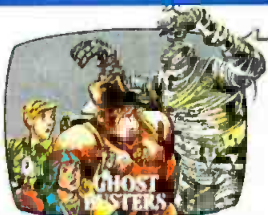


Broadcasting Dec 9

Our Success Shows



AL THE MOVIES



GHOST BUSTERS



DEMPSEY & MAKEPEACE



U.S. FARM REPORT



ROCKER 85



SOUL TRAIN



NADIA



TV NEWS



COMEDY BREAK



LIFE



BLACK MAYORS
FREE AT LAST



SMURFS



A MARKED MAN



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55th Year 1985
Cable's week out West
November sweeps
NBC's edge

STRIKE IT RICH



STARRING
JOE GARAGIOLA

Created and Produced by Richard S. Kline
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Everyone wants to strike it rich. To win and win big. Now, your chance is here. With "Strike It Rich." The new game show that's going to make you a winner.

"Strike It Rich" dazzles. It pulsates. It sizzles. And it's full of non-stop action. Every day of the week.

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And "Strike It Rich" features high technology at its peak. With a set that's literally the game board and one of the largest ever created for a TV game show. It takes six

cameras just to capture all the action and excitement.

And wait till you catch host Joe Garagiola in action. He's enthusiastic. Personable. Energetic. And brings with him a proven network track record.

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Its gripping, real life portrayal of the human drama behind divorce is winning custody of a strong and growing audience in over 130 markets from coast to coast.

In New York, Divorce Court improves the share in its time period by a phenomenal 33%. In Philadelphia, 33%. In San Francisco,

38%. And, Detroit and Boston report an extraordinary 43% gain over last year's time period. And these are just some of the markets that have witnessed the unbeatable strength of Divorce Court.

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Source: Nielsen, October '85

National Advertising Sales Representative: Orbis Communications, (212) 685-6699.



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Broadcasting Dec 9

Sauter in, Joyce out at CBS News November sweeps results Western Cable Show wrap-up

CBS CHANGES □ CBS announces management changes and reassignments; Sauter returns to run CBS News. **PAGE 39.**

NEWS PRODUCT □ ABC unveils plans for Ku-band regional news services built around affiliates. **PAGE 40.**

IN THE HUNT □ Real estate corporation buys stock and options for further purchases in Viacom. **PAGE 40.**

CABLE COVERAGE □ Crowds and exhibitors may have been smaller, but confidence in the cable industry ran high at the Western Cable Show last week. **PAGE 42.** Wall Street generally bullish on cable companies. **PAGE 43.** Programers scrambling plans set for next year. **PAGE 44.** Optimism is evident that pay-per-view can make a difference as more programers enter the fray. **PAGE 44.** Full fallout of Quincy must-carry decision still being debated. **PAGE 45.** NBC extends deadline for commitments for its cable news service until Jan. 31. It now has 2 million and wants 13.5 million before it goes ahead with service. **PAGE 46.**

NOVEMBER SWEEPS □ NBC comes out on top in the November sweeps, with average 17.8 rating and 27 share. **PAGE 50.** Competition in the top nine markets—New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Detroit, Dallas and Washington—is analyzed on **PAGES 52-64.**

NAME OF THE GAME □ BINGO is the new set of letters television stations hope will spell programing success. **PAGE 64.**

BLAIR BUY □ Radio representation firm John Blair & Co. purchases two others, Selcom Radio and Torbet Radio. **PAGE 70.**

SOUNDS GOOD □ Advertising on radio will show 12% increase for 1985, predicts Radio Advertising Bureau President Bill Stakelin. **PAGE 74.**

TICKING □ The time is coming for split-30 and 15-second TV commercials, according to study released by Television Bureau of Advertising. **PAGE 78.**

STATION SUED □ Investigative report by WJLA-TV Washington provokes lawsuit by Luskin's Inc., area appliance chain. **PAGE 82.**

MAYBE NEXT YEAR □ Senate postpones action on legislation that included provision expanding equal time section of political broadcasting law. **PAGE 90.**

ON COURSE □ Acting FTC Chairman Terry Calvani affirms that commission will maintain status quo. **PAGE 91.**

NUMBERED SEATS □ Reaction split on draft proposal to trim radio board of NAB. **PAGE 94.**

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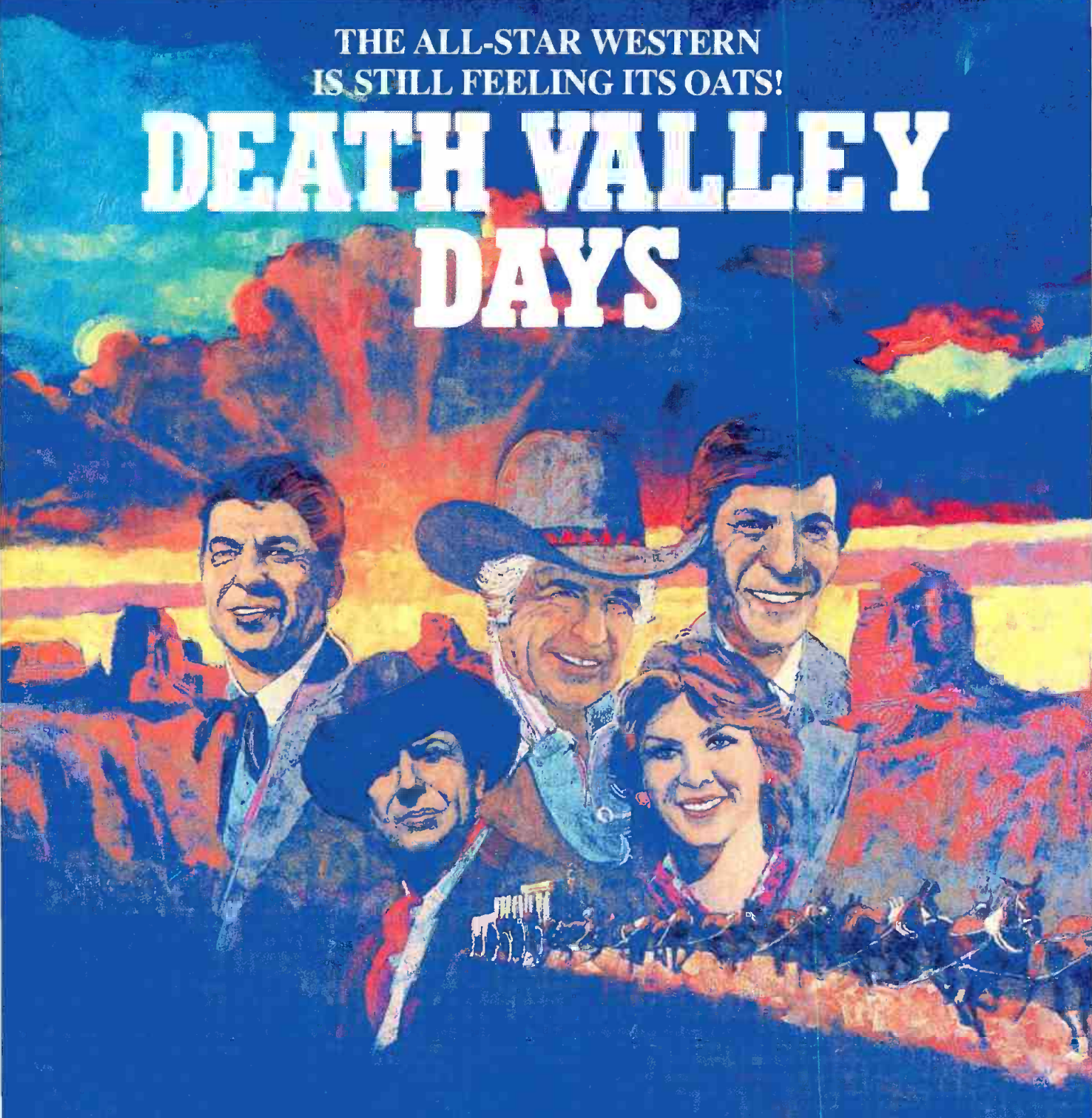
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THE ALL-STAR WESTERN
IS STILL FEELING ITS OATS!

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The 20 mule team is hitched up for action. Each dramatic episode is a true story depicting life in the early days of the old wild West. The series features a brilliant cast of all-star talent. Robert Taylor. Jim Davis. Mariette Hartley. Leonard Nimoy. And, of course, Ronald Reagan. There's also Robert Blake, Gavin MacLeod and Marion Ross.

With its shootouts and knockouts, heroes and villains, "Death Valley Days" can be programmed in many dayparts. With another Western.

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You know your audience loves non-stop action and high-riding cowboys. So go ahead. Make their day. And make your station the No. 1 draw. In the West. East. North. And South.

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Nunnpareil

Fresh candidate surfacing as possibility for seat of former FCC Commissioner Henry Rivera was B. Roland McElroy. He has been administrative assistant to Senator Sam Nunn (D-Ga.) since 1981. From 1972 until 1981, he served as Nunn's press secretary. Before that, McElroy, 41, was freelance public relations consultant. He also was reporter for WFRC(AM) Athens, Ga., and has worked at WGAU(AM) Athens and WFSB(AM) Quitman, Ga. McElroy, said to be conservative Democrat, has met with FCC Chairman Mark Fowler, and White House has interviewed him for post.

Deflation

Prime time soaps are losing audience on network TV. ABC's *Dynasty* and CBS's *Dallas*, first- and second-ranked programs in first 10 weeks and at end of 1984-85 season have fallen to fifth and seventh place in first 10 weeks of 1985-86. *Dynasty* is down from its comparable rating year ago by 7%. *Dallas* is off 11%. CBS's *Falcon Crest* is off 10% in ratings and down from eighth place to 22d; ABC's *Hotel*, ninth year ago, is 20th and off in ratings by 5%. CBS's *Knot's Landing*, off slightly in ratings, has fallen from from 11th to 17th place.

Latest addition to stock of such programs, ABC's *Dynasty II: The Colbys*, had 13/22 on Nov. 28 and ranked 50th for week of Nov. 25-Dec. 2. NBC is only network without prime time soap.

Too fast?

National Association of Broadcasters and Television Operators Caucus many ask FCC to extend its deadline for comments, now due Dec. 30, on must-carry rulemaking. Broadcasters' decision appears to be resting in part on outcome of discussions with National Cable Television Association on must carry. If it looks as if something substantive may occur from talks, broadcasters may ask for extension. Also NAB has some concerns about fast track commission is on. It has appropriated \$45,000 to conduct further research on must carry and may want more time to gather information for its filing.

NCTA President James Mooney is expected to take hard line on must carry in remarks before Washington Cable Club

luncheon Wednesday, Dec. 11. Speech, sources say, is not likely to please broadcasters. (Mooney last Friday said: "Nothing's on paper.") Whatever he says, broadcasters have gotten word they shouldn't be scared off by remarks and that NCTA is interested in discussing alternatives to FCC's must-carry rules.

Matter of money

When Tribune Co. announced \$510-million purchase of KTLA(TV) Los Angeles last May much was written about importance of owning Los Angeles outlet to guarantee clearance for Tribune Entertainment projects. Although Los Angeles clearance is indeed sine qua non for syndicators, city's four-VHF-independent market means clearance is less problem than in other cities. Tribune Broadcasting and Entertainment is now at work on first-run sitcom project, but motivating factor is cost to all Tribune stations of existing off-network product. With addition of KTLA, Tribune group will now be paying several hundred thousand dollars for off-network half hour, so Tribune figures it can make its own show at that budget.

Better diary?

National Association of Broadcasters, through its COLRAM (committee on local radio audience measurement), has developed new diary design to track radio listening and will ask Arbitron to test it. Aim of NAB's proposed diary, according to association spokeswoman, is to enhance Arbitron's response rate over present diary.

Safekeeping

Plea for preserving television news and entertainment programs will be taken directly to NATPE and National Association of Broadcasters by Elton Rule, former ABC president. Rule, TV chairman of National Center for Film and Video Preservation, is scheduled to raise topic in talks at NATPE show in New Orleans Jan. 17-21 and at NAB convention in Dallas April 13-16. Initial response to preservation effort has been positive (see "Closed Circuit," Nov. 18). Already agreeing to two-year moratorium on destruction of videotapes are ABC, CBS and NBC, and letter from Rule

requesting same of 60 major production houses and group station owners has yielded affirmative responses from producer Lorimar and broadcasters Allbritton Communications, Stauffer Communications and Storer Communications.

Border crossing

Access Syndication, Los Angeles, which was formed only last April and has three weekly, half-hour series on TV in U.S., has expanded into international marketplace. Its first overseas sale has been made to Canadian Broadcasting Corp. for *Exciting World of Speed and Beauty*, with former NFL football star Dan Pastorini as host. Access also syndicates in U.S. *Lorne Greene's New Wilderness* and *Hollywood Close-Up*.

No movement

Hammerlock has been put on scientific review of human exposure to radio frequency radiation from broadcast transmission facilities. Office of Management and Budget since last summer has held up proposed Environmental Protection Agency federal guidance proceeding, arguing effort would lead to unnecessary regulation. Members of broadcast community disagree, noting need for EPA's expert investigation to reinforce new FCC exposure limits going into effect next January and to prevent state and local governments from imposing even stricter controls on broadcasters.

Savings too

With Eugene Pell replacing James Buckley a director of Radio Free Europe/Radio Liberty in Munich headquarters, U.S. treasury will save some money. Board for International Broadcasting persuaded Congress to approve \$95,000 annual salary for Buckley, former senator. But two years ago, Congress said Buckley would be first and last RFE/RL president to earn that much. Pell's base salary will be same as it was when he ran Voice of America—\$72,300. There are perks—house and car in Munich and \$15,000 allowance with few if any questions asked. Downside, though, is that while U.S. taxes do not apply, Pell's salary and benefits (including rental value of house) are subject to West German tax of 28% with no deductions.

**If you don't have the
real one,
you don't have a ghost
of a chance.**

THE REAL GHOST

BACK AGAIN TO

From the creators of the blockbuster mov



GHOSTBUSTERS

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SAVE THE WORLD.

.. 65 animated half-hours.



HBO holds the ACE's

The newly reconstituted ACE awards—Awards for Cable Excellence—had their first outing at Hollywood's Beverly Theater last week, and were declared fit. Now under the patronage of the National Academy of Cable Programming, the new ACE's appeared to succeed not only in honoring exemplary programming but also in telling the rest of the world about creative dimensions of the cable art that may otherwise have escaped public notice.

HBO won the lion's share of ACE's with 25 awards, followed by Showtime with nine, Arts & Entertainment with seven and Cinemax, Disney and WTBS(TV) Atlanta with two each. Single-award winners were CNN, C-SPAN, Galavision, MTV and HTN. CBN and SPN shared an award.

The most honored show was HBO's made-for-pay movie, *Sakharov*, which won for best movie or mini-series, best direction of a movie or mini-series, best writing and best actress (Glenda Jackson). A special Golden ACE was awarded Showtime's *Faerie Tale Theatre* for "programming that distinguished cable communications by its unique contribution to the viewing public."

Taped excerpts of the ACE ceremony were carried by WTBS last Friday (Dec. 6), again over the weekend and will be repeated tonight (Monday, Dec. 9) at 11:05 EST.

The complete list of ACE winners:

Sakharov □ HBO (movie or mini-series).
Art Carney, *The Undergrads* □ The Disney Channel (actor in a movie or mini-series).
Glenda Jackson, *Sakharov* □ HBO (actress in a movie or mini-series).
Jack Gold, *Sakharov* □ HBO (directing for a movie or mini-series).
David W. Rintels, *Sakharov* □ (writing for a movie or mini-series).
Master Harold and the Boys □ Showtime (theatrical special).
Countdown to Looking Glass □ HBO (dramatic special).
Alan Bates, *An Englishman Abroad* □ Arts & Entertainment Network (actor in a theatrical or dramatic special).
Amy Madigan, *The Laundromat* □ HBO (actress in a theatrical or dramatic special).
Robert Altman, *The Laundromat* □ HBO (directing a theatrical or dramatic special).
Athol Fugard, *Master Harold and the Boys* □ Showtime (writing a theatrical or dramatic special).
The Paper Chase (second and third years) □ Showtime (dramatic series).
James Coco, *Ray Bradbury Theater* □ HBO (actor in a dramatic series).
Ann Bell, *Tenko* □ Arts & Entertainment Network (actress in a dramatic series).
Paul Lynch, *Ray Bradbury Theater: "Marionettes Inc."* □ HBO (directing for a dramatic series).
Ray Bradbury, *Ray Bradbury Theater* □ HBO (writing for a dramatic series).
Tina Turner: *Private Dancer* □ HBO (music special).
Tina Turner, *Tina Turner: Private Dancer* □ HBO (performance in a music special).
David Mallet, *Tina Turner: Private Dancer* □ HBO (directing for a music special).
Shirley MacLaine, *Larry Grossman and Buz Kohen, Shirley MacLaine* □ Showtime (writing for a music special).
Martin Mull Presents the History of White People in America □ Cinemax (comedy special).
Joe Piscopo, *The Joe Piscopo Special* □ HBO (performance in a comedy special).
Jay Dubin, *The Joe Piscopo Special* □ HBO (directing for a comedy special).
DTV □ The Disney Channel (music series).
Martha Quinn, *Basement Tapes* □ MTV (music host).
Not Necessarily the News □ HBO (comedy series).
Philip Charles MacKenzie, *Brothers* □ Showtime (actor in a comedy series).
Lucy Webb, *Not Necessarily the News* □ HBO (actress in a comedy series).



Martin Mull for Cinemax's 'White People'



Martha Quinn for MTV's 'Basement Tapes'



James Coco for HBO's 'Bradbury'



Shelley Duvall for Showtime's 'Faerie Tale'

Mandle Fletcher, *The Fainthearted Feminist* □ Arts & Entertainment Network (directing for a comedy series).
Greg Antonacci and Stu Silver, *Brothers ("Donald's Dad" and "Fear of Flying")* □ Showtime (writing for a comedy series).
The Red Shoes □ Home Theatre Network (children's programming special).
Faerie Tale Theatre □ Showtime (children's programming series).
Cruel Garden □ Arts & Entertainment Network (cultural or performing arts special or series).
A Journey Through the First Year of Life □ CBN Cable Network and SPN Cable Network (programming for special audience special or series).
Santa Teresa □ Galavision (programming for racial/ethnic minority special or series).
Soldiers in Hiding □ HBO (information special).
Grassroots '84 □ C-SPAN (information series).
Hal Holbrook, *Portrait of America* □ WTBS(TV) Atlanta (informational host).
Edwin Newman, *Freud: The Drama of a Life* □ Arts & Entertainment Network (program interview).
Public School Sex Abuse: A Report Card □ CNN (news/public affairs special or series).
World Championship Boxing: Marvelous Marvin Hagler vs. Thomas Hearns □ HBO (sports events coverage special or series).
The Not-So-Great Moments in Sports □ HBO (sports information special or series).
Nick Charles, *Coors Sports Page* □ WTBS(TV) Atlanta (sports host).
Faerie Tale Theatre □ Showtime (Golden ACE).

'Classics' connection

American Movie Classics has been spending its \$50-million settlement with MGM/UA to line up other product. The settlement was reached after the studio withdrew from an agreement to supply AMC with classic films for a basic service upon agreeing to be acquired by Turner Broadcasting System. Last week AMC announced that it had secured deals for about 75% of all the product it needs for 1986. AMC also plans to expand its program day to 24 hours from the current 12 hours by mid-1986, said Mark Lustgarten, president of Rainbow Program Enterprises, the Cablevision Systems Development Corp. company that markets AMC.

As a result of the settlement, AMC was forced to scrap plans to market the service on basic tiers. "Most of the studios won't make their product available for basic," said Lustgarten. But in the last month, he said, AMC signed new deals with three companies: Warner Bros., New Century, and ABC Video Enterprises, which owns the rights to the Selznick group of classic films. AMC also has deals with Columbia, RKO, Goldwyn, 20th Century Fox and Universal.

Lustgarten also said AMC has signed agreements with five MSO's which he said all committed to "major rollouts" of AMC "in the near future." They include Group W Cable, Capcities Cable, Communicom, Tele-

Communications Inc. and U/A Columbia. He said they had agreed to rollouts where AMC would be used either as a complement to a foundation pay service such as HBO or Showtime, or on a satellite tier or some other multipay variation. He said AMC now has about 300,000 pay subscribers and hopes to have one million by the end of 1986. He said it would take a subscriber count of four million or five million for the service to become profitable.

Scrambled 'super'

Superstation WOR-TV New York will begin scrambling its service to cable systems using M/A-Com's Videocipher II next March. According to Arthur Perkins, president of Eastern Microwave Inc., which delivers the station via the Galaxy I satellite, the companies will test the scrambling system starting Jan. 15. Perkins added the decision to scramble was made prior to an EMI complaint filed with the FCC in November citing "potentially deliberate" interference to WOR-TV transmissions, which it said may have been linked to opposition to cable programmer's scrambling plans by home satellite dish owners ("Top of the Week," Dec. 2).

To the rescue

The Cable Communications Policy Act of 1984 proved helpful to Storer Communications Inc. in putting a halt to the sale of cable TV converters at a swap shop in Fort Lauderdale, Fla. U.S. District Judge Eugene Spellman in Miami issued a preliminary injunction barring the sale of equipment used to decode, without payment, the pay programming transmitted in encrypted form.

Spellman acted at the request of Storer and three of its subsidiaries, which are also seeking \$750,000 in damages. The judge said that the defendant's "sale, provision of instructions for installation and actual installation of cable television equipment," with the knowledge that the equipment would be used to intercept Storer's services without payment, "is precisely the type of conduct that Congress sought to proscribe when it enacted Section 553" of the act.

A south Florida man who sold the equipment was one of the two defendants. The second man had installed the unauthorized equipment in about 300 homes, according to Storer. The hearing on the civil suit is expected within the next several weeks. The issuance of the preliminary injunction

**HE'S FOUGHT AND WON MANY PRIMETIME BATTLES.
HIS ARMY OF LOYAL VIEWERS FOLLOW HIM
WHEREVER HE GOES.
SOON THE BATTLEFIELD SHIFTS TO EARLY FRINGE.
THE KNIGHT IS READY TO MAKE YOUR DAY.**



KNIGHT RIDER

**The series that never quits.
Starring David Hasselhoff.**

MCA TV

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Will Wonders Never Cease!

"Small Wonder" is the highest-rated new weekly series in syndication!

And in its coverage area, "Small Wonder" delivers a higher rating than ...

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**It's A Living
Star Search
Solid Gold**

Greatest American Hero

Puttin' On the Hits

Dance Fever

Entertainment This Week ...

and 32 other weekly series measured in syndication!

Lifestyles of the Rich and Famous

At the Movies

*Source: NTI/FWSON Reports. Week Ending 9/22/85 — Week Ending 11/3/85 All Reported Figures Included.

A Demographic Wonder!

"Small Wonder" delivers women.

Recent national audience composition data confirms that SMALL WONDER delivers proportionately more women

than the network sitcoms "Gimme A Break!," "Silver Spoons" and "Punky Brewster"—and the same proportion as this season's #1 program, "The Cosby Show."

	% Total Women of total audience ..
Small Wonder	42%
The Cosby Show	42
Gimme A Break!	41
Punky Brewster	35
Silver Spoons	33

**Source: NTI/NAD. 2nd Sept. - 1st Oct. '85 averages

Working Wonders in its first sweep!

Market	Station	Day/Time	HH RTG/Share
New York	WNEW	SA 6:30P	10/22 #1 in the market!
Chicago	WFLD	SA 6:00P	10/22 #1 in the market!
Boston	WCVB	SU 6:30P	10/19 #1 Entertainment Program
Detroit	WJBK	SA 7:30P	11/20 Doubles May '85 TP Share
Philadelphia	WTAF	SA 7:30P	8/17 #1 independent!
Sacramento	KCRA	SA 7:00P	7/17 #1 with women 25-54!
Houston	KRIV	SA 4:30P	8/18 #1 with women!
Atlanta	WAGA	SA 7:30P	7/18 Doubles Lead-In's Share
Denver	KUSA	SA 6:00P	7/18 Tied for #1 in HH rating!



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A USA/USSR sports spectacular organized to promote world-wide harmony and goodwill. And give the greatest

athletes from around the globe another chance for glory. The first Goodwill

Games will begin in Moscow on July 5, 1986.



In 1990, the Games

will be held in



America, establishing

a new tradition of competition and cooperation between

the two greatest powers on earth. The Goodwill Games

is the result of months of planning and preparation

by the Turner Broadcasting System, Soyuzsport, and Gosteleradio - the

Soviet ministries for sports and television. The Goodwill Games.

There's little doubt this will be the sporting event of the decade.

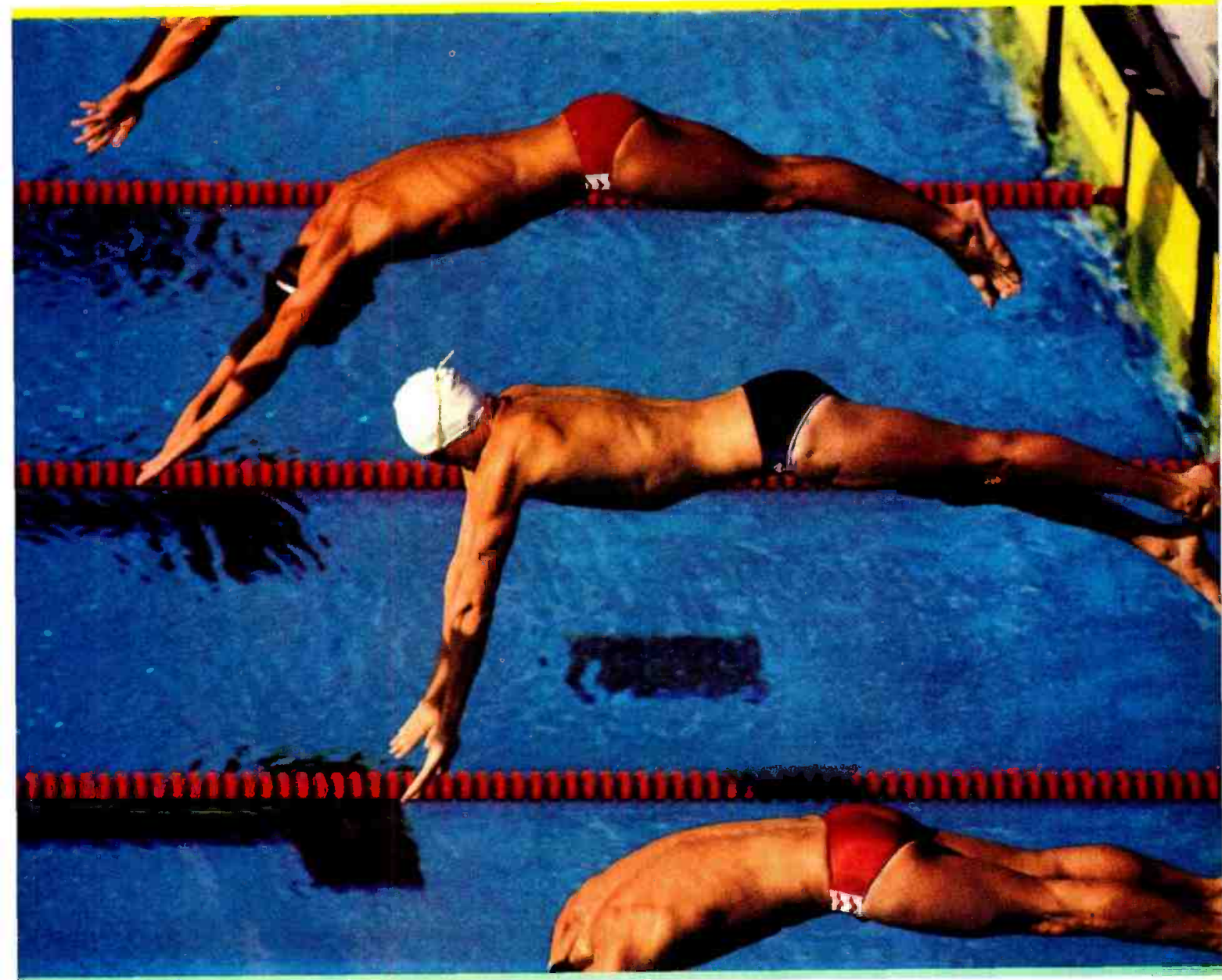


Direct from Moscow. July 5-20, 1986.

From Turner Network Television.

'86 Goodwill

SOVIET VERSION OF AN



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III *Games*



THE RACE FOR NUMBER ONE.



For those stations who want to *finish first* and *dominate* their market for 16 dazzling days and nights, the Good-

will Games is an event of global proportions with record setting

potential for huge audiences, pre-

results. The Games will attract an

demographic, turning every viewer

answer to the question, who's really

and U.S.S.R. in a major multi-sport summer event, the Goodwill Games have

moved international competition into a new era. An era that will

offer stations and advertisers the rare opportunity to be identified

with a new tradition in event programming and

promotion. Think about it.

Americans and Soviets back on track after all these

years. And you have a front row seat. The Goodwill Games.

An historic television event that is sure to bring you the gold.

Direct from Moscow. July 5-20, 1986.

From Turner Network Television.



'86 Goodwill



©TPSI 1985

II Games



was hailed by the president of Floridians Against Cable Theft (FACT), Tony Pupoi, as "a major victory for cable TV's paying customers."

ATC minutes

American Television and Communications Corp., the nation's second-leading MSO, released 12 new one-minute *American Viewpoints* commentaries at last week's Western Cable Show in Anaheim, Calif. The commentaries feature former NBC newsmen and PBS personality Jim Hartz, and deal with "historical and contemporary political, religious and social censorship." Also introduced at the cable show was a 14-minute essay on the First Amendment and freedom of expression, *The First Freedom*. Both the series and the essay will be available to more than two million ATC households in 30 states, and will be made available to other MSO's at a nominal cost, ATC said.

