100's, Quaitel Paintbox, and a CubiComp Picture-Maker. Excellent benefits. Send tape and resume - no phone calls, please - to: Wally Rodriguez, Graphics Director, WWL-TV, 1024 N. Rampart St., New Orleans, LA 70116-2487.

News promotion producer. NBC affiliate. On-air TV, news promotion experience a must. Strong creative, copy and production skills required. Tape/portfolio required. Send resume/tape to Marketing, WDSU-TV, 520 Royal St., New Orleans, LA 70130. EOE, M/F.

Senior graphic artist: Top 10 affiliate has immediate opening for talented and creative television graphic designer with at least 3-5 years experience in design. Must be strong concept person with unlimited energy. Responsibilities include: news graphics, electronic graphics, print and illustration. Experience with Still Store, Aurora or Paint Box helpful. Thorough knowledge of print and typography a must. Send tape/slides/samples/resumes to: Bob Helsey, Design Manager, WJLA-TV, 4461 Connecticut, Ave., NW, Washington, DC 20008. (No phone calls.) EOE.

Commercial photographer: Some college and 3-5 years in field production. Will shoot video for commercials, promos, and PSAs. Edit materials which he/she shoots; maintain inventory of materials. M&R of equipment used. Maintain video library - 3/4" and 1" and departmental files. Send resume with salary requirements and tape to Nick DiFoggio, WGHP-TV, 2005 Francis St., High Point, NC 27263. An equal opportunity employer.

News promotion writer/producer. South Florida net affiliate seeks experienced promotion producer to become part of creative team. Responsible for writing and producing innovative on-air, print and radio advertising for daily news and news series. Hands-on, off-line 3/4" editing and strong writing skills required. Resumes to Box Q-93. Equal opportunity employer.

Graduate assistantships: TV production interns: 12 positions, 25 hours/week. Serve as teaching assistants, crew, work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$5,000+. Possible tuition waiver. September 1987. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer.

Producer: Experienced producer for newscasts and weekday feature segments. Minimum two years experience as newscast producer, field experience necessary. Must be competent and patient coach for talent who are experts in their fields but not necessarily professional air people. Dedicated to quality; all the tools: ENG, CONUS, Betacam. NE top market; excellent benefits. Letter and resume, Box Q-106.

Idaho Public TV, a 3-state network, seeks director of programming. Bachelor's degree, PTV programming, production and management experience required. Familiarity with western issues, programming and organizations a plus. \$32,000 annually. To apply send resume with three professional letters of reference to General Manager, Idaho Public TV, 1910 University Dr., Boise, ID 83725. An AA/EO employer.

New Hampshire Public Television: Special projects producer/director: Responsible for generating program ideas, research writing, field production, editing and directing primarily for specials, program series, pilots, pledge drives and occasional on-going programs. Preference given to those who can produce strong content with style, creativity, and good pacing as well as technical knowledge. Program producer/director: Responsible primarily for the success and growth of weekly feature magazine show, with shared responsibility for producing and editing; supervise staff of 5. Must have flair for strong bookings and storytelling techniques, leadership skills and firm technical knowledge. Minimum qualifications: Bachelor's degree and three years of relative experience; demonstrated script-writing ability and ability in all areas of EFP. Salary range: \$19,570 - \$30,400, commensurate with experience but normally not to exceed \$21,950. NHPTV is located on the Sea Coast 60 miles north of Boston and anticipates completion of a new broadcast center in May 1987. Send resume and demotape by March 6, 1987 to: Cynthia Fenneman, NHPTV, Box 1100, Durham, NH 03824. EE/AAO employer.

SITUATIONS WANTED MANAGEMENT

Energetic, hardworking: Looking for station/operations management. Position at a station with commitment to local programming as a profit center. Currently SM - have four years experience managing small stations - strong production background. Ready to be challenged. Ready to make move. Box Q-84.

Well versed director of operations and engineering with large market experience, at both TV stations and production houses, seeks change. Strong in technology, budgeting, and people. Box Q-103.

SITUATIONS WANTED TECHNICAL

Network operations engineer available now. 8 years master control, satellites, videotape experience. Consider anything secure. Great references. Mary 818-359-2491.

SITUATIONS WANTED NEWS

Attention teens and 20's! Black female anchor/reporter. Aggressive, articulate and beautiful. Experienced and smooth on-air. Call 616-375-8532.

Meteorologist, with AMS seal and plenty of Monday-Friday experience at network affiliate, seeking position in larger market. 912-598-0071.

Can get to the heart of any story and draw people out. Female reporter, 26, journalism degree attractive. Light but solid experience, disciplined and dedicated. Relocatable. Mariana 213-276-1329.

Cameraman/editor seeks staff position. 12-year experience in news with network affiliate. Ray 818-780-0558 x235.

Talented, experienced, hardworking sportscaster, looking for a job in a medium size market. Experience in anchoring, reporting, and editing. Call Ron 412-221-4338.

Weekend producer. Top ten. Wants weekday newscast anywhere in top 40. Box Q-97.

Looking for Internship with small news department in small to medium market. Exp. in top ten market. Michelle 415-772-9710.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Computer graphics designer with broadcast paint systems needs home in facility or station. Hire, rent, or lease me and my system(s). New York tri-state or neighboring areas (also Fla.) 914-693-8198 or 212-807-4357 Arthur.

Seen the bottom of your desk lately? Your office in chaos? But the thought of getting organized sends you reeling! Let me wisk you worries away. Organizing consultant/Emmy Award winning producer in top ten market, ready to put your office in order, for opportunity to create. Box Q-95.

MISCELLANEOUS

Primo People has the answers to your questions. News directors and talent...find out what we can do for you...call Steve Porricelli or Jackie Roe, 203-637-3653, or send a tape to Box 116, Old Greenwich, CT 06870-0116.

Fresh job leads—hundreds of lucrative opportunities/potential openings every week! Television, radio, corporate communications. Try our listings, and give your career the winning edge! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Marketing/management opportunity. Established video publishing company has immediate need for a leader who can create market excitement for an innovative line of educational home video products that incorporate proprietary computer animation techniques. The successful candidate will provide marketing direction to the company's service division which sells computer graphics and video services to many nationally recognized clients. This exciting young company located in Austin, Texas has established its credentials over the past two years and now has financing in place for a major expansion. Remuneration is negotiable and will include participation in a public company. Ideal candidate should have a proven marketing and management track record in video, records, publishing or similar field selling high visibility products to home and business. Please mail or deliver your resume in confidence to: Price Waterhouse, Attn: Joel Rollins, 600 Congress Ave. Suite 2000, Austin, TX 78701.

HELP WANTED INSTRUCTION

TCU Journalism assist. prof. Expanding department in heart of southwest communication industry adding faculty. Experience and/or education preferred in combination broadcasting/advertising/public relations. Teach on course in basic writing/editing and specialties. Advise students. Help department keep close ties with Dallas/Fort Worth professional practitioners. Accept normal share of administrative duties. Ph.D. required. Tenure track. Begin August 17. Applications accepted until position filled. Contract: Dr. Jack Raschopf, Journalism Dept., Box 32390, Texas Christian University, Fort Worth, TX 76129. TCU is an EEO/AAF employer.

Mass Communications faculty vacancy: Rhode Island College. We invite applications for a person to teach Mass Communications and other related courses in the Communications and Theatre Department at the undergraduate level. This is a tenure track position available for the Fall semester, 1987. Ph.D. in Communications and specialization in one area (Mass Media Theory, Production, Broadcast History, Broadcast Journalism, New Technology and Communications Industry) required for tenure line appointment. Strong teaching experience and/or professional work experience required. Scholarly research and publication expected. Applicant with substantial progress toward the Ph.D. may be considered for three-year, limited-term appointment. Candidate must also possess excellent television skills, a working knowledge in studio television production, and portapak production skills. Salary and rank competitive and commensurate with qualifications. Attractive fringe benefits. Applications must be received by 4:00 P.M. on March 15, 1987. Submit letter of application, resume and three current letters of reference to Office of Personnel Services, Rhode Island College, Providence, RI 02908. - Attention: Chair, Communications and Theatre Department. An affirmative action equal opportunity employer.

University of Maine, Department of Journalism and Broadcasting seeks applicants for a tenure track faculty position beginning in Fall, 1987. Assistant or associate professor with salary commensurate with qualifications and experience. Teach and advise undergraduates in area of specialty with one or more of the following departmental sequences: advertising, broadcast journalism, news editorial, and broadcast production, conduct scholarly research or creative activities and perform service. An earned doctorate or ABD in journalism, mass communication, or a closely related field, professional experience and a commitment to research or creative activities are required. Send letter of application, vita, transcripts, and the names of three references by March 31st to: Dr. Steve Craig, Chair, Department of Journalism & Broadcasting, 107 Lord Hall, University of Maine, Orono, ME 04469. This position is offered pending final approval by the university administration. The University of Maine is an affirmative action/equal opportunity employer.

Assistant/associate professor of Telecommunications. Candidate will be responsible for developing expanded course offerings in the general area of telecommunications and new media. Applicants will be expected to teach graduate and undergraduate courses with focus primarily on the economics, structure and regulatory aspects of the emerging telecommunications systems, focusing primarily on data and information transmission. In addition to the teaching responsibilities, the candidate will be expected to initiate research related to these areas of study. Requirements include a doctorate or equivalent, plus demonstrated research, publication or professional experience in any of the several emerging telecommunications areas. Position is contingent on funding. Send letter of application, a vita, and the names and addresses of three references to: Faculty Search Committee, c/o Ms. Joyce Rogers, Boston University, College of Communications, 640 Commonwealth Avenue, Boston, MA 02215. Deadline for receipt of application in March 15, 1987. Boston University is an affirmative action, equal opportunity employer.