Secondary source

Directors of the National Cable Television Association were told at their meeting in Phoenix two weeks ago that they should no longer expect their annual convention to be a major source of funding for the association. That's not to say it will not be an important source. The 1986 convention, scheduled for March 15-18 in Dallas, for instance, has been budgeted to net \$550,000.

Whether the show will come in on budget is another question. Sammons Communications' Bill Strange, who is chairman of the 1986 convention, said the projected income from the show was optimistic. "We'll be doing good if we get that," he said.

Phone connection

Pacific Bell Telephone Co. will work with a cooperative cable television venture for construction and maintenance of a new 51,000-home cable system in the San Francisco suburb of Palo Alto, contingent on FCC authorization. The announcement of a 15-year franchise award to Cable Cooperative of Palo Alto Inc. follows five years of consideration by the city. Under terms of the agreement, Pacific Bell—a subsidiary of Pacific Telesis—will own the system and lease it back to Cable Co-op, which will carry out marketing and other services. Construction on the 465-mile, \$13.2-million system is expected to begin by next summer and be completed within two years. The National Consumer Cooperative Bank, based in Washington, will provide \$8.5 million in financing for the system's construction.

'Impulse' investigation

Viacom Cable announced it will test a new pay-per-view communications technology created by Pacific Bell on Viacom's Dublin-San Ramon, Calif., system, which serves about 6,000 homes. The "impulse" PPV device will be tested for 90 days beginning on an unspecified date. The Pacific Bell technology, under development for three years, allows subscribers to order a PPV program using a special telephone number that is expected to cut transaction time to approximately 20 seconds.



One-band man

EDITOR: Is the AM band worth saving through government intervention when the marketplace seems instead to invite its demise? I think it is. And as long as the spectrum is federally regulated, it is not a purely marketplace problem.

Fiddling around with duopoly rules and the like might help, but I am not convinced. It may take something more drastic, a move akin to TV's "all-channel" legislation. That did work, after all, to at least start the UHF climb toward achieving a competitive position. Though I do not think "all-channel" is the answer for AM, what I propose would put a similar responsibility on equipment manufacturers. I don't recall that this alternative has ever been seriously explored.

It is technically feasible, at modest cost, to make the AM and FM bands contiguous on one uninterrupted sweep of a radio dial. The band switching can take place automatically, as soon as a tuner crosses above the upper limit of the AM band or below the lower limit of the FM band. It can be done with minimal added circuitry in digital tuners, and through a more awkward mechanical or hybrid method in conventional tuners.

At the very least, automatic band switching (ABS) should be required on digital tuners; it could certainly be required on all AM/FM's. That could also be coupled with requirements that every tuner be "all-channel."

The advantages of ABS are clear. Listeners would not have to deal with the decision to change bands. A quick and single sweep of the dial would sample all stations. Radio would be radio... period. Many of the average listener's perceived differences between the bands would evaporate. And in all likelihood the actual differences would soon lessen as receiver manufacturers felt pressure to keep the quality of the FM and AM sections of ABS tuners similar, and as AM broadcasters spent upgrade money and used all presently known tricks to keep the quality of their signal as competitive as possible. It would no doubt act to encourage AM stereo.

The primary negative arguments are simple. It would add one more intrusive rule to the marketplace. And the cost of receivers would rise slightly. Both arguments must be weighed against the benefits. The principal benefit is that it would help keep an entire band alive and available to the public, while promoting marketplace competition for improved quality. The end user of any product is always the bearer of added costs; however, stiff competition in the home electronics industry should keep prices under control. And if some receivers (those using older nondigital technology) are exempted from the rule, such lower cost units would be available until demand disappeared.

It is in the interest of the public and the

broadcast industry that AM survives. It is worth keeping. ABS would help.—Richard L. Kunkel, consultant, Atlanta.

New news

EDITOR: I read with interest your reprint of Richard S. Salant's remarks about *West 57th* in the Oct. 28 "Monday Memo." Mr. Salant is to be praised for his even tone and his fair balancing of many of the issues the series raises in the profession of television reporting.

However, Mr. Salant, like almost all of the other critics of the program, has missed a truly significant point: *West 57th* establishes an entirely new paradigm for television in-depth reportage. *West 57th* is never called a newsmagazine by its producers; the misfortune of the new idea is that it is always compared to something else.

Words like "magazine," "almanac" and even "journalism" impose on television reportage preconceptions, limitations and formal standards created by a medium of communication—printed words—that is significantly different from television cinema. The reorientation of consciousness is apparent from the first seconds of *West 57th*. The content of the titles symbolizes the radical shift that has taken place.

The openings of both *60 Minutes* and *American Almanac* imitate printed covers and conventions of printed materials. *West 57th* opens with the realities of broadcast news presentation, with reporters story-swapping over lunch, running upstairs, and fighting problems in the booth, which will strike no working television reporter as exaggerated or showy.

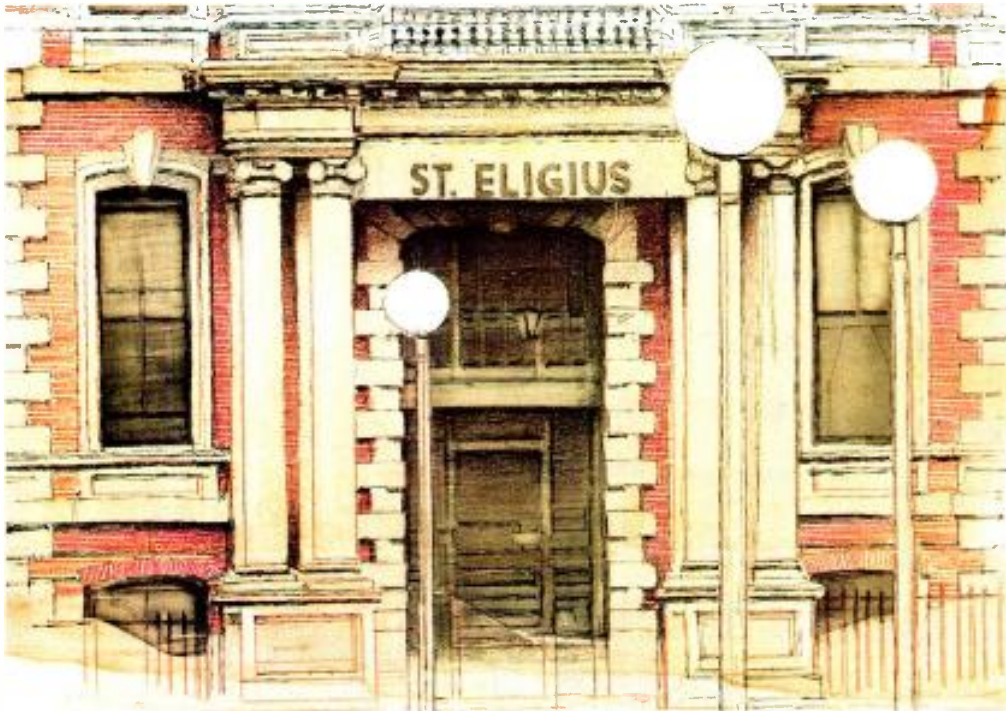
The intro is for the first time an accurate and descriptive lead-in for this kind of reportage, even if it disturbs those used to journalistic recollecting in (relative) tranquility. To say it resembles the *Mary Tyler Moore Show* is indirect praise for the verisimilitude of the sitcom, not a swat at *West 57th*. Diane Sawyer, in long dress, legs crossed, mock double-page spread behind her, and stably comfortable in her swivel chair (is she hiding in Ed Murrow's living room?) represents an electronic anachronism.

But what is most distressing about Mr. Salant's criticism is that he implies the existence of *West 57th* somehow devalues the Murrows and Cronkites who forged television reportage decades ago.

I'm sure the scribes felt that the best way to produce manuscripts was by hand. After all, they'd done it for thousands of years. But did they take the printing press as a moral affront when its technology and impact demanded the creation of a new way of writing?

The art of reportage is as evolutionary as any art. At some point credible reportage art must supervise copycat journalism.—John Haydock, Mass Communications Department, University of South Dakota, Vermillion, S.D.

**Through these portals
pass the most beautiful people
in the world!**



**W18-34/W18-49/W25-54.
M18-34/M18-49/M25-54.**





Superb young adult demos
are the strength of "St. Elsewhere."

It reaches more women 18-49
and 25-54 in every thousand
households than any other prime-
time series!

Superb young adult demos
are the product of "St. Elsewhere's"
emotion-packed, award-winning
drama...its crisis-charged hours
with comic relief.

Superb young adult demos
are the most saleable commodity
in television audiences today.

Your lucrative alternative is...

St. Elsewhere

Another MTM production from
Victory Television

New York (212) 687-1516, Chicago (312) 790-3030,
San Francisco (415) 388-4030, Atlanta (404) 980-2552

Source: NTL, 1984-85 season averages.

Business Briefly

TV ONLY

Aaron Rents Inc. □ First-quarter flights will begin Jan. 1 in 32 markets for furniture and in nine markets for electronics equipment. Markets include Miami, Nashville, Dallas and Denver. Fringe and daytime periods will be used for commercials. Target: adults, 18-34. Agency: Paces East, Atlanta.

RADIO ONLY

National Automotive Parts Association □ Spot radio campaign on local co-op basis will kick off in early January in large number of markets, available to its 6,500 jobbers. Radio effort will supplement NAPA's network TV drive which began several weeks ago and stresses slogan, "All the right parts in all the right places." Commercials will run in all dayparts. Target: men, 25-54. Agency: Fahlgren & Swink, Cincinnati.

Jay Jacobs □ Fashion outlets will launch two-week flight this week in 32 markets, including Los Angeles and San

"Street Smarts" sessions. The Television Bureau of Advertising has scheduled 11 regional sales conferences during 1986, designed to improve the salesmanship of sales managers and salesmen at television stations. The emphasis will be on skills of negotiating, managing stress and selling television as an enhancement of print and direct mail, all in keeping with theme of "Street Smarts."

The one-day conferences will be held in Tampa, Fla., Feb. 26; Seattle, March 18; San Francisco, March 20; Dallas, March 25; Denver, March 27; Cincinnati, April 1; Atlanta, April 3; New Orleans, April 8; Chicago, April 10; Albany, N.Y., April 15, and Washington, April, 18.

Francisco. Commercials will be carried in all dayparts. Target: women, 12-24. Agency: Elgin-Syferd, Seattle.

Osterman's Jewelers □ As part of pre-Christmas push, company is beginning two-week flight this week in about 20 markets. Commercials will run in daytime periods on weekdays. Target:

adults, 25-54. Agency: Stone, August & Co., Birmingham, Mich.

RADIO AND TV

Pennsylvania State Lottery □ Campaign breaks this month in five Pennsylvania markets, with radio and television flights continuing until Dec. 22. Commercials will be scheduled in all dayparts. Target: men, 25 and older. Agency: Lewis, Gilman & Kynett, Philadelphia.

Whataburger □ Hamburger restaurant chain will launch two-week flight this week in 32 markets, including Austin, McAllen and Midland, all in Texas. Plans are being formulated for second-quarter flight on television. Commercials will run in all time periods. Target: adults, 18-49. Agency: Richards Group, Dallas.

Meineke Mufflers □ Campaign of two to four weeks will kick off in early February in more than 50 markets, with some markets exclusively radio, others only

Super minute. NBC-TV has come up with an unusual idea for its pre-game coverage of the Super Bowl—a dark screen for one minute in the middle of its two-hour, pre-game telecast to permit viewers to go to the bathroom or refrigerator without missing any part of the program.

The one-minute rest period is the brainchild of NBC Sports Executive Producer Michael Weisman, who regards the move as both a publicity ploy and as a service to advertisers and viewers. During the blackout, the screen will show the NBC Sports logo and a small clock ticking off the seconds. The on-screen graphics will be accompanied by background music.

NBC Sports publicist Kevin Monaghan said he has heard mixed reports from advertisers and agencies on NBC's move. Some executives reportedly feel it is not a sound practice to encourage viewers to move away from their sets. Monaghan said NBC research indicates that pre-Bowl viewers will not turn off their sets or move away from them while the program is on.

NBC reported recently that it has sold its total advertising inventory of 50 30-second TV commercials for the coverage of the game. Not all of the pre-game spots have been sold, however. Monaghan said the one-minute gambit has not helped bring in advertisers to the pre-game program and added that it's not designed to increase ratings. "We did have one advertiser who wanted to sponsor one minute of darkness," he said, but "we turned him down."

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

SPORTS QUIZ — Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

TODAY IN HISTORY — This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

MUSICWATCH — This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday morning.

AIRCHECK: AP RADIO NETWORK

TO YOUR HEALTH — Monday-Friday — Get your minimum daily requirement of health and fitness news in our series entitled, Health and Medicine. 90-second shows feature updates on health care research, plus advice on everything from headaches to fallen arches. Get your daily dose at 10:32 a.m. ET.

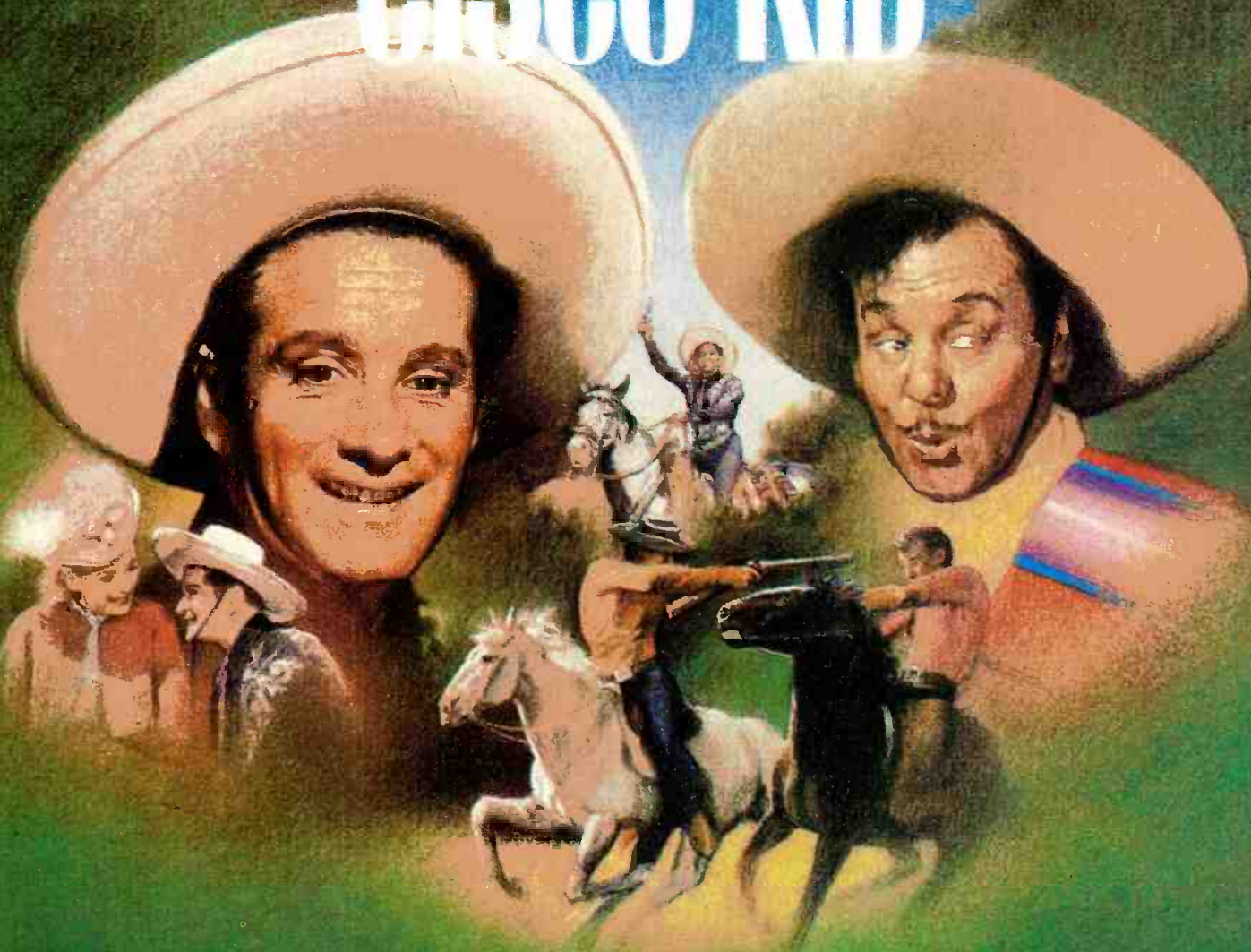
CHIP TALK — Monday-Friday — Computers play a central role in everyone's lives and Dave Ross explains this fascinating high-tech world in his daily feature "Chip Talk."

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

HERE'S ADVENTURE! HERE'S ROMANCE!
HERE'S O'HENRY'S ROBIN HOOD
OF THE OLD WEST!

THE CISCO KID



TV's most lovable — and famous — partners ride the wild West once again. The accent is on warmth, humor and lots of charm. Of course, there are life-threatening situations. Plus nail-biting gunfights. But nothing that Cisco and Pancho can't handle. (Quick! What were the names of their horses?)

Originally produced on film, this all-purpose classic generic Western is TV-enhanced. It looks crisp, fresh, vivid. Like it was shot last week.

All 156 half-hours in color.

It has programming flexibility. With various daypart positioning possibilities. Hitch it up to a Western block. Lead it into kids' animation shows. Run it in AM. Air it in PM.

With the Western riding a new crest of popularity, saddle up with Diablo and Loco. And round yourself up some mighty big ratings, pardner, with "The Cisco Kid." Already sold in 78 markets.

Oh, Cisco! Oh, Pancho!



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990



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

We're thrilling audiences all across America with delicious tales of the strange and unusual.

And our audiences are giving us plenty of thrills in return.

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

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

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

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

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

Fascinating stories.

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

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

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

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

Tales FROM THE Darkside

FROM LBS COMMUNICATIONS INC. AND TRIBUNE BROADCASTING COMPANY

A LAUREL Production in association with Jaygee Productions

LBS Communications Inc.

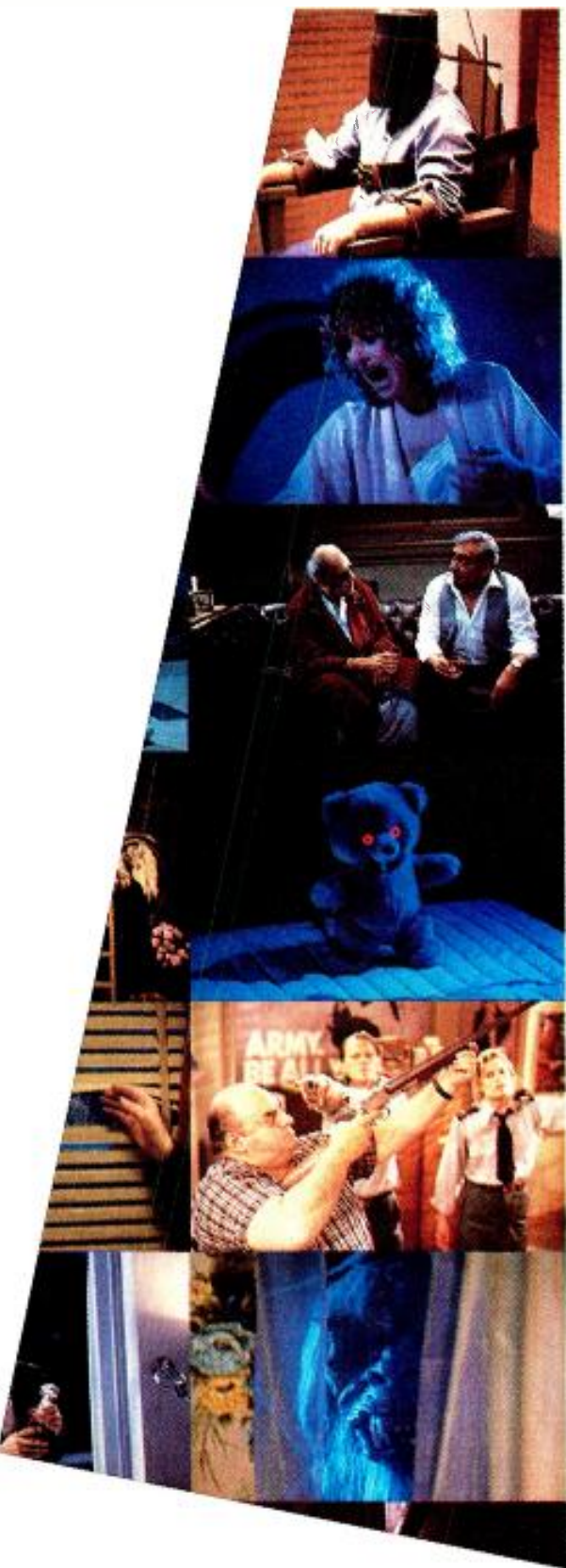
875 Third Ave., NY, NY 10022. (212) 418-3000

9220 Sunset Blvd., Suite 101-A,

Los Angeles, CA 90069, (213) 859-1055

625 N. Michigan Ave., Suite 1200.

Chicago, IL 60611, (312) 943-0707





Pepsi's on first. Pepsi-Cola USA has signed agreement to become first major sponsor of Goodwill Games, to be held in Moscow on July 5-20, 1986. Pepsi-Cola will be official soft drink of 1986 and 1990 games. Participation includes worldwide television advertising and on-site presence at games. Goodwill games were originated by Turner Broadcasting System Chairman Ted Turner and are being organized by TBS and various Soviet government agencies. TBS will telecast 129 hours of games to U.S. during 16-day schedule. Above at signing are Turner and Pepsi-Cola USA President and Chief Executive Officer Roger Enrico.

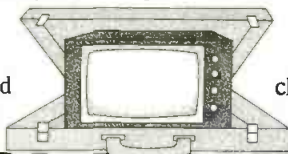
Keeping it inside. Anheuser-Busch Inc. has formed new subsidiary, Busch Media Group, to serve as in-house agency for purchase of national broadcast time. Initially, new unit will have staff of more than 25 in New York and St. Louis. D'Arcy Masius Benton & Bowles will continue as A-B's outside agency-of-record for other media purchases, including local broadcast, corporate print, stadium and outdoor advertising. All local radio activity will be through company's Field Media Group.

CONGRATULATIONS TO THE TV TIME-SALES INDUSTRY FOR 51 BRILLIANT DECISIONS.

Smart, successful companies are incredibly selective in their hiring. Before a decision is made, candidates are interviewed and re-interviewed, scrutinized, probed and evaluated.

In 51 recent hirings all across the country, one common denominator emerged. The person judged best, and hired, had been trained at the Antonelli Media Training Center.

The explanation is very simple. The intensive training given our people enabled them to stand out. They knew how to sell specials and sports. They knew how to increase share, and how to develop selling strategies and how to persuasively present to clients and ad agencies.



ANTONELLI MEDIA TRAINING CENTER

20 West 20th Street, New York, New York 10011 (212) 206-8063

ANTONELLI MEDIA TRAINING CENTER, INC. LICENSED BY THE N.Y. STATE DEPT. OF EDUCATION

They knew how to package effectively and how to close. In short, it was obvious they could produce immediately.

If our pride seems excessive, remember that these 51 hiring decisions were not made by us. Demanding, competitive firms and stations like Katz, Seltel, MMT, Storer, WBAY-TV, WIXX-TV and KWGN-TV voted for our people in the most meaningful way possible, with their pocketbooks.

If you have a career that needs improving or a staff you want made more productive call about our various programs. Because the message is clear. Antonelli training pays. And we've got the references to prove it.

KTHT-TV Houston, KONG-TV Seattle and KSCH-TV Sacramento, Calif.: to Independent Television Sales (no previous rep).

□

WLZR(FM) Lafayette, Ind., and WQMP(FM) Gainesville, Fla.: to Masla Radio (no previous rep).

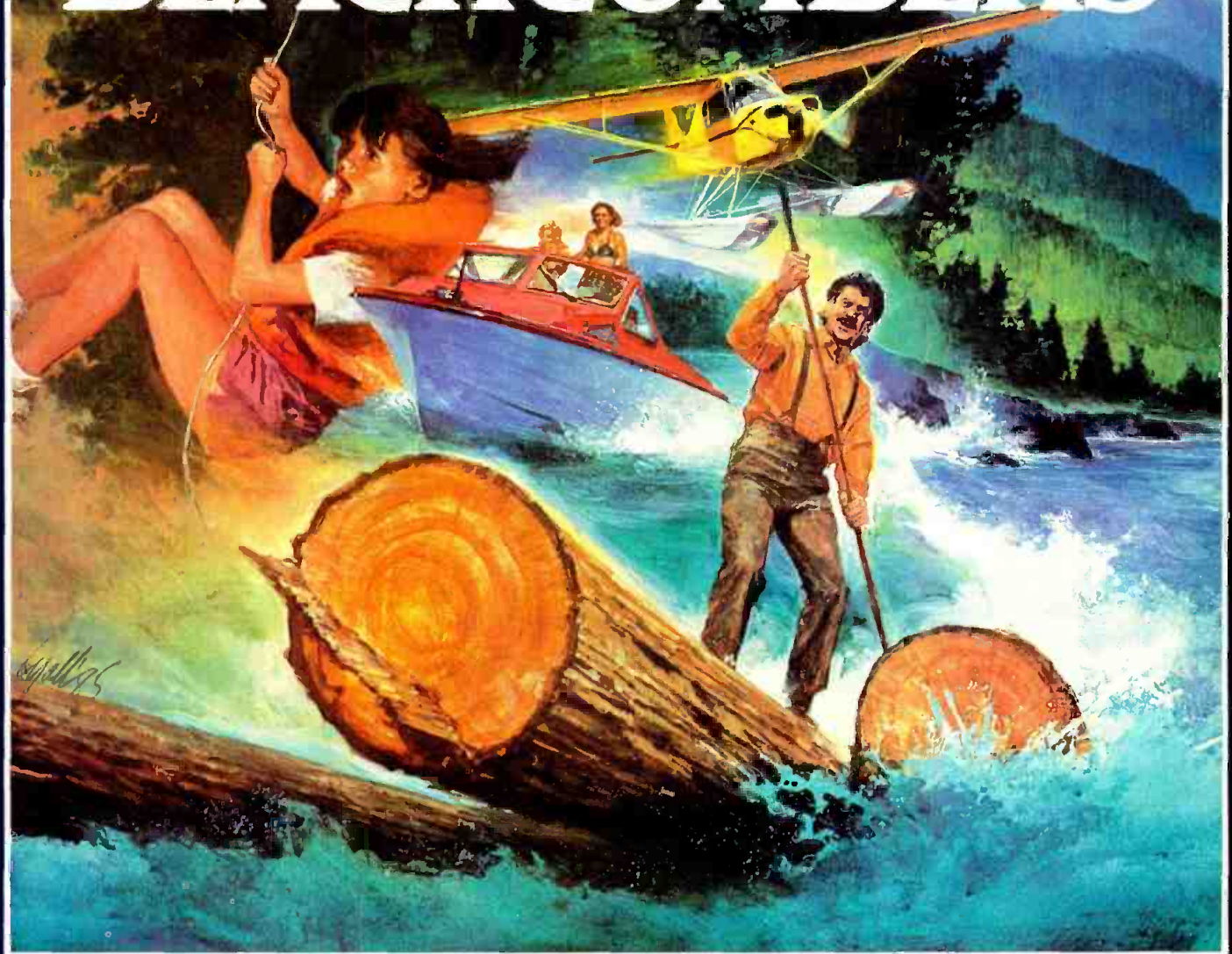
television and the remainder combining both media. Commercials will be presented in all time periods. Markets range from Albany, N.Y., to Albuquerque, N.M., plus Chicago and New York. Target: men, 18-54. Agency: M&N Advertising, Houston.

Baker's Square Restaurants □ Two-week flight will accent holiday pies, starting in mid-December in six markets on radio and three markets on television. Line-up includes Chicago, Milwaukee and Des Moines, Iowa. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: Martin-Williams Advertising, Minneapolis.

College of Mount St. Vincent □ In its first advertising campaign, four-year liberal arts college located in Riverdale, N.Y., has started television and radio effort to attract potential students. Commercials on TV are appearing on WABC-TV and WNEW-TV, both New York, in early morning late afternoon, evening local news and late fringe time, and in all periods on radio. Campaign will run through end of year and may be renewed in 1986. Commercial shows life on college campus and introduces former students who have been successful. Target: potential students. Agency: NW Ayer, New York.

Interep's spot radio picture. Interep Companies Inc. reports that for the first nine months of 1985, 39% of all spot availability requests were for the 25-54 age group on a volume basis and 40% on a dollar basis. Interep noted that for the unwired networks requests, only 15% of the volume and 14% of the dollar volume were 25-54. Youth availabilities (12-24, 12-34, 18-24, 18-34) accounted for 55% of the spot network volume and 59% of the spot network dollars. . . . **and Blair's spot analysis.** For the first nine months of the year, 25-54 continues to be the dominant demographic, according to Blair Radio. It accounts for 38.7% of all business opportunities, followed by 18-49, which accounts for 15.8% of availabilities. Blair said the largest increase was achieved by the 25-49 group, whose opportunities grew to 13.6%.

THE BEACHCOMBERS



© 1985 Blair Entertainment. All rights reserved.

Kids just love "The Beachcombers," the exciting, award-winning action adventure series that's guaranteed to put a smile on your face.

It's a television series so original. So unique. That it's become a favorite of children everywhere. From Europe to the Mid East, this extraordinary CBC series has become an international sensation.

One moment you're soaring hundreds of feet in the air on a plane that literally wraps around the huge majestic mountains of the Pacific Northwest. Then next, risking it all in a daring boat chase that quickens the pulse.

Whether it's getting lost deep in the forest or

discovering the true meaning of love, "The Beachcombers" always explores the types of stories that challenge the young mind. Each one an unusual blend of action, adventure, humor and love. Always exciting. And always engaging.

Add to that its spectacular production values and you'll see why kids easily prefer "The Beachcombers" over the tiring monotony of cartoons.

Introduce your young viewers to "The Beachcombers." And you'll discover that when it comes to ratings success, this is one children's series that isn't kidstuff.

130 half-hours in color.



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

Datebook

This week

Dec. 8-9—NBC midseason promotion executives conference. Doral Country Club, Miami.

Dec. 10—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "The Cable Advertising Story," with Robert Alter, Cabletelevision Advertising Bureau; Robert Pittman, MTV Networks; Nickolas Davatzes, Arts & Entertainment Network; Thomas McKinney, Group W Cable, and Ira Turnpowsky, Young & Rubicam. Viacom Conference Center, New York.

Dec. 10—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

Dec. 10-11—NBC promotion workshop. Doral Country Club, Miami.

Dec. 10-13—General assembly of *Unda-USA*, national Catholic association of broadcasters and allied communicators, including 20th annual Gabriel Awards banquet. St. Anthony Intercontinental hotel, San Antonio, Tex. Information: (215) 668-9842.

Dec. 11—"Superwoman: Myth or Reality," panel sponsored by *Washington chapter, American Women in Radio and Television*. Speakers include Mimi Dawson, FCC commissioner; Helen Disenhaus, associate, Dow, Lohnes & Albertson; Rae Forker Evans, VP-national affairs, Hallmark Cards, and Mary Jo Manning, partner, Wilkes, Artis, Hedrick & Lane. National Association of Broadcasters, Washington.

Dec. 11—Deadline for reply comments in FCC's Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Dec. 11—*Society of Cable Television Engineers, Chatahoochee chapter*, meeting. Holiday Inn, Airport South, College Park, Ga.

■ **Dec. 11**—"Pro and Pro," a forum presenting Arbitron and Birch Radio, sponsored by *American Women in Radio and Television, Western New York chapter*. Buffalo Memorial Auditorium, Aud Club, Buffalo, N.Y.

■ **Dec. 12**—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Topic: "The Selling of the Summit," with speakers Sam Donaldson, ABC News, and Helen Thomas, UPI. Blackie's House of Beef, Washington. Information: 587-3993.

Dec. 12-13—"The New Telecommunications Era After the AT&T Divestiture: The Transition to Full Competition," seminar co-sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Capital Hilton, Washington. Information: (212) 765-5700.

Dec. 13-14—10th annual UCLA entertainment symposium on the future of the motion picture and television industries, sponsored by *UCLA School of Law and UCLA entertainment symposium advisory committee*. Ralph Freud Playhouse of Macgowan Hall, Westwood campus, UCLA, Los Angeles.

Dec. 15—Deadline for entries in eighth annual Henry Penny Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., Washington, D.C. 20005.

Dec. 15—Deadline for entries in second annual media awards, sponsored by *President's Committee on Employment of the Handicapped and American Association of Disability Communicators*. Information: PCEH, suite 600, 1111 20th Street, N.W., Washington, D.C., 20036.

Dec. 15—Deadline for entries in 17th annual Abe Lin-

Errata

Tina Myrick, from WCAO(AM)-WXYV(FM) Baltimore, joins WCBM(AM) Baltimore as general sales manager, not WBAL(AM) Baltimore as incorrectly reported in "Fates & Fortunes," Nov. 11.

Stay Tuned

A professional's guide to the intermedia week (Dec. 9-15)

Network television □ **ABC**: *The Barbara Walters Special* (celebrity interviews), Tuesday 10-11 p.m.; *Making the News* (educational special), Wednesday 4-4:30 p.m.; *Perry Como's Christmas in Hawaii*, Saturday 10-11 p.m. **CBS**: *Alice in Wonderland* (two-part miniseries), Monday and Tuesday, 8-10 p.m.; *Johnny Cash Christmas Special*, Tuesday 10-11 p.m.; *Mary** (comedy series), Wednesday 8-8:30 p.m.; *Foley Square** (comedy series), Wednesday 8:30-9 p.m.; "Stroker Ace" (comedy), Saturday 9-11 p.m. **NBC**: *Love is Never Silent* (drama), Monday 9-11 p.m.; *Kissyfur** (four-part animated series), Sunday 7:30-8 p.m.; *The Bob Hope Christmas Show*, Sunday 9-10 p.m.; *Christmas in Washington* (musical entertainment special), Sunday 10-11 p.m. **PBS** (check local times): *Power Struggle* (documentary), Monday 10-11 p.m.



"Love is Never Silent" on NBC



"Spitting Image II" on Cinemax

Cable □ **Arts & Entertainment**: *The Hot Shoe Show Christmas Special* (song and dance), Friday 8-9 p.m.; *Alas Smith and Jones** (comedy series), Sunday 8-8:30 p.m. **Bravo**: *The Hemingway Play* (teleplay), Monday 10:30 p.m.-midnight; *Jazz Counterpoint: Teddy Wilson* (music interview), Friday 10-10:30 p.m. **Cinemax**: *Spitting Image II* (satire), Saturday 9:30-10 p.m. **The Disney Channel**: *The Shari Lewis Christmas Concert*, Thursday 7-8 p.m. **Lifetime**: *Aging and Health: A New Look* (live information), Monday 8-11 p.m. **Showtime**: *Cheech and Chong Get Out of My Room* (comedy video), Wednesday 8:30-9 p.m.; *Eric Clapton in Concert*, Saturday 10-11 p.m. **WTBS(TV) Atlanta**: *The Nobel Awards*, Tuesday 10:30 p.m.-12:30 a.m.

Play It Again □ **ABC**: *The Cabbage Patch Kids' First Christmas* (children's special), Friday 8:30-9 p.m. **PBS** (check local times): *King Lear* (dramatic play), Sunday 1-4 p.m. **HBO**: *Rich Little's "A Christmas Carol"* (variety special), Saturday 7-8 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Jazz on Television*, 50 programs giving historical perspective on relationship between jazz and television and highlighting jazz artists, including local, network and international specials. Tuesday through Saturday at 12:15 and 2:30 and Tuesday at 5:30, through Jan. 30. *Jazz on Foreign Television* will highlight jazz programs never before seen on American television, in three screenings: "The Blues on Foreign Television," Tuesday at 12:15, 2:30 and 5:30 p.m.; "Jazz on Foreign Television I," Wednesday and Thursday at 12:15 and 2:30 p.m., and "Jazz on Foreign Television II," Friday and Saturday at 12:15 and 2:30 p.m. *Seminars with Walter Cronkite*, four news seminars featuring an address, clips and a question-and-answer session, including "The Early Days of Television News and Public Affairs Programming," Tuesday 5:30-7:30 p.m.; "Coverage of Historical Events: Elections, the Assassination, Space Program," Wednesday 5:30-7:30 p.m.; "The Evening News: Managing Editor and Anchorman," Thursday 5:30-7:30 p.m., and "Television News: An Assessment," Friday 12:15-2 p.m.

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

Major Meetings

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 13-17, 1986—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29, 1986—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

April 27-30, 1986—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 2-5, 1986—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11-15, 1986—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 14-18, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25, 1986—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 20-22, 1986—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Aug. 26-29, 1986—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Oct. 28-30, 1986—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19, 1986—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles.

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

coln Awards for broadcasters, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, (817) 737-4011.

Also in December

Dec. 18—*American Women in Radio and Television, New England chapter*, meeting. Katz Broadcasting Co., WEZN(FM) Bridgeport, Conn.

Dec. 19—*International Radio and Television Society* Christmas benefit. Entertainment: Ashford & Simpson. Waldorf-Astoria, New York.

Dec. 20—Deadline for entries in Media Awards sponsored by *Association of Asian Pacific American Artists*, for "producers and creators who are most responsible for expanding job opportunities and contributing to the realistic portrayal of Asian/Pacific American peoples and issues through the entertainment media." Information: (213) 654-4258.

January 1986

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

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

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

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

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

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

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

Jan. 15—Deadline for entries in fourth annual JC Pen-

ney-University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia, school of journalism*, and *JC Penney Co.* Information: (314) 882-7771.

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

ney Hillman Foundation, 15 Union Square, New York, 10003.

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

Jan. 15—Deadline for entries in 11th annual national *Continues on page 98.*

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A television docudrama commentary from Alfred Schneider, ABC Inc., New York

Walking a fine line with docudramas

"Docudrama is an oxymoron... it distorts the culture": Max Frankel, editorial page editor of *The New York Times*.

George Will of ABC News describes docudramas as "a license to lie... parasitic, of the truth just enough to give a patina of believability."

A *U.S.A. Today* editorial charges: "All docudramas are aberrations."

These comments give you a flavor of the controversy and one point of view about the docudrama. What prompts such vehement criticism? The docudrama is a child of history and drama—inheriting the conflicting characteristics of both parents. History speaks to the mind; drama, to the emotion. It appears on television—the only national medium, the medium that sits in the living room and puts forth news and entertainment side-by-side. It lives in a culture where fact and fiction blur in both journalism and literature.

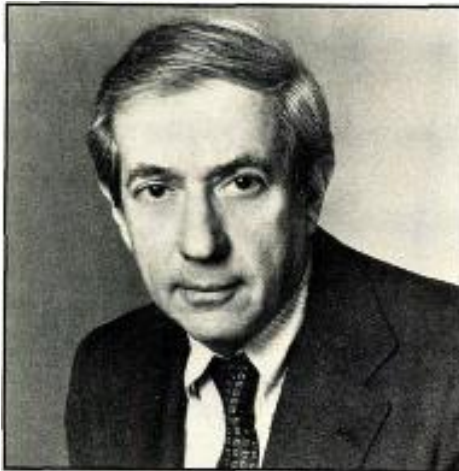
On top of these complications, the docudrama has multipersonalities. It is drama about past and contemporary history and public figures of our time and times past... stories about personal struggles... memoirs of cultural heroes... and stories of popular and contemporary mythology. It exists and thrives because, like its parents, history and literature, popular art helps us understand ourselves and our society. We are comfortable with its storytelling form.

Popular culture reflects the world around it, and the docudrama is particularly representative of our time. The docudrama is television entertainment that draws on the issues that most concern us and the people who most intrigue us.

Brian's Song, the story of football player Brian Piccolo's fight against terminal cancer, aired on ABC in 1971 and is considered the first docudrama. Many other dramas of personal struggle followed, including *First You Cry*, about a television reporter coping with breast cancer, and *Burning Bed*, an account of a battered wife.

Marco Polo, Christopher Columbus and Franklin and Eleanor Roosevelt are among the historical figures whose lives have been dramatized on television. Contemporary figures from politics, sports and the movies—John F. Kennedy, Marilyn Monroe, Ray Mancini—are popular topics. The Cuban missile crisis, the raid on Entebbe, the mass suicide in Guyana and the prison riot at Attica are among the historical episodes reconstructed in the past 14 years.

None of these can be neatly filed under a Dewey Decimal System that separates history, biography, autobiography and historical fiction. While some people are popular targets—so far there are seven docudramas in-



Alfred R. Schneider is vice president, policy standards, American Broadcasting Companies, a post he has held since 1983. He had been a corporate vice president since December 1972, and previously served as vice president of the American Broadcasting Co. division. Schneider is responsible for Broadcast Standards and Practices, quality control and corporate contributions. In addition, he now serves as a liaison for Frederick S. Pierce, president and chief operating officer of ABC Inc., on policy matters as they affect corporate responsibilities, strategy and standards with all operating units and various staff departments. He joined ABC in 1952.

volving the Kennedy family—television usually offers only one account, increasing the responsibility to be fair and balanced.

Let's look analytically at the essential dilemma of the docudrama—dramatizing history.

Michael Arlen, television critic of *The New Yorker*, says that the message of docudramas is that "they speak the truth." Our guidelines for producers define the docudrama as nonfiction entertainment "where the overall presentation imparts authenticity, regardless of whether or not dramatic license has been exercised for portrayals of characters, or composites of persons or events have been utilized to conform to limitations."

Can you tell the truth if the facts are not quite right? Can television drama with its time constraints and influences of casting and editing ever do justice to historical events and real people? Is truth just the facts? Is it ever possible to know all the facts or to know the most important facts?

Getting at the truth poses some complicated problems: what facts, whose point of view, what to put in, what to take out. These are the problems of history. Scenes, characters, casting, editing, movement, pacing are the challenges of drama. Television itself adds the pressures of commercial realities

and the need to serve a diversified national audience.

Given the challenges of the docudrama, you might ask: Why not do a drama or do a documentary? I think the answer is historical and cultural. This is an age of information. We can program our own knowledge of history, especially recent history, from an array of sources. Despite the volume of information, some critics—and I count myself among them—worry that there is a lack of historical perspective, which connects us to our past.

Television has a unique ability to focus the attention of a national audience on history. Whether we cite a *Roots*, *Missiles of October*, *MacArthur*, or *Eleanor and Franklin*, the impact is measurable in terms of the size of the audience reached. Television has become part of a long tradition of storytelling about history, and in many instances the primary source for many viewers' knowledge of that history.

In ancient times, literature and history, myth and reality, fact and fiction became blurred. The earliest stories and oldest drawings celebrated both deeds and myths, and there were no tests to divide the two. In the surviving accounts, there's no way to judge when truth-telling gave way to interpretation or at what stage the facts were overwhelmed by the embellishments.

The art of the storytelling, not the quality of the truth-telling, is the measure of their worth. The stories survived because they spoke to emotions and concerns of the audience.

History, even at its driest, fact-laden best, is never totally devoid of a point of view. From Herodotus to Sandburg, there are historians known more for imagination and insight than accuracy of detail.

Herodotus, the father of modern history, included myths, customs and speculations in his accounts of the Persian wars and distorted the line between fact and fable. His work, however, is valued for its scope and diversity and the charm of its anecdotal style.

On the literary side, the storytellers—whether working in prose, poetry or drama—frequently could not resist the stuff of history. It was less the failure of imagination than the power of reality that attracted them to true stories.

Shakespeare is the most celebrated, but not the only writer to dip into history for inspiration. It is almost impossible to hear a discussion of docudrama without mention of Shakespeare's rewriting of history, or what was actually a rewrite of a questionable source.

Shakespeare's point of view was shaped by the politics of his times. Shakespeare had to please the crown and the crowd, but the Globe was not the stage of news and infor-

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mation for a national medium. Television is, and that's why point of view and historical accuracy are matters of media controversy in our age.

The movies are make-believe, and the audience chooses what it sees. The authenticity of movie biographies and histories has rarely been an issue, because movies come out of the literary tradition of the theater. Even the news roundups once shown in movie theaters followed the conventions of drama, not journalism.

Radio has lost its place to television as the mass medium. But radio also dramatized history in its heyday as a medium of entertainment and a medium of news and information with such programs as *The March of Time* and *You Are There*, which later appeared on television.

Almost 25 centuries since Herodotus, the tangled traditions of history and literature remain in dispute, and that dispute, recently compounded by the "new" journalism and the nonfiction novel—is aggravated by the ubiquitous nature of television and its role in our culture.

ABC is acknowledged in the industry and by the critics as having very stringent guidelines for these fact-based dramas, but our guidelines acknowledge the differences among personal memoirs, biographies of past historical figures and events, dramas that deal with contemporary people and events, and true stories about people who are not public figures. Our goal is to do the docudrama in a manner that becomes verifiable—to speak the truth while permitting the flavor of the dramatic, which is what theater and literature are about.

We draw the lines to assist, not restrict, the producer in the dramatization of the story. The lines depend upon the kind of event. The closer to the present—when history is still raw and the facts undigested—the more scrutiny we give the drama, and that's especially true when the story deals with unresolved public policy.

We require the producer in all cases to provide my department, Broadcast Standards and Practices, with the sources and authorities used for the presentation and specifics about the use of dramatic license. The burden is on the producer to convince us that the facts and events are treated fairly.

The amount of documentation depends upon the nature of the project and the particular scenes within a script. More detailed support, including at least two sources for each scene, is required for dramas about court cases, the lives of historically significant public figures, significant historical events or scientific development.

Even if there is no verifiable proof for a scene, it will be allowed on a "reasonable basis" if it conforms to the individual's known attitudes and behavior and there's no contradictory evidence.

Composite characters—based on two or more real individuals—may be used, but no character can be invented from whole cloth. This is an example of the needs of drama overriding the rigors of historical accuracy. But these composite characters cannot play a major role in the action or be a major character.

Time constraints are a fact of life in dra-

ma, and this means latitude in telescoping events. Again no event can be out of sequence, but compression when needed is allowed. The selection process is also given attention—as in all historical documentation, what is chosen can tilt the perception and truth. We also "label" docudramas with disclaimers that tell the audience the nature of the dramatization.

I feel very strongly that advisories are needed to let the audience know what the mix of fact and fiction is. With stories of legendary characters like Rudolph Valentino, Mae West, Houdini or Rocky Marciano, we don't hold producers to the same standards of authenticity as we do for those programs about major political figures. But when more dramatic license is allowed, the viewers must be advised.

The guidelines and documentation do not resolve the essential difficulty of the television docudrama—the question of point of view—in dealing with contemporary history that involves more than personal memoirs. It is that one-book-on-the-shelf factor—maybe the only book—that requires the network as the publisher to demand fairness and balance.

All the debate about dramatic license came down to the problem of the writer's advocacy of his point of view. When the writer turns advocate and becomes judge and juror in the case, the viewer is denied the opportunity to make a choice.

Our most important responsibility in Broadcast Standards is to be sure that the arguments are balanced, that the issues are treated fairly, and that the viewer has enough information to make a personal judgment when dealing with issues of contemporary importance.

Our standards for these contemporary docudramas are similar to the rules of evidence in court proceedings: "A fair interpretation of facts... in such a matter as not to mislead or deceive or be untruthful with respect to the facts or events upon which the dramatization is based."

To speak the truth—that is the flashpoint of debate about docudramas; it is the source of our concern and the reason for our standards. It is why the form is so frequently condemned and certainly why vigilance is demanded.

It is doubtful if the docudrama or even the most rigorously footnoted history could ever be defended on the grounds of truth alone. Truth is a dichotomy between what is known and what is knowable, and, above all, it has many components, one of which is factual.

The reason for drama is to get at the larger truths of human emotions and experiences. For all our justified concern about historical authenticity in the making of docudramas, we must remember that to speak the truth has to do not only with facts but also with feelings.

For the truth, we must also have storytelling—a celebration of the heart. The humanist tradition requires respect for the heart and the mind, and to move forward, it also requires an acceptance of the realities of contemporary culture.

Docudrama is a child of our age. Done well, it can speak truth and speak to the heart.

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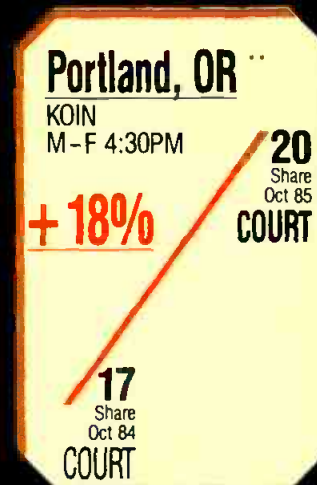
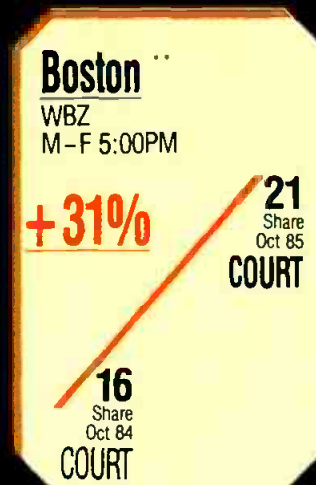
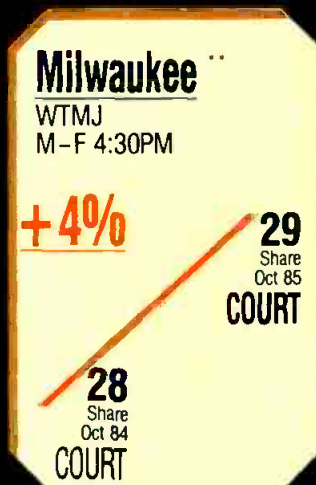
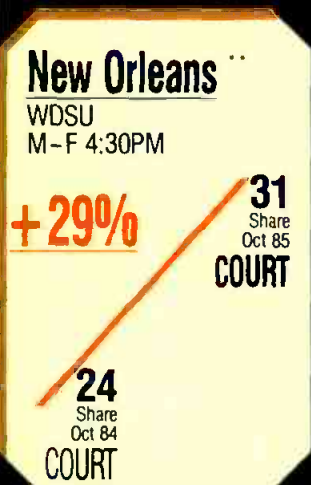
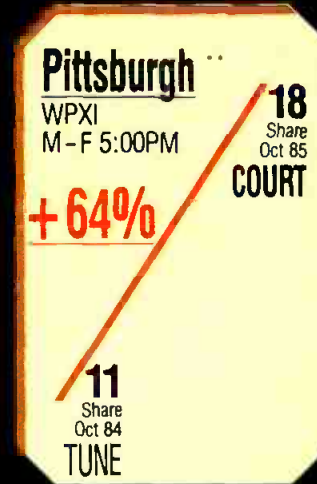
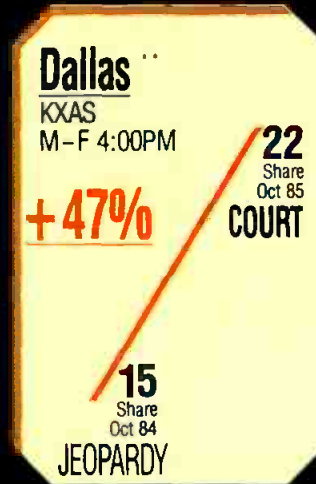
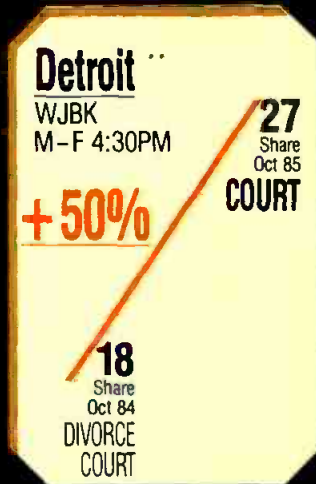
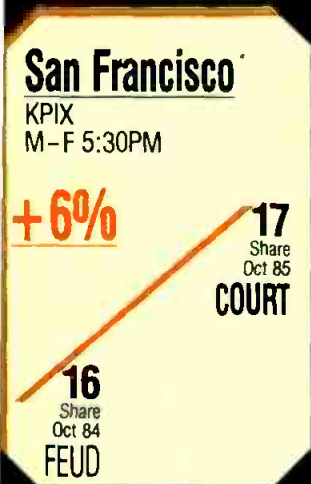
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TOP OF THE WEEK

Joyce out, Sauter back at CBS News

Reorganization sees news head moved to run worldwide division and replaced by his predecessor; Broadcast Group also shuffled with Pilson taking charge of TV stations, operations and engineering and keeping sports

CBS News President Edward M. Joyce was removed from his post last week and replaced by his predecessor and boss, Van Gordon Sauter, in a restructuring of senior management at CBS News and the CBS/Broadcast Group. Joyce, who was president of CBS News for the past two years, accepted a new assignment as senior vice president of CBG for CBS Worldwide Enterprises, a responsibility formerly under the area of CBG Senior Vice President James H. Rosenfield, who took early retirement (BROADCASTING, Nov. 18).

Sauter, who was president of CBS News from 1982-83, continues as executive vice president of CBG, but now is also responsible for CBS Radio. The new structure has the CBS News president reporting directly to CBS/Broadcast Group President Gene F. Jankowski, thus eliminating an extra layer of management established two years ago during a reorganization of the broadcast group.

In addition, Jankowski announced that executive vice president Neal Pilson, who has been responsible for the CBS Sports and CBS Radio divisions, will be given the added responsibilities of the five CBS-owned television stations, which previously came under Sauter, along with the CBS Operations and Engineering Division, which fell under Rosenfield. CBS Radio President Robert Hosking, who reported to Pilson, will now report to Sauter.

David C. Fuchs, senior vice president, broadcast affairs, CBG, moves over to become senior vice president and assistant to Sauter at CBS News while Howard Stringer continues as executive vice president, CBS News.

Executive Vice President Thomas F. Leahy continues to be responsible for the CBS Television Network and CBS Entertainment Division.

Jankowski said in a statement the reorganization "applies the experience of our senior management logically and combines unit functions efficiently. At the same time, it provides for innovation and expansion in new markets."

The reorganization comes after months of speculation that CBS News President Joyce was on the way out because of morale, orga-



Joyce



Sauter



Pilson

nizational and programing problems within that division. The appointment of Sauter, an outspoken former newsmen who relishes being in the thick of the news gathering and production process, was understood to be a signal that CBS management is attuned to the problems within CBS News and wants them fixed.

According to sources, Joyce had been held accountable for the deteriorating conditions at CBS News the past year. Part of the problem, the sources said, was that Joyce was "inaccessible" and "remote" both to people within and without the division—which only acerbated the low morale at CBS News due to budget-cutting employe dismissals. Joyce also reportedly had run-ins with other senior CBS News executives.

In his new position Joyce will be responsible for all of CBG's international activities. John Eger, senior vice president, Worldwide Enterprises, will report to Joyce. Previously, Eger reported to CBS Productions President Alan Levin, who lost his job when CBS shut down that division last month. According to sources, CBS had high hopes for the Worldwide Enterprises 18 months ago but suffered when Levin focused the division's energies and resources on the production of movies instead of the marketing of CBS programing abroad.

The early retirement of executive vice president James Rosenfield provided the opportunity for Jankowski to restructure CBG management by dividing Rosenfield's responsibilities among current CBS management. And giving Sauter direct control of CBS News also eliminated another layer of management between Jankowski and the news division. Additionally, the finance department of the broadcast group, which previously was Rosenfield's responsibility, is now under the direct control of Jankowski

through finance vice president Tim Reynolds.

Jankowski did not name a replacement for David Fuchs, but sources say it was unlikely the position would be filled. Instead, Fuchs's responsibilities would be split between Donald Wear, vice president of policy, and George F. Schweitzer, vice president of communications and information.

The appointment of chief Jankowski adviser Fuchs as part of the triumvirate that will be running CBS News brings a 33-year CBS veteran back to the news division where he spent nine years producing documentaries. "David is well liked over there," said a CBS executive who wished not to be identified. "He's a step between the old and the new."

Sauter, who hired Phyllis George to co-anchor *The CBS Morning News* and redefined the format from a hard-news to a softer, feature-oriented broadcast, has his detractors within the division because he represents a new generation of news managers that some feel stands in contrast to traditional CBS News values. This was further exemplified by *West 57th*, a new CBS prime time magazine program that incorporates high-tech video elements and was the target of negative criticism both by current and former CBS News executives.

Fuchs, on the other hand, is associated with the "old guard" of CBS News executives, some of whom, like producer Burton Benjamin and vice president Ernie Leiser, recently opted for early retirement. His return to the news division was said to be favorably received by both the old and new generation of CBS News employes.

The reorganization naturally prompted speculation about who lost and who gained in the executive shuffle. The oversight responsibility for the CBS television stations

has shifted from Sauter to Pilson, although the president of the division remains Neil Derrough. The second largest profit center in CBG outside of the network, the CBS television stations have recently suffered reversals in local ratings in all their markets principally due to the syndicated *America* show in the early fringe time periods. The local news programs also frequently rank behind their competition in New York, Los Angeles and Chicago.

Giving Sauter CBS Radio was described as a "natural fit" since programming on the radio stations and the radio networks was "90% news anyway."

But with Sauter's return to direct management of CBS News and his clear task ahead of rebuilding morale there, sources said the added responsibilities of the CBS Television Stations would have been too much. "I don't see this as any kind of knock on Van at all," said one CBS executive. "The news division requires more work. He'll be putting in 12-14-hour days." □

ABC making its move into SNG

In answer to affiliate concern, network will start ABSAT service with mobile Ku-band uplinks at 50 affiliates across country

ABC will launch a mobile satellite news gathering service next year that will essentially give it live capability anywhere in the country. The plan calls for ABC to supply Ku-band satellite uplink-equipped trucks to affiliates at geographically distributed markets across the country who will then be able to relay via satellite live signals back to ABC News in New York and Washington.

The first phase of the project, dubbed ABSAT, will feature 50 mobile uplinks that will be based at and owned by the affiliates, which can then use them for their own news gathering purposes or in concert with a regional group of stations. Costs will be shared by the affiliates and the network.

ABC executives introduced ABSAT to affiliate board members who were meeting with network representatives in Phoenix last week. In addition, ABC told the affiliates that the network was launching a new, seven-day syndication news service called ABC NewsOne. The new service will coordinate five regional feeds of news, sports and features—including national and international stories—that will be distributed to all affiliates for a charge.

ABC said it hopes to have both ABSAT and ABC NewsOne operational by mid-1986. ABC NewsOne is an expansion of the southwest regional affiliate feed that ABC has been operating on an experimental basis since last July. In that experiment, ABC brought together a cooperative of 25 affiliates in Texas, Oklahoma, Louisiana and Arkansas. Coordinated by an ABC News em-

ploye in the Dallas bureau, affiliates in the cooperative receive via satellite news stories produced by other affiliates in their region.

ABC News Vice President David Burke said ABC NewsOne "represents a closer binding between the network and its affiliates in one of the most important areas—providing more and better news coverage and information to all our viewers."

Don Dunphy Jr., vice president, affiliate news services, ABC News, said that by mid-January a Pacific/Mountain Time feed will be in operation with two ABC News hubs in Los Angeles and Denver and a cooperative of 25 affiliates. A midwest feed is scheduled to start in February followed by a southeast feed and last, a northeast feed. The midwest feed will be divided between an "industrial" edition and a "farm" edition.

Dunphy said that ABC NewsOne will replace ABC News's Daily Electronic Feed (DEF), its current affiliate syndication news service. At present, ABC affiliates get a one-hour DEF transmission in the afternoon, which is a mix of both affiliate and ABC News stories.

As envisioned by ABC, NewsOne and ABSAT will work side-by-side. ABSAT will be the funnel through which affiliates feed stories via the Ku-band satellites to ABC News headquarters, and NewsOne will be the channel by which affiliates receive the edited product in return. Most ABC affiliates are equipped with C-band downlink stations, Dunphy said.