Assistant professor, Broadcast Journalism. Tenure-track position. Teach broadcast production and writing, plus other courses related to the successful candidates' specialty. Also expected, scholarly/creative productivity; supervision of interns; student production; advising; and general university and community service. Background in ENG field producing/reporting with research interest in broadcast in general and TV news in particular. Ph.D. preferred, but will consider MA with strong professional broadcast and university teaching experience. Demonstrated research skills highly desirable. Ability to initiate and maintain liaison with state and national professional broadcast community essential. Salary commensurate with education and experience. Submit letter of application and resume by March 31, 1987 to: Josie P. Campbell, Search Committee Chair, Assistant Professor, Broadcast Journalism (020278) Position, The University of Rhode Island, P.O. Box G, Kingston, RI 02881. An affirmative action/equal opportunity employer m/f.

Communications/theatre-speech communication-faculty position- The Communication and Theatre department of Millersville University is seeking to fill a full-time tenure track position teaching a variety of courses in a seven person department with approximately 200 majors beginning with the Fall, 1987 semester. Rank of instructor or associate professor depending on credentials. The primary focus of the position is the fundamental public speaking course, which all members of the department teach. The preferred individual should have strong background in public speaking instruction, as well as an auxiliary interest in speech communication, or broadcasting or public relations. Ph.D. preferred and required for assistant professor rank. Individual with Ph.D. and substantial teaching and/or practical experience may be considered for appointment at the associate rank. Salary and benefits are highly competitive with other institutions, Millersville, PA, a Lancaster County community, is easily accessible to Philadelphia, Washington, D.C., and New York. Screening and review of applications will begin on April 1, 1987 and continue until the position is filled. Submit a vita and have three original letters of recommendation and official copies of all transcripts sent to: Robert H. Fogg, Chair, Dept. of Communication & Theatre, Millersville University, Millersville, PA 17551. Millersville University is an equal opportunity/affirmative action employer.

Eastern Kentucky University. Visiting instructorship with an emphasis in media sales and broadcasting. Master's degree required, in addition to experience and/or education in media production, media sales, as well as a knowledge of the broadcast industry. Will teach four classes per semester and advise the on-campus American Advertising Federation student organization. Deadline for receiving applications: March 24, 1987. Send vita and transcripts to: Dr. Glen Kleine, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. Eastern Kentucky is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Immediate sales positions. Western broadcast audio equipment manufacturer has openings in various sales positions. Background and experience in selling radio broadcast equipment and direct sales telemarketing capability are needed. Equal opportunity employer. Send resume and salary history to Box Q-83.

Sales representatives, television broadcast equipment. If you want to be your own boss, NTSC has a limited number of exclusive territories open. You can receive credit for all sales in your territory. You sell, we handle all billing, ordering and provide product availability. Only established salespersons with track record dealing with television stations will be considered. National Television Systems, 800-531-5143, 800-252-8286.

HELP WANTED TECHNICAL

Expanding N.Y.C. post facility seeking chief engineer. Responsible for daily operations, troubleshooting, maintenance, knowledge to component level. Familiar w/CMX, ADO, GVG. Salary commensurate w/exp. Good opppty/nice people. Box Q-9.

RADIO AND TV PROGRAMING

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

The Dolly Dimples Hit Parade, one hour weekly radio show for children will capture a large audience. Parents will thank you. Write Dolly Dimples, Box 53, Wantagh, NY 11793 when to pick it up on satellite. 516-781-7826.

Radio. Take-off with aviation's newest and hottest half hour. For high-flying profits (remember Top Gun): Hangar Talk, P.O. Box 15113, North Hollywood, CA 91615-5113. 805-254-7851.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

MISCELLANEOUS

Philadelphia Bicentennial coverage support. News and programing. Planning, pre/post production services. The Rosenfeld Media Group 215-928-0792.

WANTED TO BUY EQUIPMENT

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

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Wanted, five (5) transmitters 55 or 30 kw for channels 22, 23, 48, 55, 62. Used or new sent bids to Carlos Ortiz, P.O. Box 1975, San Benito, TX 78586.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888. Telex 910-240-3856.

Harris SX-1, 1KW AM, 1985 mint, going up in power, Transcom Corp. 215-884-0888.

25KW FM—Harris FM 25K (1986), Harris FM 25K (1983). CCA25000DS (1972) CSI 25000E (1978)** 20KW FM-CCA 20000D (1973). Transcom Corp. 215-884-0888. Telex 910-240-3856.

5KW FMElcom Bauer 605B (1984), **3KW Fm-CCA 3000DS (1968) 5KW-RCA FM5B(1963)**2.5KW FM Sparta 602A(1977), Collins 831D2(1980), ITA 1000C (1965), Transcom Corp. 215-884-0888. Telex 910-240-3856.**

50KW AM Continental 317B (1984), RCA BTA 50H10KW AM-RCA BTA10H on air**5KW AM-RCA BTA5TI (1965), Collins 21E (1964)**1KW Am GatesBCT (1963)**Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.**

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw redundant, 120kw, 240kw. Bill Kitchen, Television Technology 303-465-4141.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

New RCA 60kw UHF transmitter. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$85,000. Bill Kitchen, Quality Media, 303-665-3767.

Excellent equipment! UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

Sony BVH 1000A \$17,000; Microtime 2020 plus TBC w/Image X \$2,900; Phaser II TBC/Frame Sync \$3,900; Ikegami 730 \$4,750. Call for list 213-876-4055.

Radio equipment, all new, best pricing! ADC, Andrew, Audio Technica, audio cable, AudioPak, Belar, Beyer, Cablewave, Canare, ClearCom, Crown, Electro Voice, Farrtronics, Fidelipac, Gentner RF, JBL, Jampro, Leader, Luxo, Marti, Moseley, RTS, Revox, Scala, Sennheiser, Shure, Sony, Stantron, TFT, Tascam, Telex, UREI and more!! National Television Systems, 800-531-5143, 800-252-8286.

TV equipment, all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, Belar, Belden, Beyer, Cabbage Cases, Cablewave, Cambridge, Cine 60, Clearcom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Electrohome, Farrtronics, For.A, Gentner RF, Hedco, Ikegami, ITE, Jampro, Kings, Laird, Leader, Lenco, M/A-Com, Magni, Mathey, Micortime, 3-M, Mosely, O'Connor, Panasonic, Peter Lisand, Porta Brace, Porta-Pattern Q-TV, QSI, Quickset, RTSm Scala, Sennheiser, Sierra Video, Sigma, Sony, Stranton, TFT, Tektronix, Telemet, Telescript, Telex, Vertex, Videotek, Vinten, Wiko, Winstead, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

Abekas A-52 digital effects systems. Currently on air. Avail. April '87. \$27,500. Maze Broadcast. 205-956-2227.

NEC TT-8000 1" VTR systems, 3 avail. with TBC's, slomo. Low hours. Very exc. condition. Best offer. Must sell immediately. Let's talk. Maze Broadcast. 205-956-2227.

Sound ideas sound effects library! Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice slates for easy access. Cross-reference catalogs. Call Wilson Tennant, William Cook Adv., 800-523-6028.

Bargain: excellent condition: Collins 5kw FM transmitter with new exciter & final - \$8000 firm. 601-563-4664.

3/4" editing system. 2 Sony 5850 editors, RM440 & 2 color monitors. Best offer. Mizlou Network Services, Inc. 212-244-3750.

\$150,000 video production equipment, Grass Valley 16000B switcher, COHU/Eastman 16mm film chain, Sony VideoTek, Tektronix, Thomson, CVS Panasonic, IVC 500A (3 1/4" Plumbicon) cameras, ITI tripods/dollies, Winstead racks, desk, etc. All now operating as a unit. Call Bob Lindahl 1-800-547-2252 for more information.

Symetrix telephone interface. Never used \$200. Call 314-652-5253 314-652-5253. Joe Muller, CE.

RCA TTU-10 UHF television transmitter. Bogner B16UM UHF television antenna. Misc. studio equipment. 703-830-0084.

Currently on-air Cetec 7000 automation system; Beehive B-100 CRT; Four stereo ITC playback machines; Four stereo 24-cart SMC carousels; extra source boards. KSPL, Box 2150, San Marcos, TX 78666 or 512-396-3354.

Used 30kw UHF Ampex transmitter mid band. Partial owner financing possible. Also 1kw EMCEE transmitter, Bogner BU24 antenna. Call 303-668-1423.

Automation logging encoder with CRT display SMC DT-5, logging printer Okidata 182A with cable and RS-232 interface for SMC MSP or mini-pro programmer. Package price \$1,675. Sono-Mag Corporation, 1833 West Hovey Avenue, Normal, IL 61761 309-452-5313. This equipment is re-possessed and in good condition.

RADIO
Help Wanted Management

New Barnstable Radio Group
SALES MANAGEMENT OPPORTUNITIES
WKJY-FM/Hempstead, New York

This superior income and career opportunity in one of the nation's great retail markets requires an experienced manager with proven skills in leadership, recruiting, training and inventory control. Suburban market experience helpful. Outstanding compensation and complete benefits package. Six months into Transtar's Format 41 and WKJY has already increased billings by 35%! We're poised for even greater success in 1987 with a quality sales manager leading the charge!

KSSN-FM/Little Rock, Arkansas

This is not a development situation. KSSN is one of America's most dominant radio stations. Perennially the #1 rated and #1 billing station in the state of Arkansas. The position requires a proven track record in sales management, superior skills in further training, motivating and expanding a seasoned sales staff plus the experience and ability to maximize sales through inventory control. With these skills, maintaining our #1 billing position should be a given, but can you make it grow?