Julius Barnathan, president of ABC Broadcast Operations and Engineering, said that the current plans had their roots in a meeting with ABC affiliates at the Radio-Television News Directors Association convention earlier this year. "Our news directors met with us and expressed their concerns with regard to what we were going to do with satellite news gathering," said Barnathan. He added that with NBC now fully integrated with Ku-band satellite capability, and the increase in syndicated satellite news services such as Hubbard Broadcasting's Conus venture and Group W's Newsfeed, there was concern about ABC "falling behind the eight ball" in news gathering technology.

Barnathan said that it would cost about \$360,000 to outfit one truck for Ku-band uplink capability, which comes to a total of about \$18 million for the 50 trucks alone. The costs would be split down the middle with stations, he said. But Barnathan said the real advantage would come in significantly increasing the live reach of ABC News.

Barnathan said that all the top 35 markets are "in" as far as getting the mobile satellite trucks. The remaining 15 would have to be negotiated, although they would be picked to give the widest possible geographical representation.

Barnathan said that ABC hadn't settled on a supplier of the trucks yet, but that the network was talking to HubCom—the manufacturing arm of Hubbard Broadcasting—about an "Econo Line-type truck" that would be larger but similar to those used for SNG purposes. □

JMB Realty behind Viacom stock purchase

Despite SEC filing, what company has in mind for Viacom is not clear

Has Viacom come up with its own Lawrence Tisch? What it now has for certain, as of last week, is an investor owning and holding options for 11.7% of the company's 20.2 million shares outstanding. JMB Realty Corp., a Chicago-based real estate syndicator, said in a filing last Thursday, Dec. 4, with the Securities and Exchange Commission (SEC) that it has paid roughly \$100 million for its Viacom holding, which, it said, is for investment purposes.

The day of the filing, Viacom stock dropped 6½, to 57½ on volume of 2.5 million, and Friday afternoon it was trading at \$58. More than half of JMB's holdings have been bought or contracted for at a per-share price above \$60, but the total per-share average is about \$55.

The principals of JMB, founded in 1969, are Judd D. Malkin, chairman, and Neil D. Bluhm, president, who each own a third of the real estate partnership—the remaining third is reportedly split among several other partners. *Forbes* recently described JMB as "one of the largest syndicators [real estate] in the nation," and estimated Malkin's and Bluhm's net worth at \$300 million each.

Heavy trading in Viacom stock earlier in the week—1.9 million shares on Tuesday and Wednesday—was partly explained by a JMB buying spree detailed in the SEC filing (there was also Viacom's own secondary stock issue of 2.5 million shares hitting the market).

But that filing also raised several curious points. For instance, JMB's statement on the "Purpose of Transaction" went far beyond the usually terse comment that share purchases were intended, for the time being, for investment purposes only. Instead, in an unqualified manner, the partnership additionally listed nine possible activities for which JMB said it has "no plans or proposals," including seeking a change in Viacom's management, seeking a merger or other "extraordinary corporate transaction" or purchasing additional shares.

Some of JMB's trading in Viacom stock was detailed in the filing and indicated that the partners held roughly 500,000 shares before September. Subsequently there were three buying periods when they added to their holdings. Between Sept. 4 and Sept. 23, they purchased roughly 285,000 shares for an average of about \$46 per share. Between Oct. 11 and 17, JMB sold some Viacom stock, making about an \$11 profit per share on 85,000.

JMB re-entered the market as a buyer of Viacom on Nov. 5, and over the next 10 trading days it picked up 120,000 shares at about \$53 per share.

Then, last Monday, the partnership picked

up 100,000 shares at about \$55. On Tuesday, when 1,865,500 shares of Viacom changed hands, close to half of them were bought by JMB, at above \$62. And last Wednesday, the partnership arranged the option to buy, for more than \$60 per share, an additional 615,000 shares from two investment firms: Tweedy, Browne Inc., and Gollust, Tierney & Oliver. The latter, as Conniston Partners, conducted a proxy fight at Storer Communications, thereby forcing the leveraged buyout of Storer.

In the SEC filing, JMB said that at one point it indeed had designs on Viacom: "At the time certain of the shares were purchased, the partnership (JMB) was giving consideration to making a proposal for a transaction to acquire control of the issuer (Viacom). The partnership determined not to proceed with any such proposal."

The fact that JMB was selling Viacom in the upper \$50's and then, only six weeks later, paying roughly \$5 more for almost half its current holding—60% counting the options it has purchased—might indicate that only last week it was planning "to acquire control" of the company. If that is true, and JMB signed its option to purchase shares only the day before its SEC filing, why did it change strategy?

Another explanation of JMB's trading activity is that the partnership purposely drove up the stock price in an attempt to disrupt Viacom's secondary stock issue, which diluted the holdings the partnership had already acquired, and, more importantly, would have theoretically added several hundred million dollars to the initial financing requirements of any contemplated takeover.

Another question raised by the trading detail is that JMB had been inactive in the market a full two weeks when takeover rumors first drove the price of Viacom up sharply, beginning October 7.

Was or is there somebody else who has been eyeing the company? Gollust, Tierney & Oliver have long been rumored to be accumulating Viacom shares but it has yet to file a 5% ownership form despite the fact that over half of Viacom's outstanding shares have theoretically changed hands in the past two months. Its decision to sell some or all of its Viacom holdings to JMB also initially casts some doubt about its long-term interest in the company. Assuming Gollust, Tierney & Oliver had not previously sold its holdings in Storer Communications, the closing of that company's leveraged buyout last Friday should provide GT&O with roughly \$80 million.

One of the disclaimers JMB made last week was that it has no intention "to fill any existing vacancies on the board." But Jim Clarke, the vice president of Tweedy Browne who signed the deal with JMB last Wednesday, said that if JMB changes its mind, it would not have too hard a time obtaining board membership. Clarke noted that Viacom, like Storer, is incorporated in Ohio and has cumulative voting for its board of directors. On May 1, when three seats come up for election (Viacom has a staggered board) at the company's annual meeting, all of JMB's 7.1 million votes, assum-

ing the two purchase options were exercised, could be voted for one seat. "It would not be too hard for them to obtain a seat on the board," said Clarke.

If JMB obtained a seat on Viacom's board, the partnership would have access to much more detailed information about the

company and would also be in a better position legally to force other directors to consider an outside offer for the company, Clarke said.

A Viacom spokesman would only say that the company took the SEC filing at its word. □

More hope from McKinney

Mass Media chief says AM broadcasters are not moving quickly enough to embrace stereo; says commission is working to improve AM operators' lot

The industry's "inability" to select an AM stereo system has "hurt a lot." That's what James McKinney, FCC Mass Media Bureau chief, said in a luncheon address to the regulatory review committee of the National Association of Broadcasters in Washington last week.

It was apparent that McKinney made that remark with tongue in cheek. Or at least with tongue in teeth. He has, after all, regularly criticized the FCC's failure to select an AM stereo standard. And he reiterated that criticism last week.

But he also insisted that there are steps the industry can take to advance AM stereo technology. For starters, he suggested that Motorola and Kahn—the sole remaining proponents of different AM stereo systems—might be able to get relief at the Department of Justice and the Federal Trade

Commission from antitrust strictures for one of the companies to buy out the other. "I think there are steps they could take; they're certainly worth a shot, and as far as I know, they're not taking them," said McKinney.

McKinney also said he thought more AM stations could "take the plunge" and convert to stereo. "It seems to me that AM broadcasters around the country ought to be able to dig up the cash needed to install one of those exciters and go on the air," McKinney said. "The sooner you get them on the air, the sooner people like me will go out and buy them [AM stereos] in their automobiles. You accomplish that, you've got them in all the cars, and you're more than half way home."

He also used the occasion to refine his concept on relaxing the duopoly rules for AM ownership. McKinney said he didn't believe the commission would permit one entity to own two AM's in the same community. But he added that the AM duopoly rule, as written, is "very restrictive" and could apply to distances well beyond the "35 and 50-mile circles" applicable under the duopo-

Fin-syn progress report

Discussion within the broadcasting and creative communities regarding modification of the FCC's financial interest and syndication rules took place last week in New York when representatives of the Association of Independent Television Stations met with NBC officials and later with Motion Picture Association of America President Jack Valenti. INTV is studying the proposed accord CBS reached on the rules with Hollywood (BROADCASTING, Oct.7). CBS and executives from seven major motion picture studios have reached a tentative agreement that, according to reports, would enable CBS to produce and syndicate up to three-and-a-half hours of prime time programming per week. The network could own up to a 50% interest in joint programming ventures, but could not syndicate the programming. CBS—and any other network signatory to the proposed pact—would be limited to two joint programming ventures a season. Another matter discussed is reducing the number of years during which a network could pick up an option on a series renewal.

INTV is expected to discuss the matter at its January board meeting and will likely take a position then. In the meantime, the independents will examine all the options. They began that process with a presentation by NBC's Cory Dunham, executive vice president and general counsel; Bob Hynes, Washington vice president, and the network's outside counsel, Leonard Garmet of Dickson, Shapiro & Morin. NBC has serious reservations about the CBS-MPAA deal, explained the officials. According to sources, NBC is "cold" to the idea of limiting in-house production and is uncomfortable with making a permanent arrangement with Hollywood. (ABC has also stated objections to the "principle of a limitation in perpetuity on network production of entertainment programs.")

After their session with NBC, INTV heard the opposing view from Valenti joined by Art Barron of Gulf + Western and Dick Robertson of Telepictures. INTV was represented by its president, Preston Padden; chairman, Eugene McCurdy of WPHL-TV Philadelphia; Kevin O'Brien of WNEW-TV New York; Levitt J. Pope of WPIX-TV New York; Steven Bell of KTLA Los Angeles; Harry Pappas of KMPH-TV Fresno, Calif., and INTV counsel Dean Burch of Pierson, Ball & Dowd.

ly strictures for FM and television. "We've got to get the distances down to something that's realistic," McKinney said.

In addition, McKinney said the FCC was "about" to release an item on synchronous transmitters, and "we're about to relax regulatory classifications of stations, especially the regional channels."

McKinney also offered evidence that additional relief for AM is more than a remote possibility. He said he had received written notes from three of the four commissioners stating that his speech championing AM's cause before the Institute of Electrical and Electronics Engineers broadcast symposium (BROADCASTING, Sept. 23 and 30) had been "absolutely" on target. "So we're going to see, I believe, a positive move on behalf of the commission to improve the situation for AM broadcasters," McKinney said. □

FCC filing alleges single party is trying to corner MMDS grants

The Committee for Fair MDS Lotteries—whose members include Hubbard Broadcasting, Microband Corp. of America and

National Wireless Video—has alleged that Phoenix-based Merrill Communications Inc. may be the undisclosed real party in interest behind 16 applicants for multichannel multipoint distribution service licenses.

In filings at the FCC, the committee alleged that the 16 MMDS applicants—B.F. Investments Inc., Champion Industries Inc., Fortuna Systems Corp., Line of Site Inc., Mettler Communications Inc., Microwave Video Services Inc., Multi-Micro (DBA), Multi-Point Television Distributors Inc., MWTV Inc., Paul Communications Inc., Presco Corp., Stephen Communications Inc., Video/Multipoint Inc., Virginia Communications, Walter Communications Inc., and Wireless Services Inc.—may be acting together with Merrill Communications to "seize control" of MMDS assignments in "virtually all" of the nation's major metropolitan markets through the coordinated filing of more than 3,250 "virtually identical applications under different corporate names, all of which propose to provide MMDS service to Merrill Communications." The committee said those 3,250 applications account for about 20% of the MMDS applications pending.

The committee included in its filing copies of letters of understanding that the applicants allegedly exchanged with Merrill Communications. Under those agreements, the committee alleged that Merrill Communications had agreed to lease all of the capac-

ity on any MMDS station licensed to the 16 applicants and to assist the applicants in the filing of their MMDS applications and in obtaining financing. "The record evidence suggests that Merrill Communications may have done more than merely 'assist' the efforts of the suspect applicants; it suggests that Merrill Communications may have been the real party in interest behind those efforts," the committee said.

Under FCC rules, no one is supposed to have a "cognizable interest" in more than one MMDS applicant in the same area. The committee said it was its understanding that this "one-to-a-market" rule was intended to be broadly interpreted, "reaching any conceivable situation in which an individual, entity or group is the real party in interest behind two or more applications in a single market."

The committee asked the FCC to designate all of the applications filed by the 16 applicants for hearing to determine whether the one-to-a-market rule had been violated. In addition, the committee petitioned the FCC to deny the tentative grants of MMDS channels to Virginia Communications for Boston, Champion Industries for Pittsburgh and Portland, Ore., Multi-Micro (DBA) for Baltimore, and Multi-Point Television Distributors for Milwaukee.

Bruce Merrill, president and owner of Merrill Communications, could not be reached for comment. □



On hand for the opening: NCTA's Mooney, GN Productions' Gary Nardino, Comcast's Bob Clasen, Ted Turner and Falcon's Nathanson

Western Cable Show: quiet confidence in Anaheim

Convention generally low key with smaller than usual attendance; speakers identify challenges and 'run our businesses better'; deregulation seen as providing 'breathing room' for operators

The Western Cable Show in Anaheim, Calif., last week was a modest show of relatively modest proportions. Even though several new cable programming services, mostly of the pay-per-view variety, were doing their best to attract attention, and even though widespread scrambling of the programmers' satellite feeds seemed closer to reality than ever before, the show seemed to generate

little excitement.

With some 8,000 in attendance, the crowds were the smallest since 1980. And, with just 192 companies, the exhibition was smaller than in the past two years.

But offsetting the show's downsized crowds and exhibit and the lack of excitement was a kind of quiet optimism, a pervasive belief that the cable business is in good shape today and is likely to prosper in the future.

Significantly, the speakers at the show's opening session managed to convey their optimism about the industry, but they failed to arouse the audience in any way. Spencer Kaitz, president of the California Cable Television Association, the show's sponsor,

said cable operators now have the "confidence of winners." And, he said, that confidence has a sound basis: cable stocks are up, "bankers love us," cable divisions in corporations have become cash generators rather than cash users, cable has secured a place in the Communications Act through the Cable Communications Policy Act of 1984, and cable penetration has surpassed newspaper penetration.

Ted Turner, president of Turner Broadcasting System, said the cable industry must face many challenges, among them, spending more on programming—broadcasters now outspend the cable industry four-to-one on programming. But because of deregulation, most notably the elimination of the must-

carry rules, he said, "the cable industry has never been more advantageously posed to meet the challenge."

Robert Clasen, chairman and chief executive officer, Comcast Cable Communications, felt deregulation could provide the cable industry with the "breathing room" it needs to focus on improving the operation of individual cable systems. "For the next five years, let's spend more time stabilizing and satisfying our subscriber base," he said. "The real challenge and biggest opportunity of the next five years is simply to run our businesses better."

Marc Nathanson, president, Falcon Communications, saw light at the end of one of the cable industry's darkest tunnels. "For the first time, we can look back and say the urban markets have turned the corner," he said. "We have gone through the problems, whether they were self created or created by franchising promises, but it appears... that we are able now to make them into sound economic businesses."

In the mind of National Cable Television Association President Jim Mooney, "the big news" for cable is the deregulation of basic cable rates at the beginning of 1987. Rate

deregulation goes beyond the simple lifting of price controls, he said.

"It marks the termination of the relationship with franchising authorities which has frequently been used to intrude political considerations into virtually every aspect of a cable operator's business," he said. "Rate regulation has been the lever by which local governments have sought to control cable systems."

Mooney said he could not predict what would happen in the industry over the next 20 years but if the last 20 years were any guide, then "anything is possible." □

Cable basking in the blessings of business

Good management, deregulation and consumer acceptance among reasons cited for industry's current favor by finance and investment worlds

"The lovefest for cable in the investment community is absolutely amazing," said Mark McCormick, director of planning for Tele-Communications Inc., during a business-oriented panel at last week's Western Cable Show. "But even though there is market euphoria, we should press harder to get greater value for our companies."

McCormick was one of the only speakers during two investment-related sessions to make even a cautionary statement about the buoyant cable market, observing that escalating prices had made it harder for his company to find a good acquisition deal. "Maybe the investment community has been too conservative in its estimation of our market value," said the MSO representative, "and possibly it's time for us to work a little harder" to increase it.

Gordon Crawford, senior vice president of Capital Guardian Research, preceded McCormick on the Thursday morning panel and declared that "a major bull market" exists in cable stocks. "The [cable] industry is as well-positioned as it has ever been," he said, with great potential for growth. Crawford attributed the current situation to an economic disinflation now occurring, the large number of homes without cable, pricing flexibility, favorable regulation, potential for growth in innovative services (such as pay per view) and a lack of foreign competition. He termed cable a "quasi-monopoly" with much price flexibility.

The merger rate in cable "will stay high and may even accelerate," Crawford predicted, due to the favorable economies of scale in the industry and a surplus of capital now available. He sees "tremendous revenue growth" in cable, generating "a real bonanza in terms of the profitability of the business." Within 10 years, Crawford believes, six or seven companies will control 75% of the cable industry.

Diane Kaufman, vice president for fixed income securities at Mutual of New York, agreed that cable has never been better than it is now from the investment community's perspective. "The industry is very easy to

finance [by the private market] with an easy deal," she contended, adding that "difficult deals" are the exception and can generally be accommodated.

She attributed investor willingness to put money in cable to the industry's conservative and stable management, coupled with favorable deregulation, wide consumer acceptance and an improving image in the press.

Rich MacDonald, vice president of First Boston Corp., also expressed optimism about cable's future, speculating that cable subscriber charges will reach an average of about \$28 per month by 1990—\$19.25 for basic services and \$8.75 for all pay services (including pay channels and PPV). Overall, cable will be a \$17.3-billion-a-year industry in 1990, MacDonald predicted, with cash a flow between \$5 billion and \$7 billion. The analyst feels basic services have been artificially kept undervalued and can be raised substantially with "thoughtful and aggressive" marketing. "Cable stocks remain extremely cheap," MacDonald summed up, "and I'm very bullish on the industry."

Both MacDonald and Crawford expressed some nervousness about the manner in which operators might respond in 1987 when rate regulations are lifted, urging them to be sensitive to consumer demands for improvement in service and program quality. "Don't gouge the consumer," Crawford warned, "or you may kill the goose that laid the golden egg." He also noted the possibility of changing regulatory and tax structures as potential sources of difficulty for the industry. Although equally cautionary, MacDonald said the nation's changing demographic profile will have a positive impact on cable viewing.

Panel moderator J. Patrick (Rick) Mi-

chaels, chairman of Communications Equity Associates, feels a "substantial number" of cable systems will come on the market in the near term, possibly pushing down industry prices. "I predict a substantial dislocation in the market in 1986-87 due to the substantial overhang" in mergers and sales already announced. Michaels also sees tax incentive financing and leveraged buyouts (including those by management) continuing in cable.

During an afternoon panel session titled "Mergermania: When The Music Stops, Who Will Be On Top?" moderator Paul Kagan of Paul Kagan Associates presented statistics supporting his prediction that consolidation in the cable industry is concentrating into about 25 large companies rather than six or seven major players, as some have suggested.

According to Kagan, the largest multiple system operators controlled 46% of cable subscribership in 1985, compared with 36% in 1981; while the 25 largest MSO's enjoyed 66% control of subscribership this year as compared with 51% in 1981. However, Kagan sees few new major players entering the MSO ranks, with most of the growth in the form of acquisitions and construction by existing major companies. Cable revenue, he said, should increase from about \$7.5 billion in 1985 to \$15 billion in 1990 and \$26 billion in 1995. On the other hand, he sees cash flow multiples remaining relatively stable—ranging from 8 to 10 times year-ahead cash flow for system purchases—as they have been for more than a decade. Some systems "that are really desired by buyers" may sell for as much as 12 times year-ahead cash flow, he estimated.

Panelist John C. Malone, president and chief executive officer of Tele-Communica-



Investment en bancers. L-r: Kaufman, Michaels, McDonald, McCormick, Crawford

tions Inc., the nation's largest MSO, agreed that consolidation will remain in about two dozen large cable companies, since spin-offs and dislocations may often remain the best way to obtain the highest return on cable system investments. Criteria contributing to the success of cable system operation, he advised, include tax regulation, interest rates and savvy management. Malone compared cable to real estate as a kind of asset-based industry that places a premium on knowledgeable management and a hybrid approach to financing. "There will always be movement toward consolidation and disintegration" in the cable industry, Malone argued.

Frank Biondi, executive vice president for entertainment in the business division of Coca-Cola Co., said his company is not currently interested in cable acquisitions, primarily because there are other entertainment industry opportunities that show greater and more immediate earnings potential. The "no earnings" situation that exists early in cable construction, coupled with the general

"mystery" shrouding the industry in the eyes of outsiders, has tended to limit players to those already involved in ownership. In the future, he said, insurance and real estate-based investors may also enter the business.

James M. Hoak Jr., chairman of Heritage Communications, another major MSO, predicted that the 25 to 30 largest MSO's will control 80% to 90% of the industry by 1995. "It will always be a fairly diverse industry," he declared, because it rewards those who are entrepreneurial, has large economies of scale, costs a great deal to enter and has attracted Justice Department scrutiny that may be of some concern to new entrants. Hoak agreed with Malone's comments regarding takeovers, noting that it is difficult to get board control of stock once institutions or other purchasers of large quantities of stock have greatly increased their stake. Hoak differed from Malone on pay per view's revenue potential, however, with Malone saying he is "quite skeptical" about it and Hoak expressing optimism that it will be a major contributor. □

it will lease them to its C-band-direct subscribers for between \$6 and \$8 a month.

According to Sie, TCI will begin marketing its new service in January or February, even though HBO and Cinemax will be the only services scrambled. He said dish owners who sign up early would be assured "of no interruption of reception as the various services commence scrambling as they should receive their decoders prior to scrambling."

To encourage basic programmers to scramble, Sie said, TCI is willing to buy the necessary cable-headend descramblers for all services that scramble their feeds before the end of 1986 using the M/A-Com system, regardless of whether they grant TCI their C-band-direct rights.

Other cable MSO's have ordered consumer descramblers from M/A-Com with the apparent intention of selling or leasing them to dish owners as part of their C-band services. One such MSO is Harte-Hanks Cable. "I think everybody is going to dink around with (C-band direct) to see what's going on," said Harte-Hanks President Gary Weik. "There's probably not a lot of downside and there may be some upside."

About the only thing that could derail scrambling at this point would be a scarcity of working descramblers. But, at another press conference, M/A-Com's Jim Bunker said M/A-Com and other licensed manufacturers would be able to supply all the cable-headend and consumer descramblers the industry needs. M/A-Com itself is committed to produce as many as 200,000 units by the middle of 1986 and could produce 500,000 by year's end if the market demands, he said. M/A-Com has yet to license the Videocipher II technology to other manufacturers, he said, but it is trying. □

Cable scrambling nears reality

HBO scheduled to begin process on Jan. 15, with most other services planning to go for it by yearend; TCI enters C-band-direct business

Owners of home earth stations had better start reaching for their wallets.

If all goes according to plan, most of the major cable programming services will scramble their satellite feeds by the end of 1986. And, once the services are scrambled, the dish owners, who have heretofore received the cable services for nothing, will have to buy or lease descramblers and pay regular subscription fees to continue to receive them.

Major cable programmers that had not already done so officially hopped aboard the scrambling bandwagon at the Western Cable Show last week. The lineup of programmers on board at show's end: Home Box Office (HBO and Cinemax), Showtime/The Movie Channel (Showtime and TMC), Turner Broadcasting System (CNN and CNN Headline News), ESPN, Eastern Microwave (superstation WOR-TV New York), CBN Cable Network, The Disney Channel, USA Network, MTV Networks (MTV, VH-1 and Nickelodeon), Southern Satellite Systems (Satellite Program Network and superstation WTBS(TV) Atlanta), Arts & Entertainment, Lifetime, Group W Satellite Communications (The Nashville Network) and Black Entertainment Television.

HBO will lead the way on Jan. 15 when it begins scrambling both its services full time. Eastern Microwave and Showtime/TMC plan to follow in March and May, respectively, and the others at some point during the balance of the year. MTV Networks and TBS, for instance, are scheduled to scramble their services on July 1.

Most of the programmers committed to

scrambling next year have adopted M/A-Com's Videocipher II scrambling system, which has become the industry's *de facto* scrambling standard. Other programmers, who intend to scramble, but who have yet to pick a scrambling system, are expected to eventually choose the Videocipher II technology.

Led by Tele-Communications Inc. (TCI), the nation's largest MSO, several cable operators hope to capitalize on scrambling by selling cable programming to dish owners in the same way they sell it to homes hooked to their cable systems, a business that has come to be called satellite broadcasting, low-power DBS or C-band direct.

At a Western Cable Show press conference, John Sie, senior vice president, TCI, said the Denver-based MSO had secured the satellite broadcasting rights for 15 cable services, allowing it to sell the services to dish owners in its cable franchises and in surrounding noncable-franchised areas. He also said TCI was negotiating for similar rights for several other services.

TCI's initial marketing plan: TCI would charge each dish owner a "Satpac" fee of \$6 a month. That would entitle the dish owner to subscribe to any one service on an a la carte basis at prices that have not yet been determined or to sign up for "Basepac," a package of between 10 and 20 basic services—however many that accord rights to TCI—for \$6 a month. Those that take Basepac will be able to subscribe to pay services—\$10 a month for the first one and \$6.50 a month for each additional.

M/A-Com plans to make descramblers widely available for around \$400 to dish owners through a number of outlets including dish dealers and cable operators who become involved in the C-band direct business. TCI doesn't plan to sell descramblers;

PPV the talk of the programmers

Two companies take the plunge, Showtime testing equipment; MSO's debate its pros and cons; development of better programming urged as key to acceptance

Riding on the momentum of recent announcements by three companies getting into the pay-per-view business—Showtime/The Movie Channel Inc., Reiss Media and The People's Choice—PPV emerged as the dominant cable program story at last week's Western Cable Show. Two more companies announced plans to launch PPV services, the Los Angeles-based Telstar Inc. and World Video Library of Fort Worth, Tex. And they added a new twist to the fledgling business—multichannel PPV systems. Both companies said their services would offer four-channel PPV systems. However, many cable operators remain unconvinced that PPV itself will emerge as a substantial profit center for the industry.

In addition to the new launch announce-

Life after 'Quincy'

While cable systems are free to choose what signals they will offer, INTV's Padden repeats his call to compensate with elimination of compulsory license arrangements

Cable operators and programmers agree that the federal appeals court decision last summer outlawing the FCC's must-carry rules as a violation of their First Amendment rights was a big win for the industry. But, as was made clear last week at the Western Cable Show, they are still trying to determine the full dimensions and practical effect of the victory.

And those who attended the two must-carry panel session last Friday learned that not all the effects of the so-called *Quincy* decision are positive ones. For one thing, they found out, it may have put their compulsory license in jeopardy.

Preston Padden, president of the Association of Independent Television Stations, reiterated his call to bring balance back to the marketplace by eliminating the compulsory license for cable systems that choose not to carry all local signals. "They have a law that says we can't deny them the right to carriage. We can't charge them for the right to carry, but they can now deny us carriage and we don't think that's fair. And an awful lot of other people in Washington don't think that's fair. Some of the cable industry's best friends are saying the best way to resolve it is to repeal the compulsory license."

Tom Herwitz, an aide to FCC Chairman Mark Fowler, said Fowler and, for that matter, a majority of the commissioners, believe that the compulsory license has no place in the absence of the must-carry rules.

Looking at the day-to-day impact of *Quincy*, Frank Lloyd, an attorney for Turner Broadcasting System, one of the winning litigants in the case, said cable systems can use their new-found freedom to decide whether to carry new stations that come in their markets. They have "a clear ability to make a determination whether that station is going to be a benefit to their audience... [or] a higher net benefit than a cable programming service or local origination channel," he said. "These are precisely the kinds of editorial choices cable operators ought to be making."

Although the broadcasting trade associations in Washington would have one believe that every broadcaster is clamoring for reimposition of must carry, there is at least one who isn't—Jim Gabbert, owner of independent KTZO(TV) San Francisco and a former president of the National Radio Broadcasters Association.

Gabbert said he has some concerns about the elimination of the rules because the ratings show that what cable subscribers watch more than anything else is local broadcast signals. "If you took us off, you would be losing subscribers pretty quick," he said. "You need us and we need you."

Gabbert said his enemy is not cable, but network affiliates. Indeed, he said, cable is his ally. □



On to the Supreme Court. Speaking at a Western Cable Show panel session, FCC General Counsel Jack Smith said it is all but certain the FCC would appeal the federal appeals court ruling in the Florida Power case that threw out the federal 1978 pole attachment law as unconstitutional. The law gave the FCC the power to regulate the rates that public utilities charge cable operators for pole attachment. Assuming success in the appeal, Smith said, the FCC will launch a rulemaking in late January or early February aimed at revamping the FCC's rate-making procedures and formulas under the law. Also on the panel to discuss the impact of the Florida Power decision and legal strategies for overturning it (l to r): William Winter, California Cable Television Association; Paul Glist, Cole, Raywid & Braverman; Harold Farrow, Farrow, Schildhouse, Wilson & Rains; Smith, and Claire Feldman, vice president, Group W Cable.

ments, Showtime/TMC announced a planned test of a national order-entry system based on AT&T technology and a number of hardware suppliers were on hand displaying PPV equipment, including M/A-Com, which appears to have cornered the market on satellite scrambling technology; the Jerrold division of General Instrument, offering PPV addressable boxes, and Melita Corp., which introduced its own computer-based order-entry and billing system.

During panel sessions, the MSO's continued their debate over the viability of PPV. Many MSO's have already made commitments to one of the handful of companies that have thrown their hat in the PPV ring, including some of the professed skeptics such as Tele-Communications Inc., which is a partner in EvenTelevision. TCI President John Malone reiterated his company's stand last week that until it is demonstrated that there will be a justifiable return on the costly system investment involved in gearing up for PPV, "we'll regard it as an experimental business." At the opening session, Robert Clasen, chairman and chief executive officer, Comcast Cable Communications, said Comcast is reluctant to jump into PPV because it requires a substantial capital investment in new hardware, primarily one-way addressable converter/descramblers for the homes. Instead of spending money to get into PPV, he said, Comcast would probably spend it on trying to satisfy more fully its basic and pay-per-channel subscribers, which he called "my basic business."

The conventional cable programming business—basic and pay-per-channel—and what the future holds for them were also on the minds of executives in Anaheim last week. The construction slowdown in many major markets, intense competition from other media, relatively anemic program development efforts and poor pricing strategies forced on

the industry by rate regulation were all cited as factors contributing to pay cable's recent flat performance.

"We have to think of program budgets that are comparable to broadcasting," said Malone, if the industry hopes to compete in the future for a bigger piece of the revenue pie. The broadcast industry, he said, is estimated to outspend the cable industry on program development by a ratio of 6 to 1.

Frank Biondi, former chairman of Home Box Office and now executive vice president of new business development for Coca-Cola's entertainment division, said motion picture studios, which will continue to be the main source of product for pay services, are attempting to gain greater leverage over their distribution by restricting production. "The studios are pulling back," he said, adding that the trend will become "dramatic" in 1987.

Biondi urged the cable program industry to develop "niche" programming to complement film packages, as the first-run syndication business has successfully done on the broadcast side. He cited *Wheel of Fortune* as an example. The game show averages a 21 rating in prime access and proves that "you can develop, distribute and have powerful programs outside of the networks, and cable can do it too." To attract top production talent, he said, cable must make long-term program commitments so that shows can develop "back markets" such as syndication which is where the money is made. "After-market capability is essential," he said.

Gary Nardino of GN Productions, the recipient of a long-term programming commitment from Showtime for the production of the sitcom, *Brothers*, said cable has got to start hammering viewers with "tune-in" advertising. "It's the heart of broadcast television," he said. "I mean you know what's on NBC Thursday nights." □

Better programing key to cable's future

The key to future success in viewership will continue to reside in program content, participants in a Friday morning Western Cable Show panel on competition for viewing time agreed.

Pay cable growth has leveled off, Walt Disney Pictures motion pictures and television division president Rich Frank declared bluntly, because "it is boring." Pay cable, he contended, is suffering from a lack of creativity as much as it is marketing problems. "It has become a 'me-too' medium; a pale reflection of (broadcast) network programing, which is a copy-cat medium in itself." If it cannot do a better job of meeting high audience expectation, Frank speculated that the pay industry may consist of only three pay networks of any size in three years' time. "Viewers want good programing," Frank insisted, "and they don't care how they get it."

Preceding Frank on the platform, NBC Entertainment President Brandon Tartikoff pointed out that NBC-TV this season deliberately decided to schedule one of its strongest new shows, the situation comedy *Golden Girls*, on Saturday nights. The evening had become a virtual dumping ground for bad programing, he said, because none of the three networks believed enough viewers were available to justify scheduling anything better. Now that the series is a hit, he observed, audience levels have risen dramatically not only for NBC but for ABC and CBS as well, compared with Saturdays of a year ago.

"The viewer will always opt for the most creative entertaining and informative programs," Tartikoff maintained. He said the decline in network audience shares may actually be reversing, with more stable and compelling programing drawing viewers back from new competitors.

Looking to the future, Tartikoff predicted a kind of "symbiotic competition" among new and established video competitors. "We need each other," he emphasized, noting NBC's use of MTV: Music Television to promote its late-night programing.

Greg Nathanson, vice president of programing and film acquisition for syndication, KTLA(TV) Los Angeles, said he foresees the emergence of five major broadcast programing groups during the next five years: ABC, CBS, NBC, Tribune (KTLA's new owner) and Fox-Metromedia (recently acquired by Rupert Murdoch). These groups will evolve into five ad hoc networks whose programs will be adopted by stations based on a loyalty to ratings.

A fourth panel member, Viacom International Entertainment Group President Jules Haimovitz, urged cable executives to be more creative and innovative in their programing and pricing strategies, advising that "there are no more magic formulas." Pay-per-view may or may not be the answer to pay cable's slowdown, he proffered, but serious thought must still be given to cable's current pricing structures. □

Grossman on NBC's cable news service. NBC News President Larry Grossman told a press conference at the Western Cable Show that NBC Cable News had signed commitments from cable operators representing two million subscribers. Grossman said NBC has extended its deadline to receive commitments of at least 13.5 million subscribers until Jan. 31, 1986. That deadline and subscriber goal is "very firm," he said, adding: "If we have 10 million by then, we will not go forward."

The RCA board last week gave its unanimous approval to NBC News to go ahead with the project. Grossman confirmed published reports that NBC would spend about \$60 million to start up the cable news service if it proceeds. "That's in the ball park," said Grossman. If NBC gets the subscriber commitments it wants, it would launch the new service by July, he said.

NBC thinks it can break even in four years with around 20 million subscribers. By year five it would be making a profit and in the sixth year, it's projecting that advertising revenues would surpass carriage fees as its primary revenue stream. NBC has said from the start it thinks it can enter the business by undercutting CNN's carriage fees, scheduled to go up to 21 cents per subscriber per month in 1986 and to 24 cents in 1987. NBC says its rate would climb from 12 cents in 1986 to only 22 cents in 1990. □

Patrick voices compulsory license concerns. The cable industry can no longer blame government for regulatory impediments or "rest on its laurels" in the afterglow of recent victories, FCC Commissioner Dennis R. Patrick told a luncheon audience last Thursday at the Western Cable Show. Patrick warned that the industry's present compulsory copyright license—which permits operators to pay a blanket copyright fee for distant broadcast signals—is "an impediment to a totally free marketplace" and "editorial discretion." The commissioner called on both the FCC and Congress to take "a hard look" at compulsory licensing, saying a "federal Big Brother" is not needed as a regulatory cushion. Patrick called on the cable industry to develop a mechanism that could replace the current compulsory license scheme, arguing that such a procedure might be difficult but not impossible.

Patrick said he agreed with last July's court decision doing away with the cable must-carry rules, which he feels upheld the industry's full First Amendment rights and was pro-competitive. But he said he is "open to being convinced that a new rule be made, if an adequate showing can be made" to justify its imposition. Patrick said he could not be persuaded to vote for a measure simply because it resulted from an industry compromise.

The tricky question of rates

Cable operators at last week's Western Cable Show left no doubt that they intend to take full advantage of the rate deregulation provisions of the 1984 federal cable bill. Operators said repeatedly last week they believe that cable services generally are offered to the industry at rates well below their true market value—the result of years of price restraints applied by local municipalities. But at the same time, some operators were stressing last week on panel sessions that the industry must not be too greedy and that it is essential that rate increases be justified to the subscribers and perhaps to city authorities as well, which still have the power to revoke cable franchises.

"I'm disturbed by what seems to be almost a religious fervor that some operators have attached to rate deregulation," said Norval Reece, vice president, corporate affairs, Group W Cable. "It is not a solution to all of our problems," he said. He urged the cable system operators to resist three "temptations," including raising rates too high too quickly, imposing higher rates to solve other unrelated problems such as marketing or customer service, and "telling franchise authorities where to go." He urged operators to remember that "we are still regulated. The cities may have lost their big lever [rate regulation], but they have renewal power." The renewal provisions in the cable act, he said, are a "mixed bag, untested and cumbersome."

Reece and others urged system operators to develop long-term rate plans. Robert

Russman, a vice president at Simmons Communications, said "cable operators can't be greedy, there's too much at stake." He said operators must take into consideration the reaction of subscribers and local authorities to rate hikes. Rates at neighboring systems should also be looked at. Raising basic service too high, he said, will result in further declines on the pay side. "And you should add new channels to justify increases to subscribers," he said. Operators raising rates must be extra careful to insure that "the pictures are good and the phones are answered," or subscribers will react hostilely to rate hikes, he added.

Many operators have said that within the fully-regulated environment, pay channels (which local governments have not had rate control over, just basic) have been overpriced to compensate for suppressed basic rates. But Frank Intiso, president of Falcon Cable TV, said he believes both basic and pay service continue to be undervalued. But he suggested, as others did last week, that cable rate structures developed by operators have, to a substantial degree, been arbitrary.

Bill Cullen, president of United Cable of Los Angeles suggested that cable's price-value relationship in the eyes of the consumer is "out of balance," and that operators should do extensive local market research to determine rates. "It's money well spent," he said. He also said systems should introduce new program channels to basic packages to justify rate hikes in the minds of cable subscribers. □

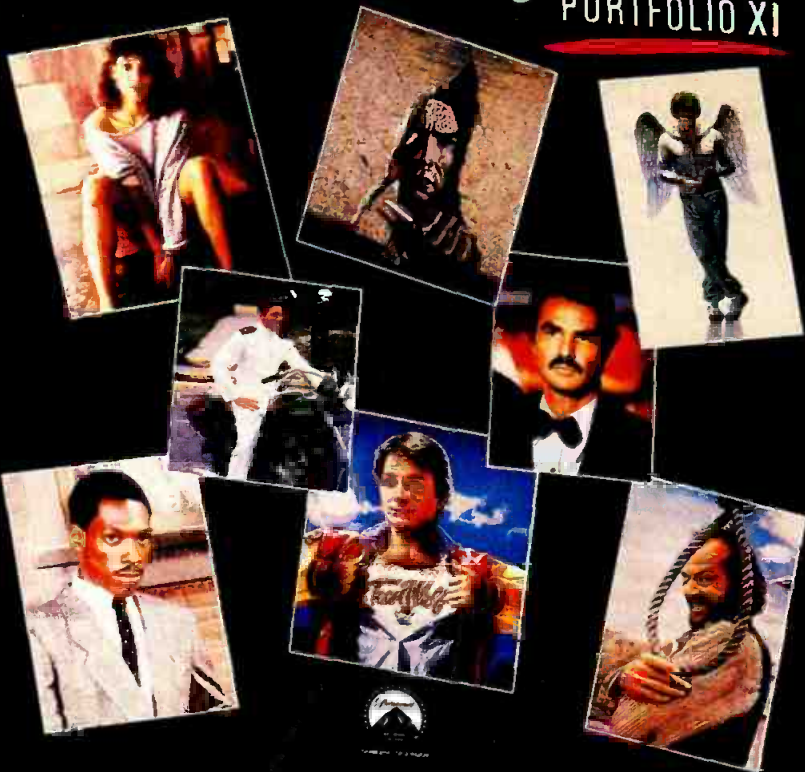
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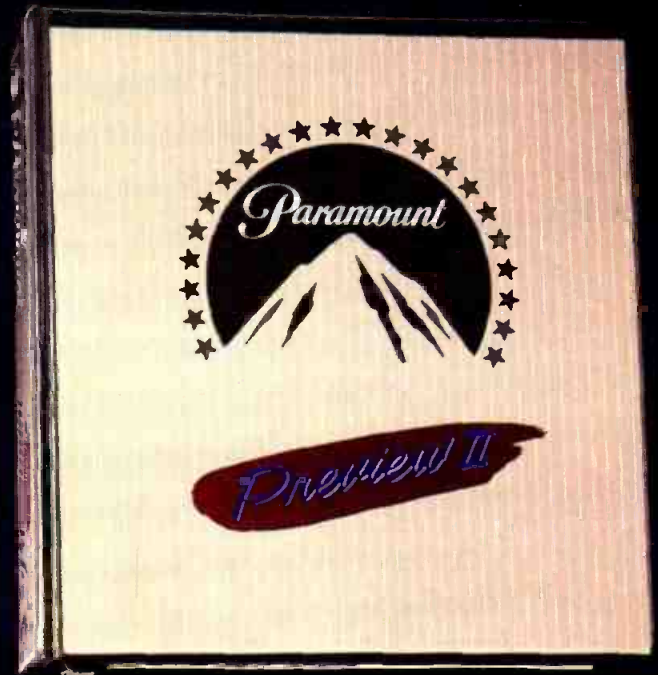
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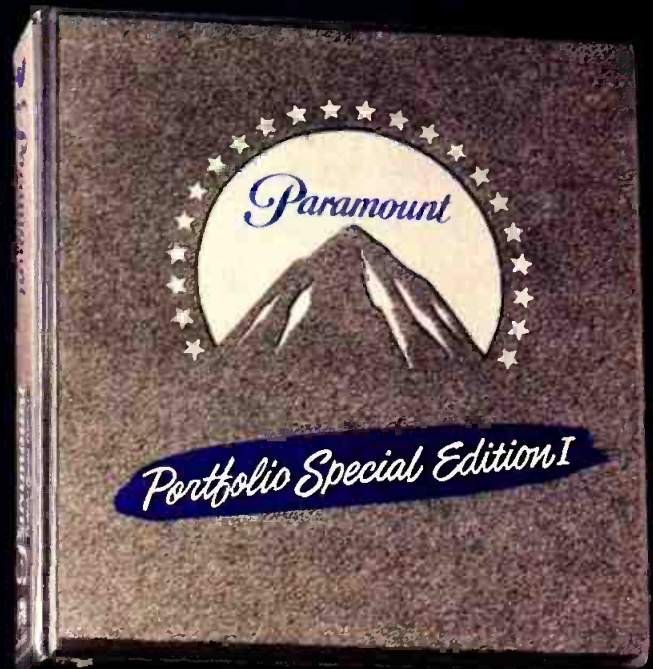


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NBC's roll continues with November sweeps

Its regular series continue strong performance while movies provide extra kick; ABC's average boosted by 'North and South'; all three networks post increases over 1984, and HUT levels are higher too

For the first time in 11 years, NBC won the November national sweeps, edging runner-up CBS by six-tenths of a rating point. The November victory came as no surprise. In the season-to-date ratings NBC has been the leader in six of the first 10 weeks.

But in a larger sense, all three networks were winners: In both season-to-date ratings and the November sweeps, affiliates are attracting larger audiences than a year ago.

The improved network ratings are in no small part helped by this season's higher HUT (homes using television) levels ("In Brief," Nov. 25). HUT levels during the November sweeps were 66.0 compared to 62.9 in November 1984, an increase of 4.9%. And the combined network rating was 51.0 compared to 47.9 last year, up 6.4%. According to CBS researchers that translates into a net gain of 3,140,000 television households per average minute over a year ago for a total delivery of 43,810,000 households.

All figures are taken from the Nielsen Television Index.

The local sweeps are primarily designed to measure the performance of television stations, and the final results will not be available for several weeks. However, the national ratings often—although not always—serve as a precursor to what will happen at the local market level in addition to giving an indication of future trends.

During the Nielsen sweep period (Oct. 31-Nov. 27) NBC averaged a 17.8 rating and 27 share, compared to a 17.2/26 for CBS and a 16.0/24 for ABC. Compared to last year's November sweeps, NBC was up 11% in ratings; ABC, 5%; and CBS, 2%. All three had the same ratings and shares during the Arbitron sweep period (Oct. 30-Nov. 26).

On the basis of regularly scheduled programs—excluding mini-series and specials—a more focused picture of the three-network race emerges. NBC's margin increased by seven-tenths of a rating point over CBS—17.8 vs. 17.1—but ABC dropped off precipitously with an average 14.8 rating, indicating that much of its November sweep strength came from special programming such as the 12-hour *North and South* mini-series.

When it comes to regular series programs—excluding mini-series, specials and movies—the picture shifted slightly and

CBS overtook NBC by one-tenth of a rating point—17.5 versus 17.4. ABC slipped another notch to an average 14.7 national rating. During the 1984 November sweep, CBS averaged a 17.4 rating with regular programs compared to a 15.3 for NBC and a 14.9 for ABC.

Bill Reubens, NBC research vice president, said that NBC carried the highest percentage of regular programming during November—91% compared to 77% for CBS and 69% for ABC. "The fact is we ran virtually all of our schedule and CBS pre-empted about a quarter of theirs, all low-rated programs," said Reubens. "When we compare regular programs—series and movies—we invariably have been beating them this season."

"If you define the audience in narrow enough terms you can always find a place to win," Reubens pointed out, "but your performance is the total of all the things you do."

Monday and Tuesday were the most competitive nights of the week. CBS had two Monday night victories in November (one with *Kane & Abel*), while ABC and NBC each shared a Monday victory. ABC also won Tuesday night twice, one of the victories generated by *North and South*. CBS and NBC also each won a Tuesday. ABC won all five Wednesdays (the extra one is due to an overlap between the Arbitron and Nielsen sweep periods) and NBC won three Thursdays and three Saturdays. Despite *Miami Vice* overtaking *Falcon Crest*, CBS still won all four Fridays and three of four Sundays. The last episode of *North and South* gave ABC a single Sunday night victory.

NBC was also the leader in the late night

local news lead-in time period of 10-11 p.m., averaging a 17.4/28. Second place was a tie between ABC and CBS, with each averaging a 17.1/27. To illustrate how much *North and South* did for ABC, the network averaged a 26.6 rating at 10-11 on the six nights of *North and South*. It had a 14.6 average at 10-11 on the other nights of the sweeps period.

Reubens said that in prime time during November NBC was first in eight of 12 metered markets, second in three markets and third in one market (Dallas). In Arbitron, NBC affiliates were first in eight of 11 metered markets, second in two, and third in Dallas.

"The mini-series performance was above that of last year," said David Poltrack, vice president, research, CBS/Broadcast Group, "which helped the networks overall." ABC's *North and South* averaged a 26/38, followed by *Kane & Abel* on CBS with a 22.7/33 and NBC's *Mussolini* with an 18.7/28.

In addition, NBC derived a good portion of its November sweeps muscle from its movies. Outside of CBS's top rated *Stone Pillow* (23.3/33), NBC had four of the five highest rated movies in November: *An Early Frost* (23.3/33); *Hostage Flight* (21.5/32); *This Child is Mine* (21.1/32), and "48 Hours" (20.8/30).

But when movies and mini-series ratings are averaged together, ABC came out the winner—again indicating the power of *North and South* since ABC's movies did not perform very well. For mini-series and movies, ABC averaged a 20.4/30 compared to a 19.1/28 for NBC and against a 17.5/27 for CBS.

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verse were down 3%, according to CBS, from an 8.8 rating to an 8.5.

The top 10 regularly scheduled programs during the November sweeps were *The Cosby Show* (32.3/48); *Family Ties* (29.3/42); *Murder, She Wrote* (26.0/36); *60 Minutes* (25.7/38); *Cheers* (23.0/34); *Dallas* (22.8/36); *Dynasty* (22.7/35); *Miami Vice* (22.1/37); *Golden Girls* (21.4/33), and *Who's The Boss?* (20.8/31).

As an illustration of NBC's rise to prime time dominance, in November 1984 NBC had three series in the top 10: the fourth-place *NBC Monday Night Movie*, fifth-place *A Team* and eighth-place *The Cosby Show*. But this year NBC had five shows including the only new series to break into the top 10, *The Golden Girls*.

If CBS has any hope of preventing NBC from running off with its first prime time victory since the beginning of commercial network television ratings, it must increase the performances of its movies in addition to improving the ratings averages of its regular series. CBS's Poltrack said the network is banking much of its hopes for the latter on *Mary*, a new sitcom starring Mary Tyler Moore that will premiere at 8 p.m. on Wednesday, Dec. 11, and be followed by the premiere of *Foley Square*, a comedy originally scheduled to debut last summer when CBS was experimenting with new series.

Poltrack said that for CBS to overtake NBC by the end of the season it must win by an average of four-tenths of a rating point each week. "We do not think that's impossible."

Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron; they are station-compiled averages of the overnight metered ratings provided by both services. Final results should begin going to stations early this week, but will not be available for all markets for at least a month, when BROADCASTING will publish a complete market-by-market breakdown.

New York

WNBC-TV New York's newscasts placed first at 5, 6 and 11 p.m. in Nielsen in the November sweeps, and were also first at 5 but third at 6 and second at 11 in the Arbitron numbers.

In prime access in the Nielsens, *Wheel of Fortune* on WCBS-TV fattened its first-place rating from 14.2/23 last year to 15.8/26 this year, while *The New Newlywed Game* on WNBC-TV moved into second place with a 10.5/17, as compared with the 9.8/16 turned in by *Family Feud* in that time period a year ago. *Entertainment Tonight* on WABC-TV skidded from a second-place 10.3/17 in 1984 to a third-place 9.5/15 this time. In prime access in the Arbitrons *Wheel of Fortune* maintained its top rank and its numbers, 14.3/25, but *The New Newlywed Game* was in third place, though only barely, with an 8.9/15, while *Entertainment Tonight* held on to second with 9.0/15.

In the Nielsens for the 5-6 p.m. newscasts, WNBC-TV's *Live at Five* remained on top with a 7.9/17, but WABC-TV's *Eyewitness*

News picked up four share points in taking over second place with 7.6/17, while WCBS-TV's *News at Five* dropped two shares to 5.5/12. In the 6 o'clock newscasts, WNBC-TV, which ranked third a year ago, added almost two rating points to place first with 9.5/18. WABC-TV remained in second with 8.0/15 and WCBS-TV dropped to third with 7.7/14. In the 11 o'clock news, Nielsen had WNBC-TV first again, at 13.8/26 three rating points up from a year ago and giving it "its largest [winning] margin in over a decade." WCBS-TV and WABC-TV also gained audience, but the two rating points added by WCBS-TV (11.9/23) were enough to move it from second place to third, while WABC-TV, which added half a rating point, slipped into third at 10.7/20.

In the Arbitrons for the newscasts, WNBC-TV took 5 o'clock, but by less than a year ago, scoring 6.8/16 to 6.5/15 for WCBS-TV and 5.7/13 for WABC-TV. WCBS-TV remained on top at 6 o'clock with 8.8/17, while WABC-TV moved into second at 7.9/15 and WNBC-TV dropped from second to third at 7.0/14. At 11 o'clock, which was virtually a three-way tie in the Arbitrons a year earlier, WNBC-TV ranked first with 11.5/24, WCBS-TV was second with 11.0/23 and WABC-TV followed with 10.8/22.

Entertainment programing on independent stations ranked above, around and among these newscasts. WNEW-TV had the highest-rated shows in town at 5-6 p.m. with *Brady Bunch* and *What's Happening* (which averaged 8.6/19 in the Nielsens), and at 6-7 p.m. with *Different Strokes* and *Too Close for Comfort* (Nielsen average 9.8/18). At 5-6 p.m. *Police Woman* on WOR-TV (6.9/15) edged out WCBS-TV news for fourth place, and *Little House* on WPIX came in at 4.8/11, less than a rating point behind the WCBS-TV news. At 6-7 p.m., *Gimme a Break* and *Benson* on WPIX averaged 7.1/13 to place fifth, followed by *Hart to Hart* on WOR-TV in sixth with 6.2/12. At 11-11:30 p.m., the network stations' newscasts ranked one, two, three, followed by *Taxi* on WNEW-TV at 6.2/12, *Carson Comedy* on WPIX at 3.3/6 and *Bizarro* on WOR-TV at 2.5/5. In prime access in the Nielsens, *M*A*S*H* on WNEW-TV placed third at 10.3/17, behind *Wheel of Fortune* and *New Newlywed Game* but ahead of *Entertainment Tonight* on WABC-TV. *Benny Hill* on WOR-TV was fifth at 6.1/10, and *Independent News* on WPIX was sixth at 4.8/8.

In the Arbitron numbers, the entertainment program rankings were usually substantially the same despite the usual differences between Nielsen and Arbitron rating and share numbers.

In morning programing in New York, *Donahue* on WNBC-TV suffered an unusual setback in the Nielsens, dropping to second place at 3.9/20, behind WABC-TV's *The Morning Show* at 4.3/20. In the Arbitrons, *Donahue* remained on top, 5.0/24 to *Morning Show's* 3.9/19.

In early fringe (4-5 p.m.), the new *America* series came in third among the network affiliates. Its first half-hour scored 3.3/9 in Nielsen as compared with 6/15 a year earlier by *Rockford Files*, which it replaced, and its second half-hour produced a 4.1/10, compared with 7/17 for *Rockford Files*. *Jeopardy!*, a new entry on WABC-TV, was first in the

4-4:30 period with 9.4/25, up from 5/13 by its predecessor, *Edge of Night*, and *Love Connection* was second with 6.7/18 in the 4:30-5 period, *People's Court* on WNBC-TV won with 8.7/22, and a new entry on WABC-TV, *Sale of the Century*, was second at 7.6/19.

Los Angeles

Finding the winner in locally programed time periods in the Los Angeles market depends on which ratings service is consulted: In some cases, Arbitron and Nielsen differ greatly as to the leader. But those discrepancies aside, KABC-TV maintained its dominance in early evening local news, in some cases by a wider margin than it did a year ago. The independents also beat out the affiliates during certain network news and access time periods.

A prime example of the different results each ratings service can get is found in the 4-5 p.m. local news period. Arbitron ranked KABC-TV first with a 6.2 rating and 16 share, followed by KNBC-TV, with a 4.8/13, and KCBS-TV, with a 4.4/11 for its 4:30-5 p.m. local news. But Nielsen put KNBC-TV first, with a 6.7/17, and KABC-TV second, with a 6.4/16. KCBS-TV's half-hour was third, with a 5/12.

In the 5 to 6 p.m. early news period, when all three network-owned affiliates compete head-to-head, both services had KABC-TV in first—with a 8.9/19 in Arbitron and a 10.3/20 in Nielsen. Both ranked KNBC-TV second, scoring a 6.3/13 in Arbitron and 8.2/16 in Nielsen. And both services ranked KCBS-TV third, with a 5/10 in Arbitron and a 6.8/13 in Nielsen.

Arbitron and Nielsen also agreed that KABC-TV was the local news leader in the 6 to 7 period, although they differed on who finished second. KABC-TV came out on top with an 8.4/15 in Arbitron and a 9.4/16 in Nielsen. Arbitron ranked KCBS-TV second, with a 6/11, and KNBC-TV third, with a 5.7/10, for its final half-hour of local news at 6-6:30. (*The NBC Nightly News*, from 6:30-7, scored a 5.6/10.) Nielsen, however, had KNBC-TV second with, respectively, a 7.6/13 and an 8.4/13 for the two half-hours, and KCBS-TV third, with a 7/11.

The independents, however, were the winners from 6 to 8 p.m., frequently pulling in equal or more households than any of the affiliates. Both Arbitron and Nielsen ranked Metromedia's KTTV(TV) first at 6, with *Three's Company* and *Too Close for Comfort*. In Arbitron, *Three's Company* scored a 10.2/18 at 6 and *Too Close for Comfort* an 11.3/20 at 6:30. Nielsen gave *Company* an 11.6/18 and *Comfort* an 11.8/19.

Second place, however, was in dispute. Arbitron gave KCOP-TV's *Different Strokes* and *Jeopardy!* a 9.6/17 and a 7.9/14, respectively, from 6 to 7. Nielsen had *Strokes* in third place with an 8.3/14 and *Jeopardy!* an 8.5/13.

In the 7-7:30 time period, when both KABC-TV and KCBS-TV broadcast their respective network news programs, *Wheel of Fortune* on KCOP-TV led with an 11.2/19 in Arbitron and a 13.3/21 in Nielsen. In second place was a second showing of *Three's Com-*

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pany on KTTV(TV), scoring a 10.2/18 in Arbitron and an 11.6/18 in Nielsen. Both services agreed that *World News Tonight* (KABC-TV) was third, with an 8.4/14 in Arbitron and an 8.2/13 in Nielsen. And both services agreed on who finished fourth through sixth: the *CBS Evening News* on KCBS-TV, *Entertainment Tonight* on KNBC-TV and *Bosom Buddies* on KTLA-TV, respectively.

Arbitron and Nielsen disagreed, however, on which station led in the 7:30-8 time period. Arbitron said it was KABC-TV, with its locally produced *Eye on L.A.* (10.5/17), while Nielsen claimed it was KTTV(TV) with *M*A*S*H* (12.2/19). Nielsen had *Eye on L.A.* in second place with an 11/17, while reporting practically a three-way tie among *2 on the Town* on KCBS-TV (9/13), *Price is Right* on KNBC-TV (9.1/14), and *New Newlywed Game* on KCOF-TV (9.3/14) for third. Arbitron had *M*A*S*H* in second (9.7/16) and *Newlywed* in third (8.9/15), followed by *2 on the Town* (7/11) and *Price is Right* (6.2/10).

KTLA won in both rating services for the independent news at 10 p.m., with a 4.3/8 in Nielsen and a 4.6/9 in Arbitron.

In the late news time period (11-11:30 p.m.), KABC-TV was the winner in both services, with an 8/24 in Arbitron and a 9.1/24 in Nielsen. Both services agreed that KNBC-TV was second, with a 7.3/21 in Arbitron, and an 8.7/23 in Nielsen, while KCBS-TV scored a 6.5/19 in Arbitron and an 8.1/21 in Nielsen.

Chicago

In Chicago, the HUT level was up from 40 to 41 but the big gainer during the year appears

to have been WLS-TV, which reported improved rating and share performance in every time period. WLS-TV reported only Nielsen numbers, for although Arbitron results were generally more favorable for the ABC-owned station, it stopped subscribing to that service earlier in the year.

WLS-TV's gains in local news appear to have dethroned WBBM-TV from its long-time leadership perch, although the CBS-owned station still leads at 10 O'clock, according to Nielsen. Bill Kurtis, who began on Sept. 23, has found, as did Max Robinson before him, at NBC-owned WMAQ-TV, that Chicago viewers do not automatically favor a newscaster with network experience. Kurtis also has to work with a weaker early news lead-in and suffers from the increasing domination of WLS-TV's early news lead-out, *Wheel of Fortune*.

The Oprah Winfrey Show, produced by WLS-TV and currently being sold for syndication next fall, greatly improved its 9 a.m. numbers and now has a 10/37 in Nielsen, more than double the numbers of *Donahue* and other competitors during the hour.

Competition from and among Chicago independents will become more intense in future ratings books. Metrowest Corp. took WPWR-TV Aurora, Ill., full time as of Oct. 28—previously it was a shared-license station and after 7 p.m. had changed to Spanish-language programming. And the ownership transfer of WFBN-TV Joliet, Ill., to Milt Grant should close within a matter of days. Both stations improved their sign-on-to-sign-off-share by one point over the year before.