David S. Gingold
Vice President/Radio
New Barnstable Corporation
One Post Office Square
Boston, MA 02109

The New Barnstable Radio Group
WGKX-FM • WSLR-AM • WKDD-FM • KSSN-FM • WHLI-AM • WKJY-FM • WHOM-FM*
Equal Opportunity Employer
*Pending Purchase

Help Wanted Technical

VOICE OF AMERICA
NEW YORK NEWS BUREAU
SENIOR RADIO BROADCAST TECHNICIAN

Voice of America is accepting applications for senior radio broadcast technician in New York City. Major responsibilities include preventive maintenance and repair of electronic equipment and systems relating to radio/audio recording and production; technical surveys for remote assignments; and assisting the bureau chief in scheduling personnel and equipment resources. We're looking for applicants with at least 3 years maintenance and field operations experience in professional broadcasting (audio). Salary ranges from \$17.81 to \$20.04 per hour.

The Voice of America, part of the United States Information Agency, offers excellent salary/benefits package including life and health benefits. VOA broadcasts over 1000 hours weekly in 42 languages to 130 million listeners, and is one of the world's most prestigious and authoritative radio networks. Send resume or government employment application, Standard Form 171 (SF-171) to:

Voice of America/POP
Room 1192 (MD)
330 Independence Ave., SW
Washington, DC 20547

Applications may be obtained from U.S. Post Offices, Office of Personnel Management Regional Offices, or by writing to us. VOA is an equal opportunity employer. Closing date for receipt of applications at above address is: Mar. 2, 1987.

Help Wanted Sales

GENERAL SALES MANAGER
KWIZ AM/FM

Orange County (near L.A.)
Contact: Bill Weaver, GM

KLOK-FM
77 Maiden Lane
San Francisco, CA 94108
415-788-2022
EOE

Situations Wanted Management

SUCCESSFUL GM

Selling my profitable FM in 350,000+ midwest market. At 40, I'm too young to retire. Experienced all phases: sales, financial analysis, first phone. Pragmatic, dedicated, hard worker. Available this summer.

Box Q-88

Help Wanted Programing,
Production, Others

HELD HOSTAGE

Creative talents being held hostage in Pittsburgh, PA. Silver tongued promotions/production/on-air person. Very community oriented person.

Jerry "DJ" Strothers
412-244-TV72

TELEVISION

Help Wanted Management

PROMOTION
MANAGER-
TV

Creative, energetic, enthusiastic, imaginative individual to manage personnel and daily operation of Promotion Department. Responsible for "hands-on" execution of promotion for news and non-news programming. Experienced in 3/4" videotape editing and overseeing post production; must have strong creative writing background; experienced in dealing with other media and agencies. Familiarity with studio/field production a plus. Looking for a good communicator and "people person". Team leader/player with lots of follow through. Rush resume to John Radeck, G.M., WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. No calls please.

EOE m/f

**Help Wanted Management
Continued**

**MANAGER,
ENGINEERING & CAPITAL
BUDGETS**

WMAQ-TV, a leader in broadcast innovation for almost 40 years, offers a unique opportunity for an exceptional individual to play a leading role in continuing that innovative tradition. This NBC Q&O seeks a manager who will handle the planning, design and implementation of the technical facilities for its new building. In addition, this manager will be responsible for the on-going direction of the Master's Control area and will administer the engineering department's Capital Purchasing Program. We need an experienced and highly motivated manager who wants a chance to make a significant and lasting contribution to WMAQ's next 40 years.

To be considered you must have substantial and broad experience in technical operations, construction, and maintenance. Demonstrated knowledge of and experience with advanced technologies (including KU and other satellite technologies) is essential. Prior experience with a broadcast facilities design and construction project is required. You should have a BSEE or equivalent broadcast experience and a General Class FCC license.

If you have exceptional administrative, interpersonal and managerial skills, preferably in a unionized environment, in addition to these technical qualifications, we'd like to hear from you.

Please send your resume and cover letter, including salary requirements, to Constance Holmberg, Manager, Personnel.



NBC
Merchandise Mart Plaza
Chicago, IL 60654

NBC/WMAQ-TV is an equal opportunity employer.

**MANAGER,
SALES, PRESENTATIONS
AND PROMOTION**

Position requires a minimum of five years experience in television research and/or marketing (preferably at a television rep), thorough knowledge of Arbitron and Nielsen, Simmons and/or MRI, strong organizational and motivational ability. Will supervise seven presentation writers and analysts who are developing new-to-television dollars, and addressing problem accounts utilizing marketing and research tools. Agency background also helpful. Send resumes to:

Christine McCaughey
CC/ABC National Television Sales
1345 Avenue of the Americas - 28th Floor
New York, New York 10019

An equal opportunity employer M/F/H/V

**GENERAL MANAGER
CONCORD, NH**

Independent television station in non-ADI market with no national rep needs a special hands-on individual to turn things around. Performance will be rewarded with equity position. Send resume (No phone calls, please) to: Box Q-94.

Help Wanted Sales

WARNER CABLE

**ADVERTISING
SALES MANAGER**

Houston Cable Advertising Interconnect is currently seeking a dynamic, experienced advertising sales manager for its system. This position is responsible for managing the day-to-day operations of the ad sales function, along with managing the interconnect which represents all major cable companies in the area.

Requirements include 3+ years experience in ad sales management and a college degree or equivalent experience. A successful track record in sales and management is a necessity.

We offer a comprehensive compensation package that is commensurate with experience. This package includes excellent benefits. For immediate consideration, please forward a resume including salary history and requirements to:

Warner Cable
Human Resources Manager
8400 W. Tidwell
Houston, TX 77040

Equal Opportunity Employer, m/f.
No phone calls, please!

**GRAPHIC DESIGN
Paint Box Operator
Immediate Availability**

Experienced graphic designer wanted for television station art department. #1 station in the market. Excellent salary and benefits. Requirements: college degree preferred. Design skills and 1-2 years experience in electronic graphics. Machines to operate: Aurora 175, 220 and Chyron. Send resumes and tapes to: P.O. Box 4861, Baltimore, MD 21211. Equal opportunity employer.

**THIS PUBLICATION AVAILABLE
IN MICROFORM**

University Microfilms International
300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Situations Wanted News

AWARD WINNING NEWS EXEC.

News Director, major market anchor, reporter, producer, photographer. Looking to re-locate in quality, well-equipped, news-oriented market. Would consider combination management/anchor position. Proven specialist in building ratings. Family man wants to be part of a winning team in a good community. Your inquiries confidential to: Box Q-107.

ALLIED FIELDS

Help Wanted Technical

**VIDEO
ENGINEER**

SONY's Communications Products Company has an immediate opening within its Field Service Engineering Department located in Teaneck, New Jersey.

Responsibilities will include equipment repair and customer service. You should have either 5 years video experience or 2 years plus a BSEE. Knowledge of VTR (BETA, OMEGA and J-MATIC) Editor Systems is required. BETACAM knowledge is preferred. 10% travel also required.

SONY offers an exceptional compensation/benefits package. Please send your resume with salary requirements to: VE/HUMAN RESOURCES, SONY COMMUNICATIONS PRODUCTS COMPANY, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666. We are pleased to be an equal opportunity employer M/F/H/V.

SONY.
THE ONE AND ONLY

For Sale Equipment

FOR SALE

Ampex ADO-3000. Complete with perspective and rotation options. Purchased new in 1983 for \$192k, asking \$98k. Call Jeff Van Pelt - 512-473-2020.

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



Radio & TV Proqraming

For Sale Stations Continued

ATTENTION SYNDICATORS

Our national sports mag. TV show, needs you. We have the financial strength to produce for you. Call 415-742-5768 (SF).

Consultants

BUYING A STATION?

Contact
BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE

Wanted to Buy Stations

On behalf of a client we are seeking to acquire profitable radio station with revenue in the range of two to thirty million dollars. Contact: Faulk International, 2 Wall St., New York, NY 10005.

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Small market AM,FM or combo with less than \$35,000 down and good terms. Prefer CA, NV, AZ, NM, TX, FL, but will consider all warm climates. Please respond to Dave Lorenzen, 5715 S. Lisbon Way, Aurora, CO 80015. 303-699-1222

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Good facilities and top-rated stations in prosperous market of over 136,000. Diversified economy with industries ranging from agriculture to tourism and all winter and summer outdoor sports. Absentee-owned with substantial upside potential. Terms available. Contact Roy Rowan, Blackburn & Company, Inc. 213-274-8151.

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Very profitable AM with excellent ratings. New companion FM has just gone on air and is already doing well. Stations are located in a growing market and are attractively priced at approximately 8X cashflow. Terms available. Contact Roy Rowan, Blackburn & Company, Inc. 213-274-8151.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

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

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

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

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

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. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Thomas E. Gibbens, president and general manager, WGGZ(FM)-WAFB-TV Baton Rouge, named vice chairman of parent, Guaranty Broadcasting Corp. **Mervyn E. Rhys**, senior VP and assistant general manager, WGGZ(FM)-WAFB-TV, succeeds Gibbens there.



Gibbens



Rhys



Anderson

Gary Anderson, president and general manager, Pegasus Broadcasting's WTVM(TV) Columbus, Ga., named to same capacity at co-owned KSCH-TV Stockton, Calif.

Robert F. Finnerty, VP, finance and administration, NBC Television Stations, New York, named VP, finance and operations.

Colleen Hanlon, associate, Silverberg, Rosen, Leon & Behr, Los Angeles law firm, joins NBC Law Department there as senior attorney.

Dave Milner, VP and general manager, Taft Broadcasting's KEX(AM) Portland, Ore., adds duties as VP and general manager, co-located KKRZ(FM).

Tim Achterhoff, general manager, WMUS-AM-FM Muskegon, Mich., named president and general manager.

Bill Simmons, station manager, KSKY(AM) Dallas, named VP and general manager.

Dale M. Rhodes, VP, research and planning, National Association of Public Television Stations, Washington, joins noncommercial WPBY-TV Huntington, W. Va., as general manager.

Scott Boltz, general manager, KIYS(FM) Boise, Idaho, joins KFMZ(FM) Columbia, Mo., in same capacity.

Sheila Sheehan, general manager, Viacom Cablevision's North Bay, Calif.-area cable systems, named VP. **Tim Rea**, director, market planning, Viacom's San Francisco system, named marketing director.

John B. Whitley, technical director, operations, Warner Cable Communications Inc.'s Cincinnati system, named assistant to executive VP, operations, Warner Cable, Dublin,

Ohio.

Appointments at noncommercial WXXI-AM-FM-TV Rochester, N.Y.: **Gregory J. Hunt**, assistant general manager, to assistant general manager and VP, operations and radio; **Deborah Onslow**, manager, business affairs, to VP, finance, personnel and support services; **Christopher Zimmerman**, executive TV producer, to VP, television.

Ralph Harris, director, sales and marketing, defunct United States Football League's Michigan Panthers, joins noncommercial WGVG(TV) Grand Rapids, Mich., and WGVK(TV) Kalamazoo, Mich., as assistant development manager.

Marketing

Thomas Watson, corporate coordination director, Omnicom Group Inc., named president and chief operating officer, diversified agency services division.

Appointments at Bozell, Jacobs Kenyon & Eckhardt Healthcare, New York, following merger with Grey Advertising Medical department: **Robert J. Leverte**, CEO. Bozell, Jacobs Kenyon & Eckhardt Healthcare, to chairman and CEO; **Donald B. Phillips**, senior VP and managing director, Grey Medical, to president and general manager, BJK&E Healthcare; **Dennis Zultowsky**, senior VP and creative director, Grey Medical, to executive VP and creative director, BJK&E Healthcare. **George Kieswetter**, assistant account execu-

Cox chairman resigns. Garner Anthony, chairman of the board and chief executive officer of Cox Enterprises Inc., Atlanta, announced his resignation effective at the end of 1987. In 1985 publicly owned Cox Communications, newspaper publisher, multiple cable systems operator and owner of five AM, seven FM and eight TV stations, was taken private and renamed Cox Enterprises. "Now that the merger has been successfully completed," said Anthony in statement, "the time is right for me to leave Cox Enterprises."

Anthony, 57, has been chairman and CEO of Cox Enterprises and predecessor since 1974. The company is owned by two sisters, Anne Cox Chambers and Anthony's wife, Barbara Cox Anthony. Anthony made no announcement about his plans after leaving Cox. No replacement was named.



Anthony

tive, Bozell, Jacobs, Kenyon & Eckardt, Boston, named account executive.

Robert Gaffney, creative director, DFS Dorland Direct, New York, named executive VP. **Steven Morvay**, senior VP and account director, Ogilvy & Mather Direct, New York, joins DFS Dorland as executive VP.



Leeds

Ed Leeds, from HNWH Radio, New York, joins McGavren Guild Radio there as VP, sales. **Deborah O'Rell-Tuckner**, account executive, INTERNET, New York, joins McGavren Guild Radio as account executive. **Tom Dolliff**, regional manager, McGavren Guild Ra-

dio, Houston, named regional manager, Dallas.

Appointments at D'Arcy Masius Benton & Bowles: **David M. Gulick** and **Stephen D. Nollau**, VP's and account supervisors, St. Louis, to VP's and account group supervisors; **Susan Kanocz** and **John Colasanti**, account executives, Chicago, to senior account executives.

Appointments at Harrington, Righter & Parsons Inc.: **Bruce Mello**, sales manager, New York, to VP and group manager; **Betty Zarro** and **Ken Freedman**, account executives, New York, to team sales managers; **Jody Berry**, account executive, KOFY(TV) San Francisco, and **Susan Pope**, account executive, Katz Communications, New York, to account executives, New York; **Bob MacKay**, national sales manager, WDSU-TV New Orleans, to account executive, Los Angeles; **Jack Donahue**, account executive, WGBO-TV Joliet, Ill., to account executive, Chicago.

Robert J. Frattaroli, VP and general manager, agricultural and animal health division, Hoffmann-LaRouche Inc., Nutley, N.J., joins Bergelt Litchfield Inc., New York, as senior VP and management supervisor.

Appointments at Earle Palmer Brown Companies. Washington: **William Melnick**, former group media supervisor, Young & Rubicam, New York, to VP and associate media director; **Trudy Jacobson**, from WWRG(AM)-WGAY-FM Washington, to senior broadcast buyer; **Kevin Cleary**, from ACS Communications, Chevy Chase, Md., to media assistant.

Mark Alexander, manager, graphic services, Ingalls, Quinn & Johnson, Boston, named VP and manager, graphic services.

Kenneth J. Lameiras, account executive, Capital Cities/ABC National Television Sales, Dallas, and **Vincent Turco Jr.**, formerly with Canale 5, Milan, Italy, joins International Broadcast Systems Ltd., Dallas, as sales managers.

Lee Birdsong and **David Botsford**, account executives, Cargill, Wilson & Acree Inc., At-

Ianta, named account supervisors. **Laurie McCarthy**, account coordinator, named assistant account executive.

Kathi Gemma, freelance writer, joins FitzGerald & Co., Cranston, R.I., as copywriter.

Michael Knapp, former account executive, Spanish International Network, New York, joins Petry Television there as account executive.

Michael S. Baskin, assistant account executive, W.B. Doner & Co., Detroit, named account executive.

Judy Thompson, from Grey Direct, Minneapolis, joins Carmichael-Lynch there as account executive, direct marketing division.

Bruce Werner, market specialist, Wells Rich Greene, New York, joins Torbet Radio there as account executive.

Jocelyn S. Grunner, from On The Air, New York, joins Independent Television Sales Inc. there as account executive.

Chloe Montgomery, sales assistant, Katz Continental Television, Minneapolis, named sales executive, Katz Independent Television, Minneapolis.

Appointments at WKLX(FM) Rochester, N.Y.: **Frank Pagano**, sales manager, to general sales manager; **Jack McDevitt**, account executive, to retail sales manager; **John Bassanelli**, local sales manager, KKRQ(FM) Iowa City, Iowa, and **Jeff Laben**, from Rochester Convention Center, to account executives.

Judith M. Fisher, national sales manager, WLYH-TV Lancaster, Pa., named general sales manager.

Don P. Griffin, sales manager, WFLA(AM)-WPDS(FM) Tampa, Fla., joins WONE(AM)-WTUE(FM) Dayton, Ohio, as general sales manager.

Dave Cech, account executive, KRDO-TV Colorado Springs, joins KSSS(AM)-KVUU(FM) Pueblo, Colo., as general sales manager.

Edward V. Dempsey, from WEYI-TV Saginaw, Mich., joins WWNV-TV Carthage, N.Y., as general sales manager.

Dan Acree, independent consultant, joins KIIS-AM-FM Los Angeles as director, marketing. **Barbara S. Larson**, national sales manager, WXRK(FM) New York, joins KIIS-AM-FM as local sales manager.

Wade Hyde, national sales assistant, KDFW-TV Dallas, named director, sales research and promotion.

Jerry Sikorski, regional sales manager, WEYI-TV Saginaw, Mich., named local/regional sales manager.

Larry Young, VP and local sales manager, WNYW(TV) New York, joins KBHK-TV San Francisco as national sales manager.

James A. MacPherson, director, research and development, WTIC-AM-FM Hartford, Conn., named director, national sales and research.

Laurie Leggett, from KOLN(TV) Lincoln, Neb., joins KYTV(TV) Springfield, Mo., as national sales manager.

Dan Smith, account executive, KKT(TV) Colorado Springs, named national sales manager.

Gene Doss, national sales manager, WBRC-TV

Birmingham, Ala., joins WSOC-TV Charlotte, N.C., in same capacity.

Leon Clark, account executive, KFI(AM)-KOST(FM) Los Angeles, named regional sales manager.

Thomas W. Blank, account executive, WKYT-TV Lexington, Ky., joins WDTN(TV) Dayton, Ohio, as account executive.

Programming

William A. Shields, president, worldwide sales and marketing, New World Pictures, Los Angeles, named president and chief operating officer, international division. **Richard Glasser**, VP, ancillary sales, Filmtel, Los Angeles, joins New World Pictures as director, international distribution.



Shipley

Appointments at Lionheart Television, Los Angeles: **Glen Shipley**, VP, finance and chief financial officer, to senior VP, finance and chief financial officer; **Judi Goldstein**, director, financial reporting, Producers Sales Organization, Los Angeles, to controller; **Matthew F. Miller**, manager, domestic contract administration, Lorimar-Telepictures, Culver City, Calif., to assistant controller; **Ava Patton**, former senior accounts payable clerk, Orion Pictures Inc., Los Angeles, to accounts payable supervisor.

Earl Rosenstein, VP, finance, Prism Entertainment, Los Angeles, to senior VP, finance and administration.

William W. Doyle, VP, worldwide sales, The Entertainment Network, Los Angeles, named senior VP, TEN International.

Jonathan M. Kramer, VP, marketing and acquisitions, New Century Entertainment Corp., Los Angeles, named senior VP, telecommunications, New Century/Vista Film Co.

Joe Taritero, VP, creative affairs, Hanna-Barbera Productions, Los Angeles, joins Marvel Productions Ltd., Van Nuys, Calif., as senior VP.

Jake Tauber, VP, game programs, NBC Entertainment, Los Angeles, joins 20th Century Fox Television there as VP, first-run program development. **Michael J. Connor**, VP and controller, Fox Television Stations Inc., named VP and controller, studio facilities and Foxtape. **Evanne Levin**, independent entertainment attorney, joins 20th Century Fox Film Corp. as director, television production legal affairs.

Gary Lico, Eastern sales manager, Embassy Communications, New York, named VP, Eastern region, Columbia/Embassy Television.

Rosemary L. Duggins, manager, broadcast services, Hill & Knowlton, Washington, joins Audio/TV Features, New York-based production company, as VP and manager, Washington operations.

Nathaniel Gibbons, producer/director, PMI Creative Services Group, South Norwalk,

Conn., named senior producer/director.

Margery Newman, freelance writer, joins Campus Network Inc., New York TV program distributor, as marketing services manager.