In early news, WLS-TV, which has an hour-and-a-half of news, compared to WMAQ-TV's

hour and WBBM-TV's half hour, led all the way, posting a 10/21 in Nielsen and a 10/22 in Arbitron. The roughly two rating points it gained compare to roughly the same amount lost by WBBM-TV, which at 5 p.m. posted a 10/20 in Nielsen and an 8.5/18 in Arbitron. Finishing third was WMAQ-TV with a 9/18 in Nielsen for its hour and a 7/15 in Arbitron, about the same as last year.

WLS-TV had a bigger margin of victory for its 6 p.m. news, recording a 12/20 in Nielsen and a 14/24 in Arbitron, up four ratings points in the latter service. WBBM-TV was down in both services, although Nielsen gave the hour of news a 10/16 while Arbitron showed it as 7/13. WMAQ-TV posted a 7/11 in Nielsen and was down a little in Arbitron to 6/10.

There is also a wide discrepancy between Nielsen and Arbitron for the 10 p.m. ratings of WBBM-TV, with the result that it either is still the number-one station for late news or, according to Arbitron, has slid into second place. Nielsen showed the station down just barely from November of last year to 18.5/29, from Monday through Friday, while Arbitron reported it falling to 15/24. Both services show the other two owned stations up from last year with WLS-TV rising two rating points to a 16/25 in Nielsen and a 16/27 (on a Tuesday-through-Friday basis to discount delays from *Monday Night Football*) in Arbitron. WMAQ-TV did not manage to hold onto the strong lead-in provided by NBC's prime time programming and dropped from a 19.5/30 in Arbitron, during the Monday-through-Friday quarter hour preceding the news, to a 15/24 for the half hour of news. Nielsen gave a similar 14/22. But those numbers are still two-to-three ratings

Programing with NATPE in mind

The supply of syndicated television programing is growing as producers prepare new offerings in anticipation of the annual NATPE International convention Jan 17-21 in New Orleans. The following are some of the most recent announcements:

DFS Program Exchange, a division of Dancer Fitzgerald Sample Inc., is producing and distributing on a straight barter basis 65 first-run half-hours of *Dennis the Menace*, based on the comic strip character. The animated series is a co-venture between DFS, General Mills (the sole national barter sponsor) and the animation house DIC Enterprises Inc. The strip will be available in September 1986. DFS also acquired the future U.S. syndication rights for *Woody Woodpecker* and *Woody Woodpecker and Friends* from MCA-TV. The show is currently distributed on a cash basis by MCA-TV, but effective January 1988 it will be bartered by DFS Program Exchange—the date when the final MCA-TV commitments expire. As is the case with *Dennis the Menace*, General Mills will be the sole barter advertiser. DFS Program Exchange also distributes other General Mills-sponsored shows, including *Bewitched* and *I Dream of Jeannie*.

■ **Fox/Lorber Associates** has acquired the rights to 1,800 hours of David Susskind interviews and will edit them down to 130 hours for use as a half-hour strip, *The David Susskind Show*, beginning in late spring. Sales of the one-hour show currently seen in 40 markets are handled by Susskind. First-run episodes will end this winter, and repeats will air until the episodes sold by Fox/Lorber begin on June 1, 1986. The new package will include episodes from 28 years ago as well as those from the most recent first-run season. Among shows are episodes such as "How to be a Jewish Son," with Mel Brooks, and "Confessions of a Hit-Man," with a masked killer of 38 men. Sales will be for cash for two runs over one year. Fox/Lorber will also be selling the videocassette rights to Susskind specials.

■ New for **SFM Entertainment** at NATPE this year will be three weekly series, a children's strip, a movie package, an animated mini-series and package of short stories for television. Stanley Moger, president of the company, said the lineup represents the largest and most diverse groups of offerings the company has ever presented. Marketing plans have yet to be determined for a number of the shows. The *Stamp of Greatness*, a weekly half-hour that aired previously in Great Britain, tells the stories behind postage stamps from around the world. Moger said the series will most likely be used during afternoons, or early evenings on weekends. *Directions*, also a half-hour weekly, will explore fashion trends. Host for the series will be Carol Alt, a top model who has been featured in the annual *Sports Illustrated* bathing suit issues. *Directions* will be aimed at weekend access. Another weekly half-hour will be the *The George Steinbrenner Show*, a debate show between two sports figures moderated by the owner of the New York Yankees. *Zoobilee Zoo* is a live-action children's strip, with an artistic bent. SFM will also be selling an as-of-yet untitled package of seven pictures for five runs over five years on a cash basis; a five-part "Hugabunch" mini-series, and *Faces of Love*, 10 bittersweet love stories produced by Britain's Granada Television. *Faces* will be available on a cash basis for three runs over three years.

■ Procter and Gamble Productions and Taft Entertainment shared the production costs on *Throb*, a pilot for a first-run sitcom about a divorced mother who works for a record company of the same name. The Taft syndication arm, **Worldvision**, has yet to determine the show terms of sale. The 12 Taft Broadcasting stations will run the show if it becomes a series, except in cases where scheduling is impossible. *Throb* will star Diana Canova as Sandy Beatty, who will cope with "manic colleagues" at the record company, and who maintains a close relationship with her 12-year old son. Sy Rosen is the executive producer, and Freddy Towbin producer.

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points better than last year.

In the afternoon children's block, Metro-media's WFLD-TV holds a slight lead, showing a 5/14 in Nielsen during the 2 to 5 p.m. time period, and a 6/16 in Arbitron. Tribune's WGN-TV, from 2:30 to 5 p.m., got a 4/11 in Nielsen and a 4.5/12 in Arbitron. WPWR-TV Aurora, Ill., received a 1/3 in Nielsen from 2 to 4 p.m. and a 3/7 for the hour starting at 4 p.m.

To no one's surprise, *Wheel of Fortune* continued to dominate the prime time lead-in half hour at 6:30 p.m. on WLS-TV, increasing its rating and share to a 21/34 in Nielsen and a 22/38 in Arbitron. In second place was a new show for that time period, *Three's Company* on WFLD-TV, which garnered a 10/16 in Nielsen and an 11/19 in Arbitron, an improvement over *M*A*S*H*, which occupied the slot last year. Virtually tied for third place were WGN-TV's *Benson*, which declined for the second straight year to a 9/15 on Nielsen and 7.5/13 in Arbitron, and the second half hour of WBBM-TV's news, which earned a 9/15 and a 7/12, respectively. The hour-long *Hawaii Five-O* on WFBN-TV Joliet, Ill., received a 2/4 in Nielsen and a 2/3 in Arbitron, while WPWR-TV's *Bionic Woman* received a 2/3 in Nielsen.

Philadelphia

Philadelphia's NBC affiliate, KYW-TV, made moderate gains in November during evening and late night news blocks and prime access. The numbers for CBS's WCAU-TV stayed about the same and ABC affiliate WPVI-TV continued to hold wide leads in all three key time periods.

It was KYW-TV that took control of early fringe by moving the network version of *Wheel of Fortune*, which airs in the morning on most NBC stations, to 4 p.m., where it scored 8.9/22 in Nielsen followed at 4:30 by the *New Newlywed Game* with 9.9/22. KYW-TV's Nielsen average for the hour was 9.4/22, placing it first in the block. However, Arbitron recorded 7.4/18 for *Wheel of Fortune* and 7.5/17 for the *New Newlywed Game* for an average of 7.4/17, which would place KYW-TV in third place for the hour. On WPVI-TV, *Merv Griffin* took second place with 8.8/21 in Nielsen and 8.1/19 in Arbitron. WCAU-TV's *Quincy* was third at 8.1/19 according to Nielsen, but first according to Arbitron at 9.2/22. During the May sweeps period, with the same lineups from 4 to 5 p.m., except for the replacement of *Let's Make a Deal* with the *New Newlywed Game* on KYW-TV, both services placed *Quincy* in first on WCAU-TV.

Rising from a 13/29 May Nielsen average for the 5-6 p.m. news, a 13.8/29 in November 1984, WPVI-TV scored 15/29 and an Arbitron reading of 14.7/29. WCAU-TV's news hour followed with 7.7/15 Nielsen and 9.7/19 Arbitron (compared to 9/21 Nielsen and 9/20 Arbitron in May). At 5-5:30, KYW-TV programed the *People's Court* opposite the other affiliates' first half-hour of news, and gained a 7.6/16 rating from both Nielsen and Arbitron. Its first half-hour of news at 5:30-6 then scored a 6.4/12 Nielsen and a 5.9/11 Arbitron. Although those numbers place KYW-TV in third place among the network

affiliates at 5-6, it is an improvement over November 1984 when the station's full hour of news received a 4.3/9 from Nielsen and 3.9/8 from Arbitron. UHF independent WTAJ-TV received 6.3/13 from both rating companies for *What's Happening* at 5-5:30 and scored above KYW-TV's news at 5:30-6 with *Laverne and Shirley's* 7.3/14 Nielsen and 7.5/14 Arbitron readings. Rival independent WPHL-TV placed last in the hour with *Little House on the Prairie* at 3/6 Nielsen and 2/4 Arbitron.

At 6-6:30, each network affiliate presented news and again WPVI-TV took a strong first place: 18.5/33 Nielsen, 20.2/36 Arbitron. Following were WCAU-TV with 7.3/13 and KYW-TV with 5.5/10, both Nielsen (Arbitron figures were 9.5/17 and 5.5/10, respectively). Nielsen placed *Happy Days* on WTAJ-TV above news on both WCAU-TV and KYW-TV at 6-6:30 with 8/14. Arbitron, however, shows *Happy Days* at 7.2/13, behind WCAU-TV. WPHL's *Three's Company* scored 4.2/8 Nielsen and 2.4/4 Arbitron.

WPVI-TV's lead carried over into the network news block of 6:30-7 as ABC's *World News Tonight* won with a 20/34 Nielsen, followed by *The CBS Evening News's* 7/12 and *The NBC Nightly News's* 5/9. (Arbitron scores were 21/36, 8/15 and 5/9, respectively.) On WTAJ-TV an 8/14 Nielsen, 7.8/13 Arbitron for *Too Close For Comfort* placed it ahead of *Nightly News*. WPHL-TV scored 5.4/9 Nielsen and 3.8/7 Arbitron with *The Jeffersons*.

In the prime access block WPVI-TV breezed to first place at 7 p.m. with *Jeopardy's* 19.1/32 Nielsen and 20.5/36 Arbitron and at 7:30 with *Wheel of Fortune's* 23.1 Nielsen and 24.4 Arbitron. *Entertainment Tonight* moved up to second place on WCAU-TV at 7 to 7:30 with 8.7/15 Nielsen and 8.9/15 Arbitron. It was followed by *M*A*S*H* on WTAJ-TV (8.2/14 Nielsen, 8/14 Arbitron), *Price is Right* on KYW-TV (6.8/12 Nielsen, 7.1/12 Arbitron) and *Diff'rent Strokes* on WPHL-TV (6.3/11 Nielsen, 5.1/9 Arbitron). Second place at 7:30 went to KYW-TV's *Evening Magazine* (titled *P.M. Magazine* in other markets) with 9.9/16 Nielsen and 10.4/17 Arbitron. *Benson* on WTAJ-TV scored third with 7.3/12 Nielsen and 6.7/11 Arbitron, followed by \$100,000 *Pyramid* on WCAU-TV (5.8/10 Nielsen, 5.6/9 Arbitron) and *Carson's Comedy Classics* on WPHL-TV (3.9/6 Nielsen, 2.7/5 Arbitron).

Late news at 11-11:30 p.m. was also taken by WPVI-TV with 17.4/34 Nielsen and 16.4/33 Arbitron. This was, however, a sharp drop from May when WPVI-TV scored 20/38 Nielsen and 17/32 Arbitron. WPVI-TV's losses in late news came despite an improved ABC prime time lead-in which averaged 19.5/29 Nielsen and 19.1 Arbitron, the highest in the Philadelphia market. Making the largest dent in WPVI-TV's lead was KYW-TV with 12.8/25 Nielsen and 10.4/17 Arbitron, an improvement over May's 11/21 Nielsen and 12/23 Arbitron. WCAU-TV slipped into third place in late news ratings with 12.6/24 Nielsen and 11.6/23 Arbitron.

Among the independents, WTAJ-TV and WPHL-TV were joined during this November sweep period by a new station on the Nielsen meters, WGBS, channel 57. It made a respectable debut, especially from 5:30 to 7:30

p.m. when it presented reruns of *I Dream of Jeannie* (3/6), *Gimme a Break* (3.7/7), *Welcome Back Kotter* (3.4/6) and *All in the Family* (3/5). At 9:30 a.m. WGBS placed ahead of its two independent competitors with *Mr. Ed*, scoring 1.2/6. During that half-hour WTAJ-TV's *Newsprobe* scored a Nielsen 1/4 and WPHL-TV's *Jim Bakker* scored 0.4/2.

Boston

In Boston, Arbitron put NBC affiliate WBZ-TV in first in the 6 to 7 p.m. local news race, with a 13.2/24, while ABC's WCVB-TV finished second (12.2/22) and CBS's WNEV-TV third (7.2/13). According to Nielsen, however, WCVB-TV took that time period with a 13.8/24, followed by WBZ-TV, with a 11.6/20. WNEV-TV (which had won the period in the Nielsen ratings in May) was third last month with a 9.4/16. In both services, the local news received higher ratings than the five situation comedies and one dramatic series counter-programed by Boston independents from 6 to 7 p.m.

The results between the services were more consistent in the late news slot. Both services named WBZ-TV the winner, with the station getting an 11.5/30 Arbitron and a 13.9/31 Nielsen. WCVB-TV scored a 9.3/24 Arbitron and a 10.4/23 Nielsen. WNEV-TV received a 7/18 from Arbitron and an 8.9/20 from Nielsen for its late news.

For independents at 11 p.m., the leading program was *M*A*S*H*, on WSBK-TV. It scored a 1.7/4 in Arbitron, followed right behind by WLVI-TV's comedy program, *Bizarre*, with a 1.6/4, and *Bosom Buddies* on WQTV(TV) (1.1/3). *Comedy Tonight* on WXNE-TV received a 0.6/2 Arbitron. In Nielsen, *M*A*S*H* moved farther ahead, with a 3.1/7, followed by *Bosom Buddies*, with a 0.9/2; *Bizarre*, scored an 0.8/2, and *Comedy Tonight*, a 0.6/1.

In early fringe, *Dynasty*, on WCVB-TV, received a 6.9/19 Arbitron and a 7.5/20 Nielsen from 4 to 5 p.m. WNEV-TV's *New Newlywed Game* (4-4:30) registered a 5.5/16 in Arbitron and Nielsen, while its *Family Feud* (4:30-5) scored a 6.2/16 in Arbitron and a 5.4/14 in Nielsen. WBZ-TV's hour-long *Hawaii Five-O* received a 4.7/13 in Arbitron and 4.9/13 in Nielsen. Among the cartoons shown on three of the independents, *Transformers* (4-4:30), on WLVI-TV, received a 4/12 Arbitron and a 3.3/10 Nielsen. It was followed by *He-Man & Masters of the Universe*, on WSBK-TV, with a 1.8/5 Arbitron and a 1.9/5 Nielsen, and *The Jetsons*, on WXNE-TV, with a 1.4/4 Arbitron and a 0.7/2 Nielsen.

Thundercats, on WLVI-TV (4:30-5 p.m.), received a 3.4/9 in Arbitron and a 2.7/7 in Nielsen, beating *She Ra* on WSBK-TV, which scored a 2.1/5 Arbitron and a 2.5/7 Nielsen. They were followed by a second half-hour of *The Jetsons*, on WXNE-TV, which received a 1.8/5 Arbitron and 1.1/3 Nielsen. *The Rockford Files*, on WQTV(TV), scored a 1.4/4 Arbitron and 0.5/2 Nielsen for the hour (4-5 p.m.).

It was a close race among the affiliates during the 5-5:30 period and again from 5:30-6 p.m. In the earlier time period, *People's Court*, on WBZ-TV, drew an 8.7/20 in Arbitron, outranking *Jeopardy* on WNEV-TV, which had a 8.6/19, according to Arbitron.

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lowed with a 7.7/17 Arbitron. According to Nielsen, however, *Too Close for Comfort* ranked first at 5 p.m., with a 9.1/20, while *People's Court* was second, with a 8.9/20, and *Jeopardy* third, with a 7/15.

From 5:30 to 6 p.m., WBZ-TV's *Live on 4*

averaged a 10.7/21 in Arbitron, ahead of *Wheel of Fortune* on WNEV-TV, which had a 10.2/20, and *All in the Family* on WCVB-TV, with a 9.1/18 Arbitron. In Nielsen, however, *Wheel of Fortune* received a 10.6/20, edging out *Live on 4*, which had a 10.5/20. *All in the*

Family had a 9.9/19 in Nielsen.

For the independent stations during that time, *Happy Days Again* on WLVI-TV received a 4/8 in Arbitron and a 3.7/7 in Nielsen. *Quincy* (5-6 p.m.) on WSBK-TV received a 3.2/7 in Arbitron and 2.3/5 in Nielsen for

NBC claims Thanksgiving victory with return of Perry Mason

A made-for-television movie based on the old Perry Mason series demonstrated the ratings strength of nostalgia and helped earn NBC its sixth weekly prime time victory in the 10 weeks of the season so far. NBC ended the week of Nov. 25-Dec. 1 with an 18.2 average rating and a 28 average share. CBS was second with a 16.3/25 and ABC was third with a 14.4/22.

Perry Mason Returns, *The NBC Sunday Night Movie* (27.2/39), starring Raymond Burr, was the week's top-rated show, followed by CBS's *60 Minutes* (26.7/38). *Mussolini: The Untold Story*, whose three parts and seven hours averaged a 23/35, overcame its rough start on Sunday, Nov. 24, when it placed third for the night and failed to win a single half hour. On Monday, Nov. 25, part two (19.4/29) delivered the second hour it was on the air (10-11 p.m.) and on Tuesday, Nov. 26, part three (19.6/29) won its entire time period (9-11 p.m.) to help give NBC that night.

The NBC victory also came despite the normal case of the post-turkey television blahs across the country on Thanksgiving Thursday (Nov. 28). NBC's Thursday, often the strongest night for any network in a week, still produced three of the week's top 10; its average rating (19.8/34), however, fell below its season-to-date average for the night (23/35.4) to a season low. It was also only the second time this season that *The Cosby Show* was not number one among shows. *Family Ties* (25.9/44), usually number two in weekly competition, fell to fifth for the week. Both shows were repeats.

Noting that HUT levels for Thanksgiving night are traditionally off by 10%-15%, NBC's Gerry Jaffe, vice president for research projects, said that from 8 p.m. to 9 p.m., HUT's were at 57, and from 9 p.m. to 10 p.m., they were at 60. Normally for those time periods, he said, HUT's would be at approximately 65-67. From 10 p.m. to 11 p.m., HUT's were 56.1, near their normal level. The HUT level for the night as a whole was 57, compared to a normal of 65 for a Thursday.

HUT's for the week were 64.2, up a modest 1% from a 63.8 for the same week a year ago. Combined network ratings were 48.9, down 1% from a year ago, and combined network shares were 76.1, off 2% from a 77.5 a year ago.

■ CBS was a winner on Monday when *Kate and Allie* (21.7/30) and *Newhart* (21.7/31) tied for eighth for the week and swept the 9-10 p.m. period. Their lead-in, *Scarecrow and Mrs. King* (16.4/24), also won its time period. The 18th-ranked second part of *Mussolini* won from 10 p.m. to 11 p.m.

■ Running second to part three of the NBC mini-series on Tuesday

was CBS's *Doubletake*, part two (18.7/28), whose two parts averaged 19.9/31. Part one of the four-hour movie beat *Mussolini*, part one, on the previous Sunday (Nov. 24). Eleventh-ranked *Who's the Boss* (20.8/30) and 22d-ranked *Growing Pains* (18.7/27) won for ABC from 8 to 9 p.m.

■ ABC took Wednesday with a special edition of the 19th-ranked *Dynasty II: The Colbys* (19.3/30) at 9-10 p.m., and the 13th-ranked *Dynasty* (20.6/34) at 10-11 p.m. NBC's now-cancelled *Helltown* was second at 9-10 p.m. with a 15.1/24. From 10 p.m. to 11 p.m., *St. Elsewhere* (14.2/23) and the second hour of a *CBS Special Movie Presentation*, "Airplane II: The Sequel," ran neck and neck. *Highway to Heaven*, 14th for the week, took 8-9 p.m.

■ Opposite the NBC Thursday comedy block, a *CBS Special Movie Presentation*, "High Road to China," scored a 13.1/22 to place second at 8-9 p.m. The movie starred Tom Selleck, star of *Magnum, P.I.*, which usually airs on CBS at 8-9 p.m. In its regular time period, 9-10 p.m. on Thursday, *Dynasty II: The Colbys* (13/22) ran third against the second hour of the CBS movie and 10th-ranked *Cheers* (21.6/36) and *Night Court* (19.9/33) on NBC. At 10-11 p.m., *20/20* (16.6/30) on ABC beat out a repeat of *Simon and Simon* (15.1/27) on CBS and a *Patti Labelle Special* (13.4/22) on NBC.

■ Despite a sixth-ranked performance by *Miami Vice* (24.3/41), with its highest share level ever, CBS beat NBC on Friday, Nov. 29, by half a rating point. NBC's *Misfits of Science* (14/22), at 9-10 p.m., also posted its best performance since its premiere this season. CBS's Friday featured the 11th-ranked *Dallas* (21.4/34) and a winning second half hour of *Twilight Zone* (13.7/22) at 8:30-9 p.m. At 8-8:30 p.m., *Webster* (13.6/23) won for ABC.

■ Saturday saw NBC dominate 8-10 p.m. with its four-show comedy lineup, anchored by the seventh-ranked *Golden Girls* (23.2/37). *Love Boat* on ABC took 10-11 p.m. with a 16.1/28. The *CBS Saturday Night Movie*, "Some Kind of Hero," with Richard Pryor, scored a 12.8/21 to place second at 9-11 p.m. On NBC, at 10-11 p.m., *American Almanac* received an 8.4/15.

■ With a 20.5/29 overall, CBS edged NBC's 20/28, for a victory on Sunday. Following a 16-minute football overrun, which rated 16.5/26, CBS had the second- and fourth-ranked shows of the week with *60 Minutes* and *Murder, She Wrote* (26.4/36). With a lineup preceding it that slowly built ratings, the *NBC Sunday Night Movie* continued to grow in ratings. On ABC, a three-hour *American Bandstand* retrospective rated a 16.6/23.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Perry Mason Returns	NBC	27.2/39	24.	A Team	NBC	17.9/26	47.	Mr. Belvedere	ABC	13.2/21
2.	60 Minutes	CBS	26.7/38	25.	Moonlighting	ABC	17.5/25	48.	High Road to China	CBS	13.1/22
3.	The Cosby Show	NBC	26.6/48	26.	Falcon Crest	CBS	17.4/29	49.	MacGyver	ABC	13.1/21
4.	Murder, She Wrote	CBS	26.4/36	27.	Gimme a Break	NBC	16.8/28	50.	Dynasty II: The Colbys	ABC	13.0/22
5.	Family Ties	NBC	25.9/44	28.	Football, Seattle-S.F.	ABC	16.8/28	51.	Trapper John, M.D.	CBS	13.0/20
6.	Miami Vice	NBC	24.3/41	29.	20/20	ABC	16.6/30	52.	Charlie Brown Special	CBS	12.9/19
7.	Golden Girls	NBC	23.2/37	30.	Am. Bandstand Anniversary	ABC	16.6/23	53.	Some Kind of Hero	CBS	12.8/21
8.	Newhart	CBS	21.7/31	31.	Scarecrow & Mrs. King	CBS	16.4/24	54.	Ripley's Believe It Or Not	ABC	12.6/18
9.	Kate & Allie	NBC	21.7/30	32.	Love Boat	ABC	16.1/28	55.	Patti LaBelle Special	NBC	12.4/22
10.	Cheers	NBC	21.6/36	33.	TV Bloopers & Prac. Jokes	NBC	15.6/23	56.	Airwolf	CBS	12.2/20
11.	Dallas	CBS	21.4/34	34.	Alfred Hitchcock Presents	NBC	15.3/21	57.	Spenser: For Hire	ABC	12.2/19
12.	Who's the Boss	ABC	20.8/30	35.	Crazy Like a Fox	CBS	15.2/21	58.	Charlie & Company	CBS	11.8/19
13.	Dynasty	ABC	20.6/34	36.	Simon & Simon	CBS	15.1/27	59.	Silver Spoons	NBC	11.5/16
14.	Highway to Heaven	NBC	20.5/33	37.	Hell Town	NBC	15.1/24	60.	Lady Blue	ABC	10.6/17
15.	Night Court	NBC	19.9/33	38.	Bugs Bunny Special	CBS	15.1/22	61.	Punky Brewster	NBC	10.0/15
16.	227	NBC	19.6/31	39.	Hardcastle & McCormick	ABC	14.5/22	62.	Rail Guy	ABC	9.3/15
17.	Mussolini, part 3	NBC	19.6/29	40.	Amazing Stories	NBC	14.5/20	63.	Diff'rent Strokes	ABC	9.3/15
18.	Mussolini, part 2	NBC	19.4/29	41.	St. Elsewhere	NBC	14.2/23	64.	George Burns Comedy	CBS	9.2/16
19.	Dynasty II: The Colbys	ABC	19.3/30	42.	Misfits of Science	NBC	14.0/22	65.	Benson	ABC	9.2/14
20.	Facts of Life	NBC	19.0/31	43.	Airplane II	CBS	13.8/22	66.	American Almanac	NBC	8.4/15
21.	Doubletake, part 2	CBS	18.7/28	44.	Twilight Zone	CBS	13.7/22	67.	Shadow Chasers	ABC	6.2/11
22.	Growing Pains	ABC	18.7/27	45.	Webster	ABC	13.6/23	68.	Our Family Honor	ABC	5.7/10
23.	Cagney & Lacey	CBS	18.5/29	46.	Knight Rider	NBC	13.4/22				

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the hour; *Mork & Mindy* on WXNE-TV received a 1.9/4 in Arbitron and a 1.6/3 in Nielsen, followed by WQTV(TV)'s *The Adams Family*, which garnered a 1.5/3 in Arbitron and a 1.2/2 in Nielsen.

In prime access (7:30-8), WBZ-TV's *Evening Magazine* remained in front in both Arbitron (11.7/20) and Nielsen (12.4/21). WCVB-TV's local news magazine, *Chronicle*, was again second in both services, with a 9.2/16 in Arbitron and a 10/17 in Nielsen, followed by *Entertainment Tonight* on WNEV-TV, with a 6.2/11 Arbitron and a 9.1/15 Nielsen. *Barney Miller*, on independent WSBK-TV, was fourth during that time, with a 5/9 in Arbitron and a 5.1/9 in Nielsen, followed by *Taxi*, on WLVI-TV, with a 4.6/8 in Arbitron and a 4.7/8 in Nielsen. *WKRP in Cincinnati* drew a 4.1/7 in Arbitron and a 2.3/4 in Nielsen, while an hour of *Star Trek* on WQTV(TV) (7:30-8:30) received a 1.5/3 in Arbitron and a 2.2/4 in Nielsen.

The 10 p.m. local news half-hour on independent WLVI-TV received a 3.1/6 in Arbitron and a 1.7/3 in Nielsen, competing against that of noncommercial WGBH-TV, which pulled a 1.7/3 in Nielsen.

San Francisco

CBS affiliate KPIX(TV) again won the early 6 p.m. local news hour in Nielsen while ABC-owned KGO-TV captured the top spot in Arbitron. KPIX also won the 11 p.m. news period in Nielsen, but tied with KGO-TV for first place in Arbitron.

From 6 to 7 p.m., KPIX registered an 11 rating and 19 share in Nielsen—the same as a year ago—and an 11/19 in the Arbitron ratings, while KGO-TV pulled a 12/22 in Arbitron and a 9/17 in Nielsen. Finishing third in both services was independent KTVU-TV's hour of comedy reruns—*Three's Company* from 6 to 6:30 p.m. and *WKRP in Cincinnati* from 6:30 to 7. The station had an 8/14 in Nielsen and 8/15 in Arbitron. NBC affiliate KRON-TV's *Newscenter 4* was next, with a 6/10 Nielsen and 5/10 Arbitron, while independent KBHK-TV, with its showing of *Star Trek*, had a 4/7 and 4/8, respectively, in the two rating services.

KPIX also took top honors in the 11-11:30 p.m. late local news slot (Monday through Sunday) in Nielsen as it posted a 10/27—down from 11/29 of a year ago. However, both KPIX and KGO-TV were in a virtual tie for first in Arbitron, both having a 10 rating and 26 share. The ABC station tied KRON-TV for second place in Nielsen at 8/22 with KTVU's reruns of *Barney Miller* following with a 3/8. In Arbitron, KRON-TV was second, with a 7/19, up from 6/17 last November.

As for prime-time access—7:30-8 p.m.—KPIX's airing of *Evening Magazine* continues its hold on the market, leading in both Nielsen (11/18) and Arbitron (13/21). KRON-TV's *Entertainment Tonight* finished second in Nielsen, scoring a 10/17, while it tied KGO-TV's *Price Is Right* for second in Arbitron, with a 9/16. (KGO-TV's ratings run from Tuesday through Friday because of *Monday Night Football* telecasts). Next in both services was KTVU's *Carson's Comedy Classics*, which finished with a 7/12 in Nielsen and

7/11 in Arbitron.

In the early fringe period of 5 to 6 p.m., KGO-TV was the big winner in both Nielsen and Arbitron. Its *Channel 7 News at 5* broadcast posted a 10/22 in Nielsen—up from 8/18 last year—and an 11/25 in Arbitron—up from 9/22. KRON-TV's local half-hour newscast from 5 to 5:30 p.m. was second in Nielsen, with a 8/18 (KRON-TV airs *NBC Nightly News* from 5:30-6 p.m.), but third in Arbitron, with a 6/14. On the other hand, KPIX's telecast of *Catch Phrase* (5-5:30 p.m.), followed by *The People's Court* (5:30-6 p.m.), was second in Arbitron for the hour, scoring a 7/15. It finished with a 7/16 in Nielsen.