Don Patton, independent producer, joins Glendale Studios, Glendale, Calif., as head of sales and marketing.

Colleen McCarthy-Lopez, former substitute anchor, Good Company, KSTP-TV St. Paul, joins Cable Value Network, Minneapolis, as on-air host.

Paul Greifinger, research manager, KTTV(TV) Los Angeles, joins Fox/Lorber Associates Inc. there as account executive.

Larry Caringer, morning announcer, WHFM(FM) Springfield, Mass., named program director. **K.C. Palmer**, afternoon announcer, named assistant program director.

Steve McNee, operations manager, WXVA-AM-FM Charles Town, W. Va., joins Bear Broadcasting's WZXL(FM) Wildwood, N.J., as program director and announcer. **Barbara Voight**, announcer, co-owned WERI-AM-FM Westerly, R.I., joins WZXL as assistant program director and announcer.

Rick Glowacki, from KGCT-TV Tulsa, Okla., joins KLBV(TV) Colby, Kan., as production manager.

Victor Scott, commercial director, KBMT(TV) Beaumont, Tex., joins WHOI(TV) Peoria, Ill., as weekend director.

News and Public Affairs

Ann Compton, congressional correspondent covering U.S. Senate, ABC News, Washington, named House of Representatives correspondent. **Valerie Furie**, senior financial analyst, CBS-TV, New York, joins ABC Sports there as manager, administration.

Linda Chavez, 1986 Republican candidate for U.S. Senate from Maryland, joins National Public Radio's *Morning Edition*, Washington, as social and political commentator.

Stuart Zanger, executive news producer, WVEC-TV Hampton, Va., named news director.

Appointments at WBT(TV) Charlotte, N.C.: **Fred Gent**, executive producer, WTWF(TV) Nashville, to 6 p.m. producer; **Drew Levinson**, reporter, WDBJ(TV) Roanoke, Va., to reporter and producer; **Mamie Harrell**, producer, WALA-TV Mobile, Ala., to assignment editor and producer; **David Rhew**, from WBT(TV) Charlotte, N.C., to reporter.

Diane Gonzolas, editor, Minnesota Suburban Newspapers, Burnsville, joins KOLN(TV) Lincoln, Neb., and KGIN(TV) Grand Island, Neb., as public affairs director.

Appointments at WTVD(TV) Durham, N.C.: **Stewart Kasloff**, news director, WVVA(TV) Bluefield, W. Va., to executive news producer; **Dwayne Ballen**, senior sports reporter, WTVD, to weekend sports anchor; **George Mallet**, reporter and anchor, WITN-TV Washington, N.C., to general assignment reporter.

Bill Cummings, Charleston, W. Va., bureau chief, WSAZ-TV Huntington, W. Va., named

news manager.

Stacy Shooder, associate producer and weekend assignment editor, WLNE(TV) New Bedford, Mass., named weekend producer and weekday associate producer.

Sandi Stevens, from WTVG(TV) Toledo, Ohio, and **Sarah Trahern**, from Bailey, Deardourff, Sipple & Associates, Washington, to assistant news producers, Capital Broadcast News, Washington-based news service. **Frank Becker**, from WMDT(TV) Salisbury, Md., and **Dan Huff**, from WTAE-TV Pittsburgh, join Capital Broadcast News as photographers.

Juliet Peters, reporter, producer and anchor, KZTV(TV) Corpus Christi, Tex., joins WKRP(TV) Dayton, Ohio, as producer.

Ron Dunlevy, weekend producer/associate producer, WLNE(TV) New Bedford, Mass., named news producer.

Leslie Hutchison, news director, KPLY(FM) Rockport, Tex., joins KFSM-TV Fort Smith, Ark., as producer. **Mark Natale**, weekend anchor, KTEW(TV) Ada, Okla., joins KFSM-TV as general assignment reporter.

Appointments at KSAF-TV San Antonio, Tex.: **Hollis Grizzard**, investigative reporter, adds duties as 5 p.m. anchor; **Lisa Rudolph**, morning anchor, to co-anchor, 5 p.m.; **Doug Olson**, from KOSA-TV Odessa, Tex., to weekend weathercaster.

Bud Elliott, former anchor, Cable News Network, Atlanta, joins KSEE(TV) Fresno, Calif., as anchor.

Bob Baron, weather anchor, WXFL(TV) Tampa, Fla., joins WAFF(TV) Huntsville, Ala., as director, weather services. **Jason Winder**, reporter, WAFF, named trouble shooter reporter.

Dave Dierks, from KCCI-TV Des Moines, Iowa, joins WCYB-TV Bristol, Va., as meteorologist.

Laurie Kuehnert, promotions producer and entertainment reporter, WBRC-TV Birmingham, Ala., joins WTVC(TV) Chattanooga as reporter.

Joanne Shaw, weekend anchor, WNLC(AM)-WTYD(FM) New London, Conn., joins WLIS(AM) Old Saybrook, Conn., as afternoon anchor/reporter.

Andy Field, from WJLA-TV Washington, joins WJZ-TV Baltimore as general assignment reporter. **Leona S. Morris**, retired dean of student personnel, Community College of Baltimore, joins WJZ-TV as senior citizen correspondent.

Douglas Stremel, from KSNW(TV) Wichita, Kan., joins WGME-TV Portland, Me., as photographer.

Bonnie Behrend, news director and anchor, noncommercial WHYY-TV Wilmington, Del., joins WFAA-TV Dallas, as reporter.

Ruth Susswein, investigative reporter, WABC-TV New York, joins WGGB-TV Springfield, Mass., as consumer reporter.

David Collin, news director and morning anchor, WGR(AM)-WRLT(FM) Buffalo, N.Y., joins WKBW-TV there as general assignment reporter.

Barbara Morse, former reporter, KITV(TV)

Honolulu, joins WAND(TV) Decatur, Ill., as reporter.

Dreux DeMack, commercial producer/photographer, KSWO-TV Lawton, Okla., joins KJRH(TV) Tulsa, Okla., as news photographer/editor.

Technology

Joe De Angelo, product marketing manager, radio, Harris Corp., Quincy, Ill., named broadcast product marketing manager.



Gerlach

Paul D. Gerlach, executive program manager, electronics product line, Emerson Electric, St. Louis, joins Lenco Inc., St. Louis manufacturer of broadcast electronics products, as president and general manager.

Scott Hendrickson, customer services manager, Mycro-Tek, Wichita, Kan., manufacturer of video display information systems, named VP, customer support.

Rod Whitehouse, general manager, Analogic Ltd., London, named director, telecommunications marketing, Analogic Corp., Peabody, Mass.

Thad T. Behm, VP and corporate controller, State Street Bank & Trust, Los Angeles, joins

CCR Video there as chief financial officer.

Tim Price, production manager, CBS Morning News, New York, joins BAF Communications Corp., Woburn, Mass., manufacturer of satellite news vehicles, as market support representative.

Daniel Maase, chief operating officer, California Network Systems, Milpitas, Calif., joins Varian Associates Inc., Santa Clara, Calif., as operations manager, commercial products, microwave equipment division.

David Aufdenberg, customer service manager, sales department, Lenco Inc., Jackson, Miss., named national technical services manager, electronics division.

Georgia Franks, production manager, Alexander Manufacturing, Mason City, Iowa, manufacturer of batteries for portable TV cameras and recorders, named general manager/production manager.

Jeff Blackden, director, manufacturing, Pro-Log Corp., Monterey, Calif., joins Pinnacle Systems Inc., Santa Clara, Calif., manufacturer of digital video effects systems, as manufacturing manager. **Betsy Edwards**, marketing/sales support manager, Parallax Graphics Inc., Santa Clara, joins Pinnacle as marketing communications manager.

Robert J. Beauy, marketing manager, semiconductor assembly systems, Kulicke & Soffa Industries Inc., Willow Grove, Pa., joins C-Cor Electronics Inc., State College, Pa., as manager, data market. **George L. Butts Jr.**, sales engineer, AM Communications, Quakertown, Pa., joins C-Cor as sales

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engineer, data. **William C. Margiotta**, from Huges Aircraft, San Diego, joins C-Cor there as regional account executive, Southwest.

Henry Lasch, Eastern regional manager, Cubicomp Corp., Hayward, Calif., manufacturer of computer graphics and video animation products, named national sales manager.

Brenda Sabin, national sales manager, Winsted Corp., Minneapolis, joins QuickSet International Inc., Northbrook, Ill., manufacturer of tripods and components for TV cameras, in same capacity.

Jamal Hamdani, engineer, Mosely Associates Inc., Santa Barbara, Calif., named manager, systems engineering and marketing.

Randy L. Decker, meteorologist/systems programmer, WTVT(TV) Tampa, Fla., joins Kavouras/RAM Inc., Minneapolis manufacturer of weather graphics systems, as sales engineer, broadcasting division.

Promotion and PR

Patti J. Peri, manager, retail marketing, American Express Travel Related Services Co., Englewood, Colo., joins Henry-Gill Inc., Denver, as director, public relations.

Robin Bickell, promotion director, WJLK-AM-FM Asbury Park, N.J., joins Phyllis Kessel Associates, Oakhurst, N.J., public relations firm, as media director.

Joan G. Jackson, public relations specialist, Keller-Crescent Co., Evansville, Ind., named senior public relations account manager.

Rob Rosenthal, news reporter, Chanry Publications, Levittown, N.Y., joins Katz Communications Inc., New York as writer, corporate relations department.

Victor Shaffer, product manager, The Dannon Co., New York, joins Campus Network there as director, advertising and promotion.

Carole Wilson, former anchor and reporter, WLWT(TV) Cincinnati, joins Divisified Communications Inc., public relations firm there, as account executive.

Eric Gordon, chief, creative services, KJCT(TV) Grand Junction, Colo., joins WPHL-TV Philadelphia as director, creative services.

David T. Farish, promotion assistant, WPMI(TV) York, Pa., named promotion director.

Nella Citino, producer, noncommercial KOOD(TV) Hays, Kan., joins WTTE(TV) Columbus, Ohio, as community affairs coordinator.

Sandy Weinberger, former promotion director, WCJX(FM) Miramar, Calif., joins WPIX-FM New York, as publicity coordinator.

Joan Rebecchi, from WGBO-TV Joliet, Ill., joins noncommercial KNME-TV Albuquerque, N.M., as public information supervisor.

Randolph (Randi) Payton, public relations consultant and freelance writer, joins non-commercial WHMM(TV) Washington as publicity and media relations coordinator.

Appointments at promotion department, KPLR-TV St. Louis: **Suzi Scrappen**, senior

producer, to assistant promotion manager; **Judy Wind**, producer, to senior producer; **David Maul**, promotion assistant, to producer.

Karen Fisher, field producer, Christian Broadcasting Network, Virginia Beach, Va., joins WAVY-TV Portsmouth, Va., as creative services producer.

Allied Fields

John C. Holt, group executive VP and director, Dun & Bradstreet Corp., New York, has been named chairman and CEO of Dun & Bradstreet subsidiary, A.C. Nielsen Co., effective April 1, succeeding **Henry Burk**, retiring. Four Dun & Bradstreet businesses will



Holt



Burk

report to Holt: Donnelley Marketing, Donnelley Marketing Data Processing, Nielsen Marketing Research and Nielsen Media Research. Burk, who joined Nielsen in 1952, has been chairman and CEO since May 1984, and vice chairman, Dun & Bradstreet, since September 1984.

Gary S. Smithwick partner, Keith & Smithwick, Winston-Salem, N.C., law firm, joins Baraff, Koerner, Olender & Hochberg, Washington as partner.

Jane Edmondson, manager, public relations, National Captioning Institute Inc., Washington, named VP, program marketing.

Leslye Arsht, director, public affairs, Cabot Corp., Boston, joins White House staff as deputy press secretary.

John W. Kiermaier, president, CBS Foundation Inc. and VP, public affairs, CBS Inc., New York, joins Foreign Policy Association, New York, as president and CEO.

Thomas R. Gibbon, from law firm of Haley, Bader & Potts, Washington, joins Bell, Boyd & Lloyd there.

Charles F. Hookey, consultant, Malarkey-Taylor Associates, Washington consultancy specializing in cable TV and related technologies, named VP, management services.

Charles Gerbner, dean, Annenberg School of Communications, University of Pennsylvania, Philadelphia, since 1964, will resign to become full-time teacher and researcher there effective July 1988.

B.R. (Bob) Phillips III, general counsel, Kansas Electric Cooperatives Inc., Topeka, Kan., joins National Telecommunications Cooperative, Washington, as CEO.

Appointed to executive committee, Radio Advertising Bureau, New York: **James P. Arcara**, president, Capital Cities/ABC Radio, chairman; **Carl Wagner**, executive VP, radio and cable, Taft Broadcasting, vice chairman; **Richard**

H. Harris, president, Group W Radio, past chairman; **Carl Brazell**, president, Metropolitan Radio; **Steven Berger**, VP, radio, Nationwide Communications; **Joseph Dorton**, president, Sky Broadcasting; **Gary Edens**, president, Edens Broadcasting; **Michael Lareau**, executive VP, Grace Broadcasting; **Cary Simpson**, president, Allegheny Mountain Network; **Dean Sorenson**, president, Sorenson Broadcasting. **Shirley Baker**, marketing director, New York Market Radio Broadcasters Association, joins RAB as VP, sales and marketing.

James T. Pinkelman, communications director, office of former Representative Ken Kramer (R-Colo.), joins Federal Trade Commission as acting director, congressional relations.

Deaths

Bruce A. Hebenstreit, 68, chairman of board, New Mexico Broadcasting Co., owner of KGGM-TV Albuquerque, N.M., died Feb. 9 of cancer at his Albuquerque home. Hebenstreit, who was in manufacturing and construction businesses, owned New Mexico Broadcasting Co. since 1964 when he succeeded his father, late A.R. Hebenstreit. He is survived by his wife, Ann, son and three daughters.

Warren A. Bahr, 62, consultant, Blair Entertainment, New York, died Feb. 6 of heart failure at his North Salem, N.Y., home. During his career as broadcast advertising executive, Bahr spent 24 years with Young & Rubicam and three with Isidore, Lefkowitz & Elgort Inc. He joined John Blair & Co. in 1978 as VP, corporate development. He is survived by his wife, Jean, and four daughters.

Harold McCarty, 86, retired director, Wisconsin State Broadcasting Service, died Feb. 8 of heart attack and stroke at Madison (Wis.) hospital. McCarty joined WHA(AM) Madison in 1929 and was later named station's program director. For 36 years, until his retirement in 1967, he was director, Wisconsin State Broadcasting Service, (today Wisconsin Public Radio network). He is survived by his wife, Ruth.

George Beveridge Jr., 65, former executive, Allbritton Communications Co., Washington-based owner of five TV stations, died Feb. 14 of leukemia at his Bethesda, Md., home. Beveridge, Pulitzer Prize-winning reporter who worked for defunct *Washington Star* for over 40 years, joined Allbritton, former owner of *Star*, in 1981 after paper ceased operation. He stayed with Allbritton until 1984 when he became senior VP, Riggs National Bank, Washington, an Allbritton property. He was also member of Society of Professional Journalists and was on board of National Press Foundation. Beveridge is survived by wife, Betty, son and two daughters.

Robert Lewis Schwartzman (Bob Lewis), 49, air personality with several New York rock radio stations in the 1960's and early 1970's and, more recently, voice-over artist, died Jan. 24 at Roosevelt Hospital, New York, of complications from AIDS. Lewis is closely identified as one of WABC(AM) New York's "All-American" disk-jockeys in 1960's using on-air name of "Bob-A-Loo."

NBC's morning man

Steve Friedman's midtown Manhattan office tells the story of the man who, at 40, has been the executive producer of NBC's now top-rated and profitable *Today* show since May 1980. There is the baseball glove-shaped clock; the well-worn ratings sheets detailing the show's progress since he arrived. Three television monitors are on in one corner, while music plays on the radio. A poster of Friedman quotations in the press—a gift from two assistants—fills more space, as does a book jacket—blown up to poster size by Friedman—for "Starduster: The story of an ordinary man who entered a world of extraordinary adventure." Of the last, says Friedman, "That's me. That says it all."

Or does it? Some would argue that the self-described "very simple person" is more complicated. At times quick tempered, intense and outspoken, he has been known to call people at home at 6 a.m. if something isn't working when he arrives at the studio. Given a months-long estimate of the time it would take to replace an old monitor, he put his foot through the screen when told that a broken one could be replaced the next day. It was.

But Friedman is also witty, generous and not taken by the trappings of his position. Rather than "make the New York social scene," he would rather "just sit around" with his wife and watch TV, sports, a movie or go to a restaurant. "Most people in this business, they're seduced," Friedman says, "by good clothes and fancy cars and limousines and the best tables and opening night tickets. So all they do is spend all their time worrying, 'How can I keep my job?' I maintain that if you do your job, you keep it."

Much of his reputation as "the bad boy of 30 Rock," he says, is "overblown." "I do things to make points. Sometimes I do crazy things because that's what you need to make your point." As he describes it, "I am relentless, I never stop. And people just can't deal with that. So rather than fight me, they just give me my way." And while the program, he says, is certainly a group effort, "ultimately the final decision has to be [made by] one person," he says. "You've got to be able to take the heat for that. And that, because I have this job, is mine."

It is a strategy that has paid off. *Today* continues to set the morning news ratings pace over its competitors, ABC's *Good Morning America* and now CBS's *The Morning Program*. And for a program that Friedman says costs \$35 million-\$40 million to produce, he estimates it takes in "between \$150 million and \$200 million a year" in advertising billings for the network and affiliates combined. Since he arrived at *Today* in 1979, the network billings have tripled from "roughly \$30 million to \$90 million." "But it's more than money," he says. "It's how the network starts



STEPHEN MICHAEL FRIEDMAN—executive producer, *Today*, NBC News, New York; b. July 22, 1946, Chicago; B.S., journalism, University of Illinois, Champaign-Urbana, 1968; news writer, WBBM(AM) Chicago, 1968; news writer, special projects producer and news magazine producer, KNBC(TV) Los Angeles, 1969-1975; producer, early evening news, KNBC, 1975-77; associate producer, *Today*, Los Angeles, 1977-79; producer, *Today*, New York, 1979-80; executive producer, *Today*, 1980; present position since May 1980; m. Beverly Rosenthal, Aug. 15, 1970; children—Stephanie, 18.

its day. And the network wants to start its day with a program you can be proud of."

Friedman is not oblique about the reason for the show's success: "In 1980 this was not a television program. I mean they didn't use television—they didn't use tape; they didn't use graphics. They had no format. They didn't stack the show. So what we did in 1979 and 1980 was make it a television program. And that's all we needed to do."

Says *Today* co-anchor Jane Pauley, who has been with the program since 1976, Friedman is "brilliant in TV. Not many minds are that clever." When Friedman arrived, she says, he brought "intangibles to the show, like energy and excitement." He is "very adept at programing and counterprograming. He's a risk taker."

Among the last are the program's well-publicized trips outside 30 Rockefeller Center. Over the past few years, *Today* has taken to the road—and the sea—broadcasting from a cruise liner and a train, as well as from various locations, including Moscow, Rome, Vietnam, cities in South America and, most recently, Australia.

Friedman's own odyssey began in Chicago, growing up with a keen interest in television and dreams of becoming a baseball player. At about age 17, says Friedman, "I figured out I wasn't good enough" to play baseball, "so I had to figure out something else to do."

He wound up as a television major at the University of Illinois at Champaign-Urbana.