Detroit

The results of the November sweeps in Detroit show a different leader for nearly each different time period: ABC-owned WXYZ-TV won in the early news, WJBK-TV emerged victorious in early fringe and NBC-TV affiliate WDIV-TV outdistanced its competitors in prime-access. In the late evening news sector, the two ratings services came up with two different winners, with Nielsen giving the nod to WXYZ-TV and Arbitron to WDIV-TV.

The differences between Nielsen and Arbitron also cropped up in the early news race. WXYZ-TV, which schedules news from 5-7 p.m., rolled up a 14.5/27 Nielsen and Arbitron scored it an 11.5/21. WXYZ-TV outdistanced WDIV-TV, which programs news from 5-6:30 p.m., and scored a 7.3/13 Nielsen and 10.5/19.5 Arbitron. WJBK-TV, which carries news from 5-6 p.m., trailed with a 7.3/13 in Nielsen and an 8.4/15 in Arbitron.

In the early fringe race, WJBK-TV captured the laurels. Its programs *Divorce Court*, *People's Court*, *Soap* and *Benson* from 4 to 6 p.m. The station scored a 10.2/22 in Nielsen, versus a 6/14 last November when its fringe period didn't include *Soap*. Arbitron credited WJBK-TV with a 12.8/20 versus an 8/17 a year ago. In second was *Good Afternoon Detroit*, on WXYZ-TV at 4-5 p.m., which scored an 8.7/20 in Nielsen and an 8/17 in Arbitron. WDIV-TV's *America*, in the 4-5 p.m. period, registered a 5.9/14 in Nielsen and a 6.2/13 in Arbitron, considerably below last year's ratings of *The Jeffersons*.

In prime access, there was no contest, as WDIV-TV's *Wheel of Fortune* continued to dominate the 7:30-8 p.m. slot. It increased its Nielsen rating to 24.1/39 from last year's 22/35 and its Arbitron also rose, to 23.8/38 from 22/35 a year ago. *Entertainment Tonight* on WXYZ-TV was a solid second with a

13/21 in Nielsen and a 9.7/15 in Arbitron, slightly better than last year when *Name That Tune* occupied the slot. WJBK-TV pulled up third with *The New Price Is Right*, which fell below levels achieved last year when *PM Magazine* filled the niche.

The late-evening news is the hot corner and the site of strong dispute. Nielsen had WXYZ-TV in first by a comfortable margin, with an 18/33, while WDIV-TV was second, with a 16.1/29, and WJBK-TV third, with a 12.4/22. On the other hand, Arbitron gave first to WDIV-TV, with a 15.2/28, while it ranked WJBK-TV in second, with a 13/25, and WXYZ-TV to third, with a 12.8/24.

Dallas

While Dallas may seem like a hotbed of activity for independents, with five on the air now and two more soon to be in operation, network affiliates still control the market and the November sweeps show no signs of drastic change. Independents stayed in roughly the same position as in the November 1984 rankings with Gaylord's KTVT-TV the strongest.

In the 10 p.m. news competition, *News 8 Update* on ABC affiliate WFAA-TV bettered its ratings in both services, despite its prime time lead-in. In Nielsen, the news was up from a 16/28 last November to 18.4/31; in Arbitron it rose from 16/28 to 16.8/30. *5 News Tonight* on CBS affiliate KDFW-TV went from 13/23 to 15.1/25 in Nielsen, but dropped from 13/23 to 11.6/20 in Arbitron; *Channel 4 News* on KXAS-TV went from 12/21 to 12.9/21 in Nielsen, and from 13/23 to 14.1/24 in Arbitron. The closest independent in the time period was KTVT-TV with *Carson's Comedy Classics*, which got a 3.8/6 Nielsen, 4/7 Arbitron. Last year in that time slot, *Benny Hill* did a 5/8 Nielsen, 5/9 Arbitron.

In the early news competition, KXAS-TV was first, except at 5-5:30 in Arbitron. At 5 in Nielsen, KXAS-TV had a 10.4/22, up slightly from last year, while WFAA-TV had a 9.5/20 and KDFW-TV had a 7.2/15. In Arbitron, WFAA-TV fell to an 8.5/18 from a 10/20 last year; KXAS-TV was down to an 8.3/17 from a 10/20 last year; and KDFW-TV did 7.3/15, compared to 7/14 last year. KTVT-TV had a 5.5/12 Nielsen, 6.1/13 Arbitron with *Happy Days Again* during that time period.

Leading into the early news period at 4-5, *America* got a 6.4/17 Nielsen, 6.3/16 Arbitron on WFAA-TV. KDFW-TV did a 7.9/22 Nielsen, 8/22 Arbitron with *Jeffersons* at 4; and a 7.2/18 Nielsen, 8.2/20 Arbitron with *Barney Miller* at 4:30. KXAS-TV had a 7.1/20 Nielsen, 7.8/21 Arbitron with *People's Court* at 4, and a 7.3/18 Nielsen, 7.8/18 Arbitron with *The New Price Is Right* at 4:30.

The 6-6:30 news remained close to last year's marks in Nielsen with KXAS-TV winning with a 13.6/23, while WFAA-TV had a 12/20, KTVT-TV a 11.4/19 with *Different Strokes* and KDFW-TV's news got a 9.7/17. In Arbitron, WFAA-TV fell to 10.2/17, from 12/20 last year. KXAS-TV had an 11.7/20, and KDFW-TV had an 8.3/14. KTVT-TV was second in the time period in Arbitron with

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Different Strokes scoring an 11.5/20.

In access, *Wheel of Fortune*, on KXAS-TV, dominated once again in both services. In Nielsen, *Wheel* had a 17.2/28, and in Arbitron it got 14.9/24. KDFW-TV climbed considerably from last November when it posted an 8/13 in Nielsen and a 7/11 in Arbitron with *Family Feud*, with *The New Newlywed Game* this year getting a 12.4/20 Nielsen, 11.9/19 Arbitron. Running third in the time period was KTVT-TV, whose *Three's Company* garnered a 10.1/16 Nielsen, 10/16 Arbitron. A final half-hour of news on WFAA-TV did a 9.9/16 in Nielsen, 9.4/15 Arbitron.

Washington

There were major discrepancies over Arbitron's late news (11-11:30 p.m.) ratings in the Washington market during the November sweeps, and questions about Nielsen's policy of allowing ratings for overruns to be dropped. Of the five commercial stations in the market—WJLA-TV (ABC), WDMV-TV (CBS), WRC-TV (NBC), WDCA-TV (independent) and WTTG-TV (independent)—only three were contenders in the late news race—the network affiliates. WTTG's news held flat at 10-11 p.m. against network competition.

WJLA-TV, WDCA-TV and WTTG were the only stations subscribing to Arbitron. In late

news, WJLA-TV ranked itself first (9.9/25, Tuesday-Friday), WDMV-TV second (9.7/24) and WRC-TV third (9.6/23). WTTG ranked WRC-TV first (10.8/25), WJLA-TV second (10.1/23) and WDMV-TV third (8.3/19). WDCA-TV ranked WJLA-TV first (10.5/29), WDMV-TV second (9.7/24) and WRC-TV third (7.2/17). Nielsen late news figures were based on a 15-night average for WJLA-TV, a 17-night average for WDMV-TV and a 20-night average for WRC-TV. According to the Nielsen guidelines, if a newscast runs over by more than nine minutes (due to a special report or football coverage, for example), the extended segment may be excluded from the program average. The stations were in approximate agreement on Nielsen late news ratings: WJLA-TV, 11.2/25; WDMV-TV, 12.6/27, and WRC-TV, 11.7/25.

In early fringe (4-5 p.m.), WTTG's *He-Man/Masters of the Universe* led the first half of the time period in Arbitron with a 6.4/20, beating a 5.8/18 for *America* on WJLA-TV and a 5.7/18 for *Hour Magazine* on WDMV-TV. The second half hour was led by WTTG's *Thundercats* (8.0/23), with WRC-TV's *Hart to Hart* scoring a 6.3/18 and *Hour Magazine* a 6.1/17. Nielsen showed *Hour Magazine* winning the first half hour (6.7/19) to *America's* 6.2/18 and *He-Man's* 6.1/17. According to Nielsen, the second half hour was won by *Hour Magazine* (7.4/19), followed by *Thun-*

dercats (7.2/19) and *America* (6.7/16).

In early local news (5-7 p.m.), WTTG won 5-5:30 p.m. in both services with *Gimme A Break* (11.4/28 Arbitron, 10.1/23 Nielsen). WDMV-TV's *Eyewitness News I* was second (8.5/20 Arbitron, 11.0/24 Nielsen), and WJLA-TV's *Jeopardy*, which had been airing on WRC-TV in May, was third (6.9/19 Arbitron, 7.6/17 Nielsen). In Arbitron at 5:30-6 p.m., WTTG's *Alice* got an 11.2/25 to WDMV-TV's news (again 8.5/20) and WJLA-TV's *News 7 at 5:30* (6.8/15). In Nielsen, WDMV-TV took first with a 12.3/25, while WTTG scored 10.7/21 for second and WJLA-TV's news scored 8.0/16 for third. At 6-7 p.m., WDMV-TV's *Eyewitness News II* took first in both services (11.4/22 Arbitron, 14.9/26 Nielsen). WTTG took second with *Three's Company* at 6-6:30 p.m. (10.5/21 Arbitron, 12.2/22 Nielsen) and *Too Close for Comfort* at 6:30-7 p.m. (10.2/20 Arbitron, 13.2/23 Nielsen). Third place was split between WJLA-TV in Arbitron (8.2/16 for *News 7 Early*) and WRC-TV in Nielsen (9.4/16 for *Channel 4 News Live*).

Prime access (7:30-8 p.m.) was won by WDMV-TV's *Wheel of Fortune* (11.3/21 Arbitron, 13.5/22 Nielsen). WTTG took second with *Taxi* (10.6/20 Arbitron, 12.8/21 Nielsen). WJLA-TV took third with *Entertainment Tonight* (10.4/19 Arbitron, 11.4/19 Nielsen).

Local game shows with national hopes

Bingo is the hot subject of shows some stations are producing and attempting to put into syndication

Among at least 20 new game show strips announced for the upcoming NATPE International convention and hoping to become the next *Wheel of Fortune*, three had their genesis at television stations rather than syndication companies. All three locally inspired shows will attempt to take bingo from church and fire halls to the television screen using sponsors' retail outlets to distribute the game cards. The shows also include islands for station inserts. Estimates from the stations producing the local shows put production costs at less than half of those of nationally syndicated offerings.

The bingo games consist of randomly drawn numbers for viewers and small studio audiences to mark on their cards. The cards are verified over the phone through master lists held by the stations, and cash prizes are subsequently awarded. Drawings are also held for television sets and cars through

cards mailed in.

Jackpot Bingo is the name of two different half-hour strips that began airing at 6 p.m. on independent KSCI(TV) San Bernardino, Calif., beginning in July, and in access on CBS affiliate KWTV(TV) Oklahoma City beginning in September. Another strip, *All American Bingo*, began in access on CBS affiliate KGMB(TV) Honolulu in July. Additionally, NBC affiliate KGW-TV Portland, Ore., began airing its locally produced *On the Spot* in late August at 6:30 p.m., and is keeping the option of syndication open.

Dean McCarthy, vice president, program services, Harrington, Righter & Parsons, said that locally produced game shows are "an idea whose time has come." He cited the broad popularity of bingo and the opportunity for viewers at home to win money. "It could be the beginning of an era," he said, adding that there is no reason why the local productions can't be played in access against heavy hitters like *Wheel of Fortune*. Matt Shapiro, director of program operations, MMT Sales, expressed surprise that local

inserts have not been tried in other nationally syndicated game shows.

According to KWTV station manager Ken Taishoff, plans to syndicate *Jackpot Bingo* were prompted by a number of unsolicited calls of interest from other stations. Cash sales of the show will be in two forms. For a one-time-only franchise fee, and a per-show royalty, stations will receive all necessary production and marketing materials, as well as consultation services. The show costs KWTV approximately \$50,000 a week to produce. Stations can receive the show via satellite or on tape, formatted for local information and talent inserts. KWTV is currently speaking to three national syndicators about handling the show. Taishoff said the show is appropriate for "almost any daypart." In Oklahoma City, the show currently commands "afternoon prices" at 9 a.m. (it airs in the morning because the stations already carries successful game shows in early fringe and access). There are no ratings books yet, but in coincidental that KWTV commissioned the show scored a four rating to beat

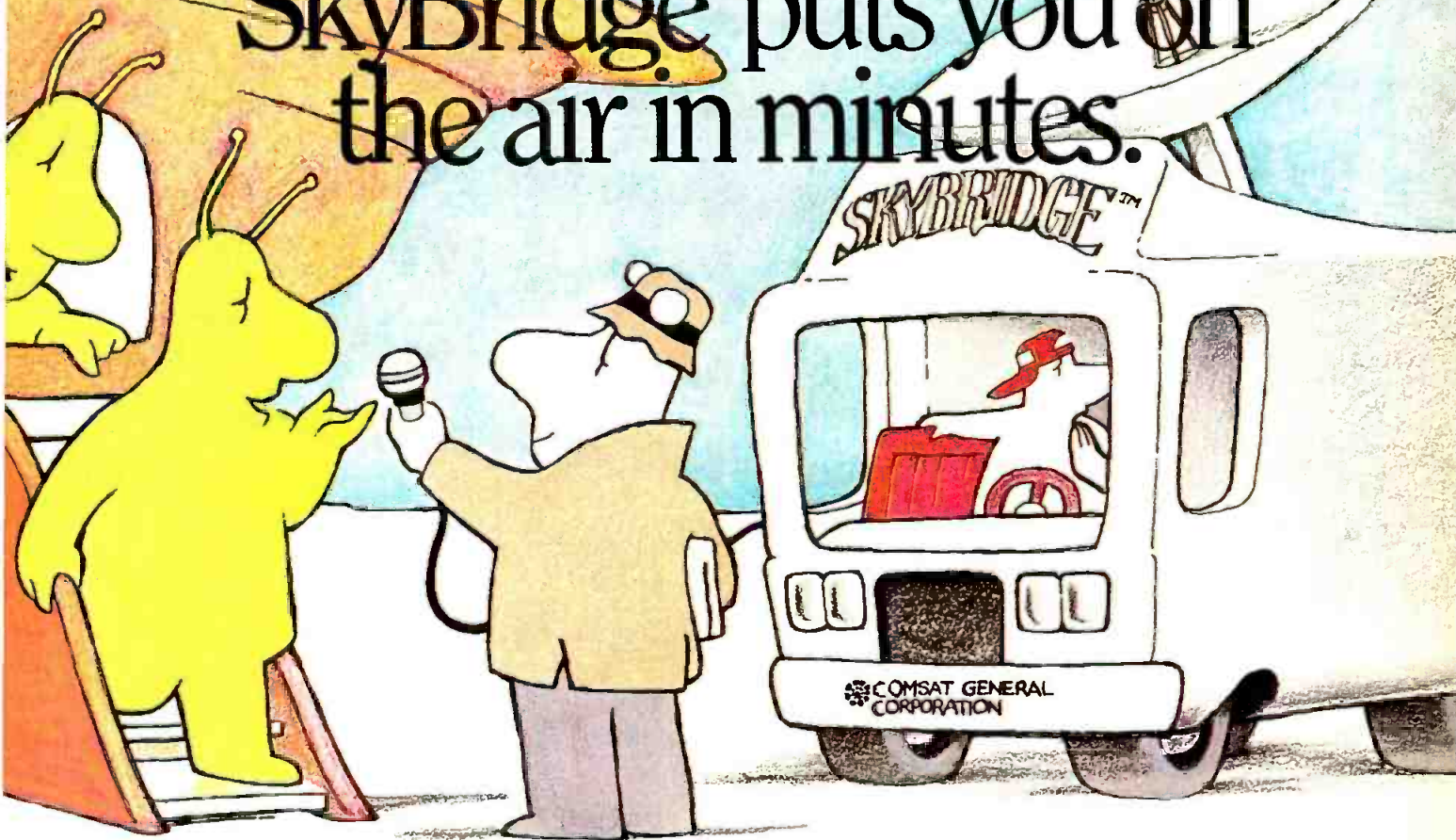


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KSCI's "Jackpot Bingo"



KGW's "On the Spot"

Donahue, which fell from an eight to a three. As for bottom-line results, Taishoff said the advertiser response has been "exceptional." According to Taishoff, KWTU holds the copyright to the name *Jackpot Bingo*.

Multilingual KSCI also airs a show called *Jackpot Bingo*, which it is planning to distribute on a franchise or cash-plus-barter basis. The show, which costs \$40,000 a week to produce according to its creator, Robert A. Finkelstein, currently airs in Spanish and English, but in syndication it will be only in English. Station president and general manager Thomas Headley said that the decision to go national with the show was not the result of testing but rather the simple phenomena of "the direct response" in sales seen by managers of retail outlets where players can pick up cards. "Sponsors are getting results," he said. There are 400-500 supermarkets, fast food restaurants and chain stores carrying the cards in the Los Angeles

area.

Lee Enterprises, owner of Lee Productions and four television stations including KGMB(TV) Honolulu, is selling *All American Bingo*. The show grew out of \$9000 *Jackpot Bingo* on the Hawaii station, which during its access time period scored an 18/35 versus *Wheel of Fortune*'s 11/21 in a Nielsen phone survey during Aug. 5-9. *All American Bingo* is taped on location at Waikiki Beach overlooking Diamond Head. Dick Weiner, executive vice president of Lee Productions, said that 50 to 100 stations are expected to sign up for the show coming out of NATPE. The other three Lee stations will also carry the show.

Irwin P. Starr, vice president and general manager of KGW-TV Portland, Ore., is keeping the door open when it comes to syndicating its *On The Spot* quiz show. "We'll give it consideration," he said, adding that a number of stations, including three co-owned by

its licensee, King Television, "have their eye on the show." At present, Starr is pleased enough to have a locally produced game for access, since the station is locked out of *Wheel of Fortune* and *Jeopardy*. *On the Spot* initially was inspired by station personnel playing a cardboard version in a station conference room. Starr said Brian Frons, NBC vice president, daytime programs, advised them on constructing of a television version of the game. Starr said the result is a "full-fledged game exactly like ones produced in Los Angeles," but for one-third of their cost. He called the production "a measured gamble," but added the the show's local angle makes it a risk worth taking.

Thus far its performance had been "competitive," according to the October Arbitron book, in which the show ran eight points behind *M*A*S*H* on KOIN-TV and four points behind local news on KAUT(TV) in its 6:30-7 time period with a 7/14. □

Syndication Marketplace

■ **Orbis Communications** says that it has cleared *Platinum 193* in 31 markets for its principle sponsor, Procter & Gamble. Sales of the 193-film package are on a barter basis. Stations will choose one title from a prescribed list each week for prime time for five years. P&G will get 10½ minutes of commercial time, and stations will get the remainder, depending on how they edit the films. Deals are being negotiated for two or three runs, depending on negotiations, with options for two additional five-year windows on the films. The package includes 118 titles new to syndication. Among titles in the package are "Cannonball Run," "Fort Apache, The Bronx," "Nashville" and "Meatballs." Clearances include WPWR-TV Aurora, Ill. (Chicago); WGBS-TV Philadelphia; WXNE-TV Boston; WCLQ-TV Cleveland; WBFS-TV Miami, and KDFI-TV Dallas. Two stations in the San Francisco area will share the package—KTZO(TV) San Francisco and KICU-TV San Jose, Calif. Orbis expects 50 markets will have cleared the package by NATPE, and over 75% of the country will be carrying it by its July 1986 start date. ■ **Embassy Telecommunications** has kicked off its third cycle of renewals of *Maude* by clearing all five Storer stations—WAGA-TV Atlanta, WJBK-TV Detroit, WSBK-TV Boston, WJKW-TV Cleveland and WITI-TV Milwaukee. Embassy is counting on the success of NBC's *Golden Girls* to give *Maude* new life in syndication. Both series star Bea Arthur and Rue McClanahan. The third cycle of the 141 episodes of *Maude* is being sold for six runs over four years. ■ **Lorimar-Telepictures** says that it has cleared *Cowboys and Indians*, a package of 32 westerns from the United Artists library, in 30 markets for cash. The package debuts in January, and includes the titles "The First Texan," starring Joel McCrea; "The Forty-Niners," starring Wild Bill Elliot and Henry Morgan, and "The Gun Hawk," starring Rory Calhoun and Rod Cameron. Among stations cleared are WGN-TV Chicago, KDKA-TV Pittsburgh, KRLD-TV Dallas, KPHO-TV Phoenix, KMBC-TV Kansas City and WXNE-TV Boston. ■ **Muller Media** in association with **All American Television** reports clearing the six-hour

off-network mini-series, *The Chisolms*, in 22 markets in cash sales. Muller Media is handling sales for the All American acquisition, according to Bob Muller, president. All American deals primarily in barter. The Alan Landsburg Production about a pioneer family moving West appeared on CBS in 1979, and starred Robert Preston and Rosemary Harris. The mini-series is available immediately for four runs over four years. Clearances include KTUT(TV) Dallas, KPHO-TV Phoenix, KTRK-TV Houston, WTOG(TV) St. Petersburg, Fla., and KDVR(TV) Denver. ■ **Sherman Grinberg Film Libraries** will represent the BBC *Wildstock* film library domestically. Filmed by the BBC Natural History Unit, the library totals an estimated 13 million feet. A variety of sources, from film producers to television stations, will use the footage for cash license. ■ **MCA-TV** will distribute three half-hour children's specials and one one-hour special for 1986, *The Blinkins*, on a cash-plus-barter basis. Voices for the animated characters who sparkle and glow in rainbow colors will be supplied by Paul Williams, Missy Gold (*Benson*) and Tracy Gold (*Growing Pains*). The three half-hours will air in April, September and during the holiday season. The one-hour *Blinkins* special is offered for showings in 1987. The specials are available for two runs—during access and weekend mornings. The first stations to buy MCA-TV's *Knight Rider* are the Providence-Journal Co.'s KZAZ-TV Tucson, Ariz.; KGSW-TV Albuquerque, N.M., and WOIO-TV Cleveland. ■ **Syndicast** says that it has cleared the second annual *Mrs. Woman of the World Pageant* in 65 markets covering 65% of the country. The pageant, which features beautiful women from 32 countries, will be taped in Honolulu with guests such as Don Ho and the Hawaiian Boy Choir. Richard Dawson and Vikki Carr will host the pageant, which will be seen in December and January. The two-hour special is being distributed on a barter basis with stations and Syndicast each getting 11 minutes. Among clearances are WPIX(TV) New York, KTTU(TV) Los Angeles, WFLD-TV Chicago, WTAJ-TV Philadelphia and WJVI-TV Boston.

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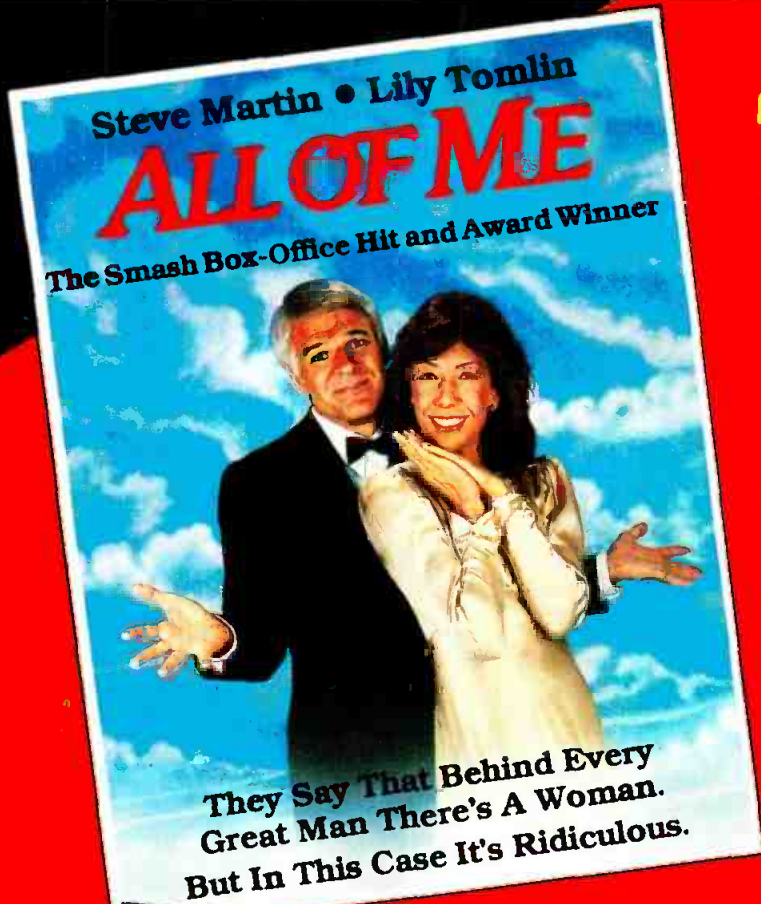
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Houston	KHTV	Gaylord Broadcasting Co.
Cleveland	WUAB-TV	Gaylord Broadcasting Co.
Seattle/Tacoma	KSTW-TV	Gaylord Broadcasting Co.
Denver	KDVR-TV	Camelia City Telecasters
Sacramento/Stockton	KTXL	Camelia City Telecasters
Portland, Ore.	KPDX	Camelia City Telecasters
Philadelphia	WPHL-TV	Providence Journal Bdcstng
Albuquerque	KGSW-TV	Providence Journal Bdcstng
Tucson	KMSB-TV	Providence Journal Bdcstng
Miami	WDZL	Odyssey Television, Inc.
Hartford/New Haven	WTXX-TV	Odyssey Television, Inc.
Phoenix	KPHO-TV	Meredith Broadcasting Co.
Las Vegas	KVVU-TV	Meredith Broadcasting Co.
Tampa/St. Petersburg	WFTS-TV	Scripps-Howard Broadcasting
San Jose/San Francisco	KICU-TV	Ralph C. Wilson Industries
Minneapolis/St. Paul	KSTP-TV	Hubbard Broadcasting, Inc.
Greensboro/High Point	WFMY-TV	Harte-Hanks Communications
Boston	WLVI-TV	Gannett Broadcasting, Inc.
Amarillo	KVII-TV	Marsh Media, Inc.

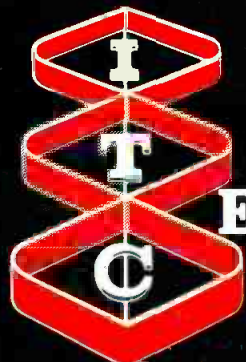
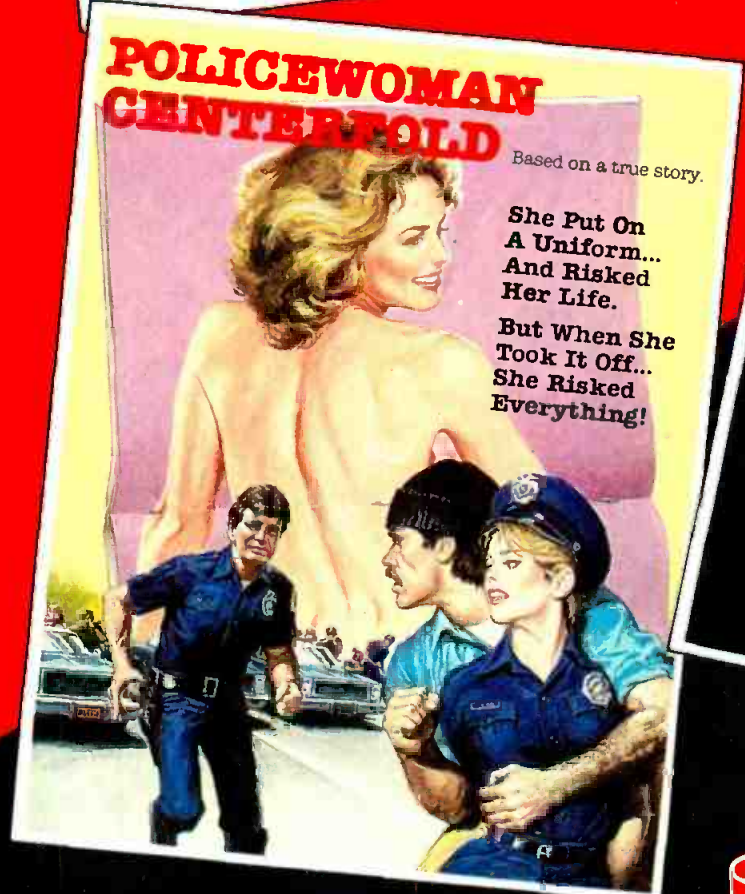
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Blair buys Selcom, Torbet rep firms

Move is seen as further move toward fewer, bigger firms

John Blair & Co. has purchased Selcom Radio and Torbet Radio, the two national radio representation firms owned by Selkirk Communications Ltd. of Toronto ("Closed Circuit," Nov. 18), furthering the consolidation of ownership in the radio rep business that began some three years ago.

The newly acquired entities will become operating units of Blair Radio's representation division, which is currently composed of Blair Radio and Blair/RAR—the latter formerly Group W Radio Sales before Blair acquired it from Westinghouse early last year ("Riding Gain," Feb. 27, 1984). Although some executives familiar with the transaction could not pinpoint the exact purchase price because the deal entails several variables, such as length of station contract commitments, sources estimate it to be in the \$15- to \$20-million range.

It was just over a year ago that reports surfaced about John Blair & Co. looking to sell its two radio rep companies ("Closed Circuit," Aug. 20, 1984). But shortly thereafter, Jack Fritz, president of John Blair & Co., issued a statement reaffirming the company's "long-term commitment" to the radio representation business in a conference call to all of Blair's radio sales offices ("In Brief," Sept. 10, 1984).