Although he "really" wanted to be a screenwriter, an adviser told him to go into news "because it's never canceled." At a time when many fledgling journalists concentrated on newspaper writing, Friedman "took all the TV courses...I knew I always wanted to be in television."

He spent three months as a writer at WBBM(AM) Chicago until the station changed formats and Friedman and about 30 others were laid off. He then headed for California, ending up at NBC-owned KNBC(TV) Los Angeles in 1969, where he was hired by the station's news director, Bob Mulholland, later NBC president and chief executive officer and now president of the Television Information Office. The latter hired the young journalist for a week as a news writer. "After a week, they put me on for a summer, and after a summer, they put me [full time] on as news writer at KNBC."

He stayed there until the end of 1976, when he then took a job at the network in Los Angeles, producing features for the *Today* show. After two years, he moved to New York, assuming the "second producer's job" at *Today* for a year, becoming the program's executive producer in May 1980. He's been there ever since, through the show's rise and fall in the ratings as well as the exit of Tom Brokaw and the entrance of Bryant Gumbel.

Friedman ascribes his longevity partly to luck, partly to the age at which he began. "You have to be young to do this and bear up under the hours," he says. He also keeps the job in perspective. "Once I leave here, it's gone. I forget about it. I do give them 120% on the job, and then when I'm out to dinner, I'm out to dinner."

While he says *Today* is "close" to where he would like it to be, he would like to see it "more active," to use "less and less of what happened yesterday and more of what will happen tomorrow. I still think we're in the trap of presenting things that happened yesterday as opposed to getting ahead of that curve. But as far as the cast, I can't imagine a better cast"—in front of the camera or behind the scenes.

How long will Friedman stay with *Today*? If the *Today* show were on at noon, he says, "I would probably do it the rest of my life. But getting up at 5 a.m. is tough." Eventually he would like to produce "reality-based" programs for himself. "If I were as good—I'm not immodest—but if I were as good and lasted as long doing anything else, I would never have to work again. I've had an eight-year run. And I've been very successful. If I were doing the *Bill Cosby Show*, you'd be calling me on the Riviera." Asked when he might leave, he hedges. "I view my job as a starting pitcher in baseball. That you go as long as you can for as far as you can, then they bring in somebody else. So one day, I'll wake up and say, you know what? It's time. And that day I will take off." but he adds, "I would like to leave here on top." 

Representative Al Swift (D-Wash.) last week introduced measure that would reinstate **FCC's antitrafficking rule (three-year rule)**. Bill is identical to one Swift offered last year and would require station licensee to hold license for three years before station can be sold. Swift has expressed concern about quick turnover in station ownership due to elimination of three-year rule. "Station licenses are not supposed to be traded like pork bellies and other 'investment vehicles.' Licensees are supposed to serve their communities. But, if the present trend continues, nothing will be left of that policy," he said in statement accompanying bill. Measure is co-sponsored by House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Edward J. Markey (D-Mass.), chairman of House Telecommunications Subcommittee, and subcommittee members Mickey Leland (D-Tex.), John Bryant (D-Tex.) and Carcass Collins (D-Ill.).

NBC announced midseason changes affecting each night of week except Saturday. Seven new shows will get try—four in March, three in April—and seven current shows switch time periods. In March, new schedule will be (with one asterisk indicating new show, two indicating new time slot): Sunday: *Our House*, 7-8, *Rags to Riches*,* 8-9, *Sunday Night at the Movies*, 9-11. Monday: *Alf*, 8-8:30, *Valerie*,** 8:30-9, *Monday Night at the Movies*, 9-11. Tuesday: *Matlock*, 8-9, *Gimme A Break*,** 9-9:30, *Easy Street*,** 9:30-10, *Hill Street Blues*,** 10-11. Wednesday: *Highway to Heaven*, 8-9, *Night Court*,** 9-9:30, *The Tortellis*, 9:30-10, *The Bronx Zoo*,* 10-11. Thursday: *The Cosby Show*, 8-8:30, *Family Ties*, 8:30-9, *Cheers*, 9-9:30, *Nothing in Common*,* 9:30-10, *L.A. Law*, 10-11. Friday: *Roomies*,* 8-8:30, *Amazing Stories*,** 8:30-9, *Miami Vice*, 9-10, *Stingray*,** 10-11. *St. Elsewhere* goes on hiatus but will be back in May with new episodes; *Crime Story* is getting early hook, to be back in rerun form after conclusion of season. Third hour of new shows will fill void left by 1986, which had been filled in interim by news specials and four new episodes of *Remington Steele*, which is also finished for season. New shows joining schedule in April (as yet unscheduled) include *Sweet Surrender*, *The Days and Nights of Molly Dodd* and *Me and Mrs. C*.

CBS is reportedly preparing some schedule changes, including bringing back *Sunday Night Movie* in March. As result, *Designing Women*, *Nothing is Easy* and *Hard Copy* must either be shelved or rescheduled. CBS declined comment, but insiders said network was planning move, but "all the pieces aren't in place yet."

House Telecommunications Subcommittee Chairman **Edward Markey** (D-Mass.) is delivering **speech at National Cable Television**



Dennis debut. *FCC Commissioner Patricia Dennis believes it's "critically important" to reexamine the consent decree's restrictions on the Bell operating companies' offerings of information services. That's what she said in her debut speech before the Federal Communications Bar Association in Washington last week. With her at the dais were all of her colleagues: FCC Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson and Dennis Patrick. Also present (see above) was Dick Wiley, FCBA president and partner in the Washington law firm of Wiley, Rein & Fielding.*

Discovery's Soviet week. *As it promised in Washington two weeks ago, the Discovery Channel provided cable affiliates last week with 66 hours of Soviet programming. However, due to a regulatory glitch, Discovery was able to retransmit only about half as many hours of programming live—at the same time it was distributed to Soviet television stations—as it had originally planned. Problems for Discovery started Feb. 13, two days before telecasts were to begin, when the FCC Common Carrier Bureau, at the prompting of State Department, denied Discovery permission to receive Soviet programming off the Soviet Molniya domestic satellite, as planned, through Orbita Technologies because Orbita had failed to go through the coordination process with Intelsat. After receiving word late Feb. 13, Discovery and Orbita made arrangements to bring in as much programming as possible through Intelsat and the U.S. partner in Intelsat, Comsat. Because of heavy traffic on Intelsat's transAtlantic birds, said Discovery Chairman John Hendricks, Discovery received only 28 hours of programming instead of 60, as originally planned. Discovery used tapes to make up the difference. What's more, he said, Discovery had to put up additional money to pay for Intelsat circuits. He would not say how much more. Orbita President Ken Schaffer maintains, despite FCC action, that reception of signals from Molniya birds does not require Intelsat coordination because it would cause no economic harm to Intelsat. Molniya birds are a breed of domestic satellites whose signals have been falling on the U.S. since 1963, he said. Reception of those signals involved no new circuits, he said. What's more, he said, there is at least one precedent for receiving programming from Molniya without Intelsat coordination or FCC permission. That involved a special on Soviet programming aired over PBS last year, he said.*

Association board of directors meeting today, Feb. 23, in Scottsdale, Ariz. He's expected to touch upon number of issues including **scrambling, rate deregulation, must carry and syndicated exclusivity.**

Broadcasting and cable stocks have more than kept up with bull stock market in recent weeks. As of late Friday (Feb. 21), price of Capcities/ABC share was up 12% since beginning of month; CBS, also up 12%; Tribune, 11%; Outlet Communications Corp., up 33%; United Cable Television, up 19%; Century Communications Corp., up 22%, and Rogers Cablesystems of America, up 27%.

Charles Oliver, who joined **National Association of Broadcasters** as senior vice president for research and planning last June, resigned last week. **Rick Ducey**, vice president for research and planning, will serve as acting head of department. In light of Oliver's departure, NAB's proposed study on media investment opportunities in Western Europe (see story, page 66) will be coordinated by **Marcia DeSonne**, director of technology assessment for NAB. In other association news, **Bernie McGuire**, vice president in NAB's research and planning department, is joining National Association of Public Television Stations as director of research department.

Wallace Jorgenson of Jefferson Pilot Communications, Charlotte, N.C., last week announced plans to **seek chairmanship of National Association of Broadcasters joint board.** There has been move afoot among directors to convince Jorgenson to run. He expressed desire for post in letter sent to NAB's radio and TV directors.

WEBE(FM) Westport, Conn., has asked FCC to rule that **equal opportunities provisions of Section 315 of Communications Act** won't apply to series of broadcasts featuring major-party candidates it's planning for 1988 presidential election. In filing at FCC, station said that during 1988 general election, it plans to invite candidates of

Last rites for HSN-C.O.M.B. merger. The home shopping industry's merger of mergers came apart last week, after a Monday meeting in Denver among the various parties involved. The breakdown of talks between the Home Shopping Network (HSN), the Cable Value Network (CVN) and the latter's 50% owner, C.O.M.B., were laid to irreconcilable "economies," a term that covered a variety of disagreements. The continuation of separate businesses will mean that CVN will soon begin a capital expansion program and possibly rearrange its ownership ties.

Among the proposed merger's problems were volatile HSN and C.O.M.B. stock prices making a barter of shares difficult; disagreement about what the CVN component of C.O.M.B. was worth, and the extent to which HSN/CVN programming should be cable exclusive. Also of concern was the future oversight role of MSO's that currently own the other half of CVN and, one source said, tax considerations.

That the various parties, which have always been far from a definitive agreement, announced their talks at all was a result of the need to explain a sudden jump in HSN's stock price a month ago (BROADCASTING, Jan. 26). Said one of those involved: "The whole thing got announced prematurely, and after we did some homework, we found the arithmetic was not going to work out." Since that stock surge—some of which may have had to do with technical trading reasons—HSN shares have dropped and last week were trading at about \$28, \$15 below the peak price.

Meanwhile HSN said last week it had agreed to buy its 11th and 12th broadcasting stations, first buying KLTJ(TV) Irving (Dallas), Tex., from CELA Inc., headed by Eldred Thomas, for \$16.2 million, and on Friday, announcing it had entered into a definitive agreement to buy an interest in a TV construction permit: WDEM(TV) Hollywood, Fla., from Whitco Broadcasting. After completion of the station, HSN will hold an option to purchase the remaining shares for a total price of about \$10 million. HSN said the purchase of KLTJ(TV), added to other stations already bought, will enable it to reach 45 million broadcast homes, and WDEM(TV), when completed, has the potential to reach another 1.2 million homes. KLTJ(TV) is on channel 49 with 2,750 kw visual, 275 kw aural and antenna 1,200 feet above average terrain. WDEM is on channel 69 with 4,786.3 kw visual, 478.6 kw aural and antenna 1,105 feet above average terrain.

two major parties to present their views on "great" issues and to make those broadcasts available to other stations and cable systems. "The petition stresses that the proposed action is limited to this one area—the presidential/vice presidential races in the general campaign—where there are a plethora of fringe party candidates and the chilling effects of the present construction have been demonstrated over a long period of time," licensee said.

Steering committee of **American Federation of Television and Radio Artists' news department**, which represents ABC, NBC and CBS broadcast journalists, met in New York last week to discuss **economic cutbacks at three networks**. Resolution from group said budget cuts "must not significantly erode the integrity and quality of news broadcasts, affecting the responsibility the networks have in informing the public," and that "if there are to be changes for economic reasons, they must be rational and must improve the product. They must not be blind restructuring that degrades the product—in whose quality all sides have a vital interest."

FCC last week urged U.S. Court of Appeals in Washington to reject petition that it stay its mandate in Meredith fairness doctrine case pending Supreme Court action on petition for review in separate case.

FCC has released text of rulemaking proposing relaxation of rules prohibiting creation or transfer of radio-TV combinations (BROAD-

CASTING, Jan. 19). Comments on rulemaking, which also proposes relaxation of duopoly rules for radio, are due April 13; replies are due May 13.

Senator Al Gore (D-Tenn.) called on FTC last week to launch investigation into backyard earth station marketplace. In letter to FTC Chairman Daniel Oliver, Gore expressed concern that FCC has "ignored," what he says are "marketplace distortions" effecting TVRO industry. (Two weeks ago FCC and NTIA concluded in report that government intervention is not needed in earth station marketplace.) Gore chairs Consumer Subcommittee which has jurisdiction over FTC.

Serious strains in relations between industrialized and developing countries became evident last week at second session of World Administrative Radio Conference on developing plan for use of shortwave radio frequencies. After two-and-a-half weeks of relatively smooth discussions, acrimonious debate is said to have broken out in planning committee on whether conference should commit itself to employing computer-based plan.

White House on Wednesday announced President Reagan's "intention" to name former Associated Press correspondent and executive, John D. Koehler, as White House communications director. Few hours later, NBC reported that German-born Koehler had been in Nazi youth group. And Associated Press said Koehler, in telephone interview, confirmed that he had been "member of the Boy Scouts run by the Nazi party" when he was 10 years old. Presidential spokesman Marlin Fitzwater said White House had not been aware of that association when President picked Koehler to succeed Patrick Buchanan. Nevertheless, Fitzwater said White House is standing behind nomination. Fitzwater said Koehler had been selected on basis of his AP experience as foreign correspondent and executive at organization's New York headquarters, and his service as consultant to U.S. Information Agency.

After signing on ABC's *Good Morning America* more than 11 years ago, **David Hartman officially turned over job as co-host to Charles Gibson**, ABC chief correspondent at House of Representatives, last week. Tributes to Hartman were many during last Friday's show (Feb. 20), including those from celebrities in Hollywood and from former Presidents Gerald Ford and Jimmy Carter. Hartman told viewers he was not retiring. He will now devote his time to his production company, Rodman-Downs Ltd., Inc., named after his grandmother's and mother's maiden names, respectively.

Cosby calculations. Viacom Enterprises closed six more deals on The Cosby Show last week, for what observers claim amounted to a total of roughly \$9 million for the 182-week initial deal on the show, or a total of \$72,000 per episode for the six markets. Each of the latest six stations that bought the show are affiliates. Prices for half-hour shows were broken in all of the markets.

Viacom went into the six markets asking a total of \$4.55 million in reserve prices for the 182-week deals, and came away with prices of double those reserve figures. The latest stations are Meredith Broadcasting's NBC affiliate, KSEE(TV) in Fresno, Calif., where the reserve price for the show was \$6,600 per week; Iowa State University's ABC-affiliate, WOI-TV Ames (Des Moines), Iowa, where the reserve price was \$3,300 per week; Evening News Association's WALA-TV in Mobile, Ala.-Pensacola, Fla., where the reserve price was \$3,800 per week; Fort Myers Broadcasting's CBS affiliate, WINK-TV Fort Myers, Fla., where the reserve price was \$2,500 per week; Cedar Rapids TV Company's ABC affiliate, KCRG-TV Cedar Rapids-Waterloo, Iowa, where the reserve price was \$2,200 per week, and Valley Broadcasting's NBC affiliate KVBC(TV) Las Vegas, where the reserve price was \$6,600.

Editorials

Rerun

At the request of the National Association of Broadcasters, two accommodating congressmen have introduced a bill to immunize broadcasters against rival applications for their facilities at license renewal time. The bill is the first attempt to write into law the "public interest responsibilities" that the NAB and the Television Operators Caucus have said they want reincorporated in broadcast regulation. Maybe the NAB and TOC will want to think about that again.

The bill would make it "the policy of the United States that with respect to the grant or renewal of broadcast licenses, in addition to generally meeting the needs and interests of its listening and viewing audiences as expressed and determined through the broadcast marketplace, a holder of a broadcast radio or television license has the responsibility . . . to broadcast material responsive to issues of concern to its community of license and service area."

As a concession to the "editorial discretion" that the bill at another place would give broadcasters, the measure would forbid the FCC to "establish or apply any requirement respecting the broadcast of any specific subjects or categories of material." Fair enough, and not only that: "The commission shall accept the licensee's judgment concerning the subjects addressed and the nature and quantity of responsive material presented . . ." Too bad the bill doesn't stop there, but it goes on: "unless the commission finds that the judgments were unreasonable in the particular circumstances or were not made in good faith." So much for all the good intentions that precede the "unless" condition. How is an FCC to decide whether a licensee's judgments were unreasonable without deciding whether the programing at issue was enough or not enough, responsive or unresponsive—in short, without making a threshold evaluation of program quality and quantity?

That is the question that was asked on this page when the FCC in 1960—also at the suggestion of broadcasters—embarked on a course of program surveillance that led inevitably to program quotas, exhaustive and expensive exercises in ascertaining community needs, limits on advertising loads and other regulations that took years for a deregulatory FCC to undo. Is this where we came in?

A time to reap

The tobacco industry's distaste for an extension to other advertising media of the ban on tobacco advertising on radio and television, as was proposed in a bill introduced last week by Congressman Mike Synar (D-Okla.), is understandable, and easy enough to share from this vantage. The trend toward increasing restrictions on commercial speech—evidenced by last year's ban on electronic advertising for smokeless tobacco products and the Supreme Court's upholding of a Puerto Rican prohibition of gambling advertising—is of concern to all communications media. But the most recent appeals by tobacco interests to principled defenses of basic freedoms, and their rhetorical invocations of the Founding Fathers, will be easy to stomach only by those who have forgotten that industry's strategic retreat of '69.

To head off a possible ban on the sale of cigarettes or harsh health warnings in other media, the tobacco industry bought time by offering broadcast advertising up as a political sacrifice, volunteering to pull ads from radio and TV, leaving Congress to apply the rubber stamp virtually unmolested and broadcasters to bear the economic brunt of the decision.

With that precedent safely in tow, the attempt by future generations to extend that ban to all media, or to the same media of other products deemed by some to be harmful—beer and wine spring to mind—was a foregone conclusion. Tobacco interests have had a hand in making their own beds on this issue. Unfortunately, others have been forced join them under the sheets.

Home, sweet home

Radio is losing a friend, and radio homes, not limited to the prairie, are losing a favored companion. We note with more than a touch of sadness the news that Garrison Keillor, host of American Public Radio's *A Prairie Home Companion*, has chosen to end that program in June to devote himself to family and writing projects. After almost 13 years it is, he says, time to stop. Perhaps, but he would not have to travel far to get an argument.

Keillor's program, a leisurely two-hour collection of eclectic music, made-up commercials and gentle stories, tied to the mythical town of Lake Wobegon and hitched to the star of Keillor's storytelling mastery, has been a comforting anachronism in a music-driven medium that frequently treats talk as a pre-television relic and measures its programs as though timing a hundred-yard dash. *A Prairie Home Companion* has been, for those old enough to recall, a reminder of the monopoly that radio once held on our imaginations. For the rest, perhaps, it has provided a clue to what that power was, and still can be.

An HDTV docket

Many of the biggest companies in television broadcasting and the associations that represent them in Washington sent up a cry of alarm last week at the coming of high-definition television. They asked the FCC to begin a sweeping inquiry into HDTV prospects and their possible impacts on the existing broadcasting system. While the inquiry goes on, they added, not quite as an afterthought, the FCC ought to postpone its expected delivery of UHF television space to land-mobile radio.

There are cynics who believe the HDTV scare is a device to forestall the land-mobile diversion—which is deplorable enough on its own merits, or rather, lack of them. The broadcasters' fears about HDTV may be real. As HDTV research stands now, broadcasters could be left without spectrum space to broadcast high definition, freeing cable or direct-to-home satellite service or videocassette recorders to exploit the new market and condemning terrestrial broadcasters to fade away.

On with the FCC inquiry.



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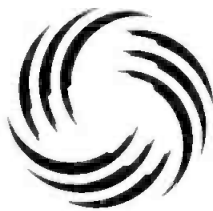
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