The company then hired Christal Radio President Charlie Colombo to head Blair Radio, replacing John Boden who became vice chairman of the Blair radio representation division. Blair also hired former Selcom Radio President Barbara Crooks to become ex-

ecutive vice president of its radio rep division ("Riding Gain," March 18.)

This latest acquisition is intended to strengthen Blair in competition with the Katz Radio Group and Interep, radio's two other rep conglomerates. "We've positioned ourselves to be an even tougher competitor, capable of winning a significant share of spot and unwired network radio business," said Jim Hilliard, president of Blair radio station group and chairman of its radio representation companies. He said that the

Blair-owned rep companies will collectively have nearly 270 sales and support people in over 40 locations across the country. According to Hilliard, Selcom-Torbet-Blair management teams have been established to "assure a smooth transition."

Meanwhile, Frank Oxarart, vice president of sales for Group W Radio, was named president of Blair/RAR. The firm has been without a president for several months since Jim O'Neill left the post earlier this year to assume other corporate duties. As of last

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Allied-Signal	Third	\$1,933,000	-26	\$95,000	-25	\$0.83
Arvin Industries	Third	\$203,963	1	\$8,732	24	\$0.72
BBDO International	Third	\$76,505	6	\$464	-88	\$0.07
Barris Industries	First	\$1,008	7	\$120	-45	\$0.02
A.H. Belo	Third	\$90,904	6	\$3,462	-46	\$0.30
Centel	Third	\$338,945	-2	\$36,263	7	\$1.30
C-Cor Electronics	First	\$5,343	-22	(\$798)	NM	(\$0.27)
Chris-Craft	Third	\$44,177	9	\$4,147	182	\$0.58
Clear Channel	Third	\$6,180	104	\$505	-17	\$0.17
Cohu	Third	\$7,681	31	\$443	-20	\$0.25
Conrac	Third	\$39,265	-3	\$2,017	-80	\$0.33
JWT Group	Third	\$135,522	9	\$4,366	-8	\$0.47
Jones Intercable	First	\$3,953	27	\$539	4	\$0.06
Kodak	Third	\$3,231,700	3	\$246,100	-26	\$1.09
McGraw-Hill	Third	\$389,869	5	\$43,404	-2	\$0.86
Media General	Third	\$139,005	5	\$6,828	-23	\$0.95
Motorola	Third	\$1,301,000	-6	(\$39,000)	NM	(\$0.33)
Rogers Cablesystems	Year	\$354,165	20	(\$22,517)	NM	(\$1.11)
Rollins	First	\$26,884	14	\$2,997	10	\$0.21
Scripps-Howard	Third	\$31,236	15	\$3,902	6	\$0.38
Taft Broadcasting	Second	\$133,398	17	\$14,976	7	\$1.63
Times Mirror	Third	\$714,037	5	\$64,131	37	\$0.96
Tribune	Third	\$469,212	9	\$31,893	14	\$0.79
Unitel Video	Fourth	\$3,272	-14	(\$905)	NM	(\$0.42)
	Year	\$13,203	18	(\$655)	NM	(\$0.30)
Washington Post	Third	\$259,377	15	\$21,692	44	\$1.69

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

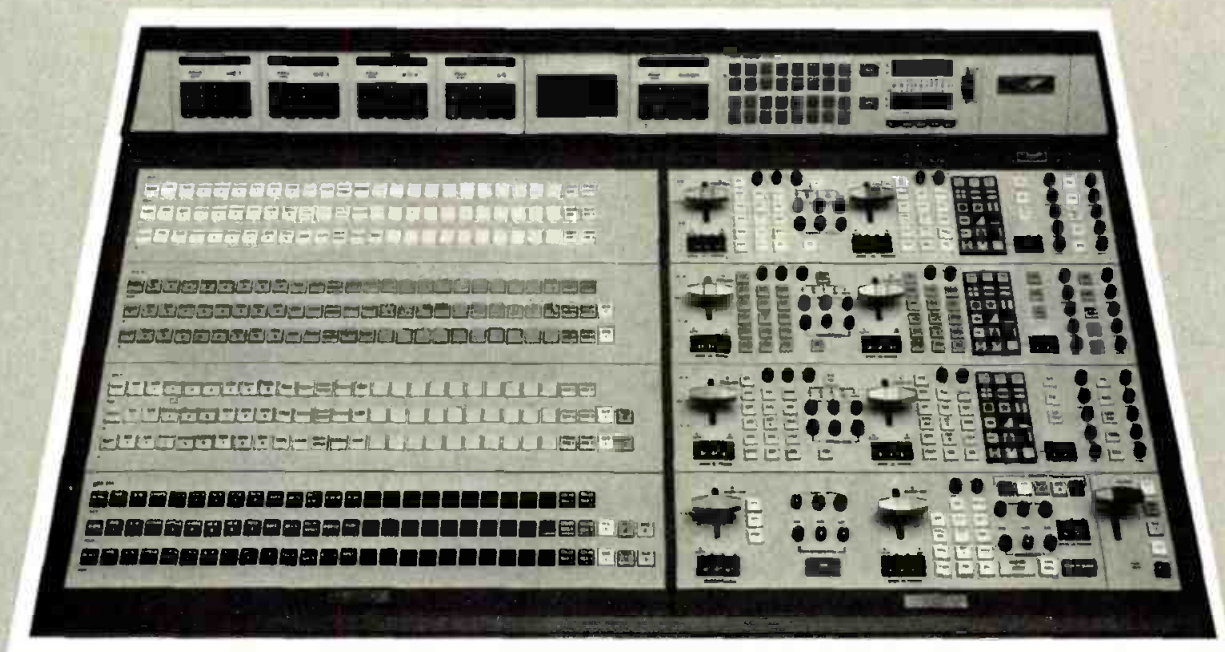
Net income for **A.H. Belo** in previous third quarter included gain of \$3.8 million from sale of assets. ■ **Conrac's** third-quarter net income in previous year included net gain of \$8.2 million from extraordinary items. ■ **Motorola** reported net income in third quarter of previous year of \$124 million. ■ In fiscal 1984, **Rogers Cablesystems** reported net loss of \$34.6 million, including write down on sale of operations in Ireland. As of Aug. 31, cable subscribers totalled 1,972,000. ■ Net income for **Times Mirror Co.** includes \$14.8-million net gain from sale of certain assets. ■ Excluding sale of assets in both 1985 and 1984 third quarters, **Tribune Co.** had 42% jump in net income to \$28.3 million, or 70 cents per share. Operating profit was up 45% to \$56.3 million. Company said revenue of broadcasting and entertainment division was up 19%, to \$93 million, with operating profit gaining 42% to \$20.5 million. All groups within division contributed to increase. Radio revenue was up 22% and entertainment group posted 32% revenue increase with gains coming from both Chicago Cubs and entertainment. Cable television revenue rose 37% to \$14 million in quarter, while operating loss of \$3.6 million was nearly triple that of last year's comparable quarter, which company said was larger due to costs incurred at Tampa, Fla., and Montgomery county, Md. systems. ■ **Unitel Video** reported net income of \$500,000 in fourth quarter of previous year and \$1.3 million for all of fiscal 1984. President Herb Bass attributed poor results primarily to costs associated with establishment of videotape duplication services and Hollywood post-production facilities.



Hilliard

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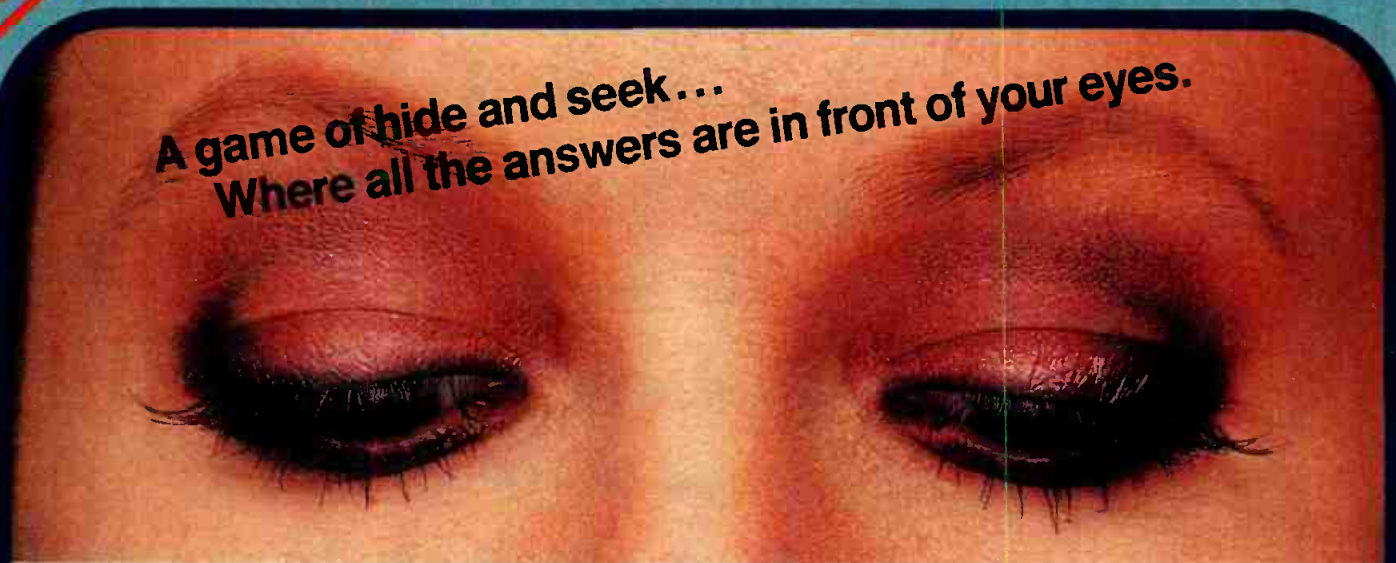
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*Source: R.G. Nielsen—NTL Season to Date 1974/75

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week, reports were circulating that Blair/RAR and Selcom Radio would merge, but Blair Radio President Charlie Colombo said that such a move has "yet to be determined."

Regarding Selkirk, company vice president Michael Ihnat said the Canadian firm plans to concentrate its television sales representative efforts in the U.S. through its TV rep subsidiary, Seltel. "We believe television offers the greatest growth potential in sales representation," said Ihnat. The company currently represents 11 major stations, both independents and network affiliates, in the top 25 markets.

Why did Selkirk sell? According to Ihnat, with the radio rep business changing (the emergence of the so-called megarep companies), it was a question of either "growing bigger" through acquisitions of other rep companies or "moving out" of the business altogether. He said Selkirk had conversations with a couple of rep companies about their availability, but nothing developed.

Today, Selcom represents stations in about 135 markets. Torbet, which was purchased from Bonneville International Corp. two years ago, represents outlets in some 165 markets. Both firms combined now bill over \$100 million in sales annually.

Separately, Lou Faust, chairman of Selcom Inc., the unit that oversaw Selcom Radio and Torbet Radio, and one-time president of Selcom Radio, said he plans to enter the station brokerage business. □

RAB's Stakelin: pleased with '85, optimistic over '86

In yearend report, association head says advertising was up 12% this year, and sees rise continuing

Radio business grew at double the rate of the gross national product and about triple the rate of retail sales in 1985. That's the word from Radio Advertising Bureau President William Stakelin in his just-released, year-end report and business outlook for 1986.

In 1985, overall radio advertising should grow by 12%, closing the year with approximately \$6.5 billion in sales, said Stakelin. According to his projections, network radio revenues should climb 13.6% over 1984 to \$327 million with national spot rising 11.4% to \$1.3 billion (both rep-reported and a projection of direct business) and local spot jumping 11.7% to \$4.9 billion. "Radio is matching the general growth of all advertising in the U.S., which is now running at a rate of 11%. The outlook for radio advertising revenues is strong and should continue to be strong into 1986 at growth levels similar to 1985," Stakelin said.

He said radio advertising for many business categories in 1985 exceeded last year. "On the retail level, supermarkets increased radio spending by 64% in the last three years. Major increases also have been posted

Bottom Line

In the red. Texscan has filed for protection under chapter 11 of Federal Bankruptcy Law. Filing of Phoenix-based converter and cable equipment manufacturer was dated Nov. 22 and made before U.S. Bankruptcy Court for District of Arizona. Claims of \$3.8 million were held by 20 largest unsecured creditors, filing showed, led by Bloomington, Ind.-based converter repair and design company, Eastern International (\$1.7 million) and Boston-based M/A-Com Inc. (\$371,022). For year ended April 30, company had sales of \$76 million and net loss of \$51 million (including approximately \$25 million in special charges) and had long-term debt of \$49 million. For first quarter of fiscal 1986, company reported net loss of \$3.5 million on sales of \$17 million. □

More means less. Meredith Corp. announced it will purchase two magazines, *Ladies' Home Journal* and *Health*, for \$96 million. Des Moines-based publisher and group owner said it expects earnings per share for fiscal year ending June 30, 1986, to be reduced by approximately 30 cents and for 1987 fiscal year by about 15 cents. In just-completed fiscal year company had EPS of \$4.53. Closing of acquisitions is expected by Jan. 1. Seller, Family Media, had bought *Ladies' Home Journal* in 1982, reportedly for \$15 million. □

The whole Emmis. Emmis Broadcasting, group owner of four FM stations, has filed with Securities and Exchange Commission to sell \$50 million, principal amount, of subordinated debentures due 2000. Emmis—word means "truth" in Yiddish—will use \$21.4 million of net proceeds to repay outstanding bank debt and loans from some of its six shareholders. Another \$21.8 million may be used to buy out four of those shareholders who currently own 52% of outstanding shares. Remainder would be used for "general corporate purposes, including future acquisitions." President of Emmis is Jeffrey H. Smulyan, who was previously president of WNTS(AM) Indianapolis and president and co-owner of KCRO(AM) Omaha. Steven C. Crane, executive vice president of Emmis, was formerly with law firm of Reuben & Proctor in Chicago. Four stations owned by Emmis are KMGG(FM) Los Angeles; WENS(FM) Shelbyville (Indianapolis), Ind.; WLOL(FM) Minneapolis-St. Paul, and KSHE(FM) Crestwood, Mo. Prospectus said three of stations improved cash flow—defined as operating income before depreciation and amortization, minus half of corporate overhead, pro-rated—for fiscal year ending Feb. 28, 1985, but attributed decline at WENS(FM) to "increased competition from other radio stations which copied the WENS(FM) format, to increased marketing expense and to changes in disk jockeys." In addition to proposed offering, being underwritten by Morgan Stanley, Emmis also plans to raise \$6.5 million, gross proceeds, through private placement of stock, and \$4.2 million, principal amount, through sale of 12.5% junior subordinated convertible note due 1996. One of buyers of those securities will be Morgan Stanley Leveraged Capital Fund, which is operated by CIGNA Corp. After financing and other transactions Smulyan will own 56% of stock, Crane 9%. For 1985 fiscal year, company had net revenue of \$15.1 million, cash flow of \$3.3 million and net loss of \$2.7 million. Expenses included \$4.2 million for programming, \$3.3 million for promotion, \$885,000 for "corporate overhead," \$198,000 for technical expenses and \$169,000 for research. □

Falcon feathering nest. Also headed for public fund raising via Morgan Stanley is Falcon Cable Systems Co. (FCS) in recent filing for \$50 million (principal amount) of subordinated debentures due 2000. Of net proceeds from offering, about \$16 million would be used to retire current debt with remainder used for "future acquisitions and development of existing and acquired cable television systems." About 98.5% of FCS, one of three MSO's headed by Marc B. Nathanson, is owned by him and members of his family, including brother, Greg, who is vice president of programming for stations currently owned by Kohlberg Kravis Roberts & Co. FCS comprises systems serving 58,500 subscribers in three California areas: city of Gilroy and northern Monterey county, San Luis Obispo county and Tulare county. About one-third of subscribers are in systems with 20-channel capacity, rest are in systems with between 30 and 35 channels. Overall penetration is 67% and pay-to-basic ratio is 44%. For nine months ending Sept. 30, FCS had pro forma net revenue of \$7.5 million, cash flow of \$3.7 million and pre-tax loss of \$987,000. □

Junking "below investment grade" debt. Terms of exchange for currently outstanding public debt of Metromedia Broadcasting Corp. (MBC) has been announced by acquiring News America Television Inc. (NATI) Assuming date of payment was Jan. 31, 1986, holders of MBC's senior subordinated debentures would receive \$1,058. Holders of senior exchangeable variable rate debentures would receive \$990, and holders of adjustable rate participating subordinated debentures would receive \$966.875. Zero coupons due Dec. 1, 1988 would be exchanged for \$716.87; those due in 1989, \$632.82; those due 1990 \$556.53; those due 1991, \$487.60; those due 1992 \$422.88, and those due Dec. 1, 1993, \$363.37. Option of receiving shares of increasing rate exchangeable guaranteed preferred stock in NATI will be offered for limited number of shares. Newly issued preferred shares would be pro rated—along with some cash—to those MBC holders electing to swap, if demand for shares exceeds amount being offering.

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on its acquisition of
Torbet and Selcom*



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McGavren Guild Radio
Weiss & Powell

The background features a dynamic, abstract composition of light. A bright, curved beam of light in shades of yellow and green enters from the top left, curving towards the center. Below this, several broad, diagonal streaks of orange and red light sweep across the frame from the top right towards the bottom left. The overall color palette is warm, ranging from deep blacks and dark blues to bright yellows and oranges. In the lower right quadrant, a small, textured blue sphere is visible, resembling a planet or a celestial body.

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WGHP-GREENSBORO/HIGH POINT, NC
KTXH-HOUSTON, TX**

stores, state lotteries, music stores, floor-covering stores and menswear stores," said Stakelin. He added that auto dealers, traditionally one of radio's top retail clients, have increased their radio advertising by 40.3% during the first nine months of 1985 over the comparable period of a year ago.

Stakelin also noted that banks and local soft drink bottlers are also using more radio today. (Data was gathered from various sources.)

The RAB head said the radio industry is currently undergoing its "first generational transformation." The business, which is only 60 years old, is losing its founding generation of showmen and entrepreneurs. They are being replaced with professional managers, said Stakelin. However, he said radio is not losing its adventurers. "I think that the

forms of innovation are changing, but the spirit in radio remains the same."

Stakelin said that this "generational change" coincides with changes in economics and government regulation affecting radio, making it what he calls a "two-tiered" industry.

"On one level," said Stakelin, "we have the 'operators' of radio stations who aim to maintain ownership over long periods of time and see themselves as traditional broadcasters. However, 'traders' see radio as an arena for buying and selling, where operations are important only insofar as they sustain or increase the purchase price or profit potential of stations. . . . We are the beneficiaries of increased investment attention at a time when interest rates are at their lowest point since 1978 and may continue to de-

crease."

Stakelin observed that nonbroadcasters who invest in radio will be attracted to resale profits at the expense of operations. "Like speculators in co-ops or condos, these investors assume a constant supply of willing buyers to help them take profits by 'flipping' [trafficking] stations. In the interim, they are likely to be very conservative, avoid risks and tightly control the companies." He projected that this activity will occur for at least the next couple of years. "As stations 'flip,' each new owner will pay higher prices and assume an even greater debt-to-equity ratio," said Stakelin.

But he warned that this pattern will "over-value" radio properties and "scare away" many financiers from entering the radio station marketplace. □

Growing popularity of 15-second spots

TVB study tracks increasing use of split 30's and stand-alones, but 30 is still standard length

For all the talk about shorter commercials, the 30-second spot still dominates television advertising. In the first nine months of this year, 85% of all network commercials were 30's, and at the station level the percentage was slightly higher, 88%. Those and other numbers were released by the Television Bureau of Advertising, and are based on data from Broadcast Advertisers Reports (see chart).

But split-30 commercials and, to a lesser extent, stand-alone 15-second spots, are finally showing up on the screen. Of the seven commercial lengths tracked by TVB, 15-second spots showed the greatest percentage increase in the first nine months of this year, compared with the same period in 1984. Their use by the networks during an average week was up 85%, and at the station level, they more than tripled.

The TVB numbers disclose that shorter commercials of all lengths are proliferating. Last year, 20-second commercials appeared only four times on the three networks in the first nine months. This year the number of 20-second appearances so far has risen to 393—still only 1% of all network commercials—but its sudden increase raises the question: Have the networks adopted a 20-second commercial policy?

Robert Blackmore, vice president of sales for the NBC Television Network, told BROADCASTING: "There have always been 20's at the local level, but recently there have been advertisers on the networks who have put together three 20's in a 60-second pod. We have allowed that, but we will not run a 20 and a 10 together."

The growth of split-30's on the networks has increased in the past year to the point that almost one in 10 commercials is now 15 seconds in length, TVB said. But Blackmore disagreed, suggesting the three-network average might actually be closer to one in 15. And the advertiser experimentation with messages of that length has already started to spill over into the national spot market, as

shown by the TVB numbers.

But 15-second commercials at the station level still account for only 1% of the total, and most group owners apparently have yet to establish any policies on the subject, being willing to let individual general managers set the limits. The lack of policy even

extends in some cases to the pricing of 15-second spots, which are sometimes treated the same as the more common 10-second spot, commanding about 50% to 60% of the price of a 30.

Dennis J. Fitzsimmons, vice president/operations for Tribune Broadcasting Corp.,

Time gets shorter—the changing lengths of television commercials*

Three networks			
Spot length	# of units during avg. week	% increase over same period in 1984	% of total units
10 seconds	75	47.1%	1.5%
15 seconds**	452	85.2%	8.9%
20 seconds	44	****	0.9%
30 seconds	4,307	-4.8%	84.5%
45 seconds	85	-14.1%	1.7%
60 seconds	113	15.3%	2.2%
90-plus seconds	18	-45.5%	0.3%
Total	5,094	0.9%	100.0%
Non-network†			
Spot length	# of units during avg. week	% increase over same period in 1984	% of total units
10 seconds	94	5.5%	5.7%
15 seconds**	17	216.4%***	1.1%
20 seconds	2	33.3%***	.1%
30 seconds	1,448	6.3%	87.9%
45 seconds	8	-28.7%	.5%
60 seconds	46	4.9%	2.8%
90-plus seconds	33	.3%	2.0%
Total‡	1,647	6.6%	100.1%

* From Television Bureau of Advertising data supplied by Broadcast Advertisers Reports. Based on results of first nine months of 1984 and 1985.

** Numbers include both stand-alone 15's and split-30's.

*** Estimated, because in 1984 non-network figures, 15-second and 20-second spots were included in same category.


**** In first nine months of 1984 less than one 20-second advertisement appeared during average week.


† BROADCASTING has divided totals by number of top-75-market stations surveyed to account for difference in sample size—303 stations in 1984, 314 stations in 1985.

‡ May not add due to rounding.


Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Dec. 16  **Journalism.** BROADCASTING's annual examination of the state of the art in the journalism of the Fifth Estate, including a review of the news that made news this past year and an essay on the ethical and legal issues facing journalists today.

Dec. 30  **Pre-INTV/Yearend Review.** In addition to a sneak preview of the Association of Independent Television Stations convention, BROADCASTING will present a look back at 1985. It was a year in which the Fifth Estate was greatly reordered, with nearly \$20 billion in acquisitions, mergers and takeovers. Our chart brings it all together.

Jan. 6  **INTV.** An expanded preview of the INTV convention as it begins in Los Angeles. A look at the hot topics up for discussion and a show-by-show account of the programing on display.

Jan 13  **Pre-NATPE.** Complete coverage of the INTV convention and a first look at the Fifth Estate's largest programing marketplace, NATPE. To include a complete listing of exhibitors plus a rundown of the events highlighting NATPE's 23d convention, in New Orleans.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Stock Index

	Closing Wed		Closing Nov 27		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Dec 4	Nov 27	Dec 4	Nov 27				
BROADCASTING								
N ABC	120	1/8	119	3/4	3/8	.31	18	3,442
N Capital Cities	213		211		2	.94	19	2,766
N CBS	113	1/2	113	1/4	1/4	.22	19	2,656
O Clear Channel	17	1/2	17	3/4	-	1/4	-1.40	26
O Gulf Broadcasting		13/16	13/16					36
O Jacor Commun.	4		3	7/8	1/8	3.22		22
O LIN	37	7/8	38	1/2	-	5/8	-1.62	26
O Mairite	12		12				14	100
O Mairite 'A'	11		11	1/4	-	1/4	-2.22	13
O Price Commun.	8	1/8	7	3/8	3/4	10.16		48
O Scripps Howard	45		44		1	2.27	27	464
N Storer	93	1/8	93		1/8	.13		1,765
O SunGroup Inc.	4	1/4	4	3/8	-	1/8	-2.85	6
N Taft	80		78	1/2	1	1/2	1.91	15
O TVX Broadcast Group	11	3/4	11	7/8	-	1/8	-1.05	48
O United Television	24	1/8	24	1/4	-	1/8	-0.51	73

BROADCASTING WITH OTHER MAJOR INTERESTS									
N A.H. Belo	48	1/2	48	5/8	-	1/8	-0.25	21	
A Adams Russell	26	5/8	26	5/8				17	
A Affiliated Pubs	54	1/2	51	1/4	3	1/4	6.34	22	
N American Family	30		29	3/4	1/4	.84	15	896	
O Assoc. Commun.	31	5/8	30	1/2	1	1/8	3.68	150	
N Chris-Craft	53	3/4	53	5/8	1/8	.23	38	342	
N Gannett Co.	57	5/8	58	1/2	-	7/8	-1.49	18	
N GenCorp	61	7/8	62	1/8	-	1/4	-0.40	35	
O Gray Commun.	110		104		6	5.76	19	54	
N Jefferson-Pilot	49		51	3/4	-	2	3/4	-5.31	7
N John Blair	23	1/4	22		1	1/4	5.68	186	
O Josephson Intl.	8	5/8	8	5/8				40	
N Knight-Ridder	37	5/8	37	1/4	3/8	1.00	17	2,107	
N Lee Enterprises	41	3/4	42	1/8	-	3/8	-0.89	19	
N Liberty	33		32	1/4	3/4	2.32	14	334	
N McGraw-Hill	46	7/8	45	1/4	1	5/8	3.59	16	
A Media General	85	1/8	85	1/8				17	
N Meredith Corp.	65	3/4	65	1/4	1/2	.76	12	622	
O Multimedia	26	1/4	26	3/8	-	1/8	-0.47	288	
A New York Times	48	1/4	48		1/4	.52	16	1,932	
O Park Commun.	21	3/4	22		-	1/4	-1.13	19	
N Rollins Commun.	26	3/4	26	1/2	1/4	.94	31	390	
T Seikirk	23		21	3/8	1	5/8	7.60	50	
O Stauffer Commun.	118		118				19	118	
A Tech/Ops Inc.	72		70	1/4	1	3/4	2.49	10	
N Times Mirror	50	1/8	50	3/8	-	1/4	-0.49	13	
N Tribune	53	1/4	53	1/4				18	
A Turner Bcstg.	17	1/8	17	1/8				35	
A Washington Post	114	1/2	115		-	1/2	-0.43	13	

PROGRAMING								
O American Nat. Ent.	2	1/4	115/16		5/16	16.12	11	5
O Barris Indus	18	7/8	18	3/4	1/8	.66	49	164
N Coca-Cola	83	5/8	82	3/4	7/8	1.05	16	10,957
N Disney	101	1/2	96	1/2	5	5.18	56	3,321
N Dow Jones & Co.	44	1/4	42	3/8	1	7/8	4.42	21
O Financial News	7	5/8	6	3/4	7/8	12.96		80
O Four Star	5	1/4	5	1/2	-	1/4	-4.54	5
A Fries Entertain.	10	1/4	9	7/8	3/8	3.79	17	34
N Gulf + Western	48		46		2	4.34	14	3,046
O King World	27	1/2	27	1/2			34	279
A Lorimar	42	1/4	40	1/2	1	3/4	4.32	10
N MCA	49	3/4	50	5/8	-	7/8	-1.72	42
N MGM/UA	25		25	1/8	-	1/8	-0.49	1,242
N Orion Pictures	10		9	7/8	1/8	1.26	30	94
N Playboy Ent.	9		8	3/8	5/8	7.46	20	84
O Reeves Commun.	11	3/8	12		-	5/8	-5.20	141
O Republic Pictures 'A'	8	5/8	7	3/4	7/8	11.29	61	25
O Republic Pictures 'B'	8	1/4	7	1/2	3/4	10.00	58	6
O Robert Halmi	2	3/4	2	1/4	1/2	22.22	55	47
O Sat. Music Net.	23		23	3/4	-	3/4	-3.15	156
O Telepictures	20	1/8	19	5/8	1/2	2.54	26	265
N Warner Communications	35	3/8	33	3/4	1	5/8	4.81	2,154
O Westwood One	42	1/2	38		4	1/2	11.84	40

	Closing Wed		Closing Nov 27		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Dec 4	Nov 27	Dec 4	Nov 27				
SERVICE								
O BBDO Inc.	47	1/4	47	3/4	-	1/2	-1.04	16
O Compact Video	7		7	1/8	-	1/8	-1.75	30
N Comsat	32	5/8	31		1	5/8	5.24	9
O Doyle Oane B.	19	1/2	20	1/4	-	3/4	-3.70	13
N Foote Cone & B.	48	1/2	48	1/2				10
O Grey Advertising	200		200					12
N Interpublic Group	40	1/2	38	1/2	2		5.19	13
N JWT Group	31	3/8	30	1/2		7/8	2.86	17
A Movielab	7	3/4	7	1/8		5/8	8.77	2
O Ogilvy Group	41	3/4	41	1/2		1/4	.60	14
O Sat. Syn. Syst.	6	1/4	6			1/4	4.16	13
O Telemation	5	3/4	5	1/2		1/4	4.54	5
O TPC Commun.	5/16		1/2		-	3/16	-37.50	3
A United Video	5	7/8	6	3/4	-	7/8	-12.96	17
N Western Union	14	3/8	14	7/8	-	1/2	-3.36	350

CABLE								
A Acton Corp.	1	3/4	1	3/8		3/8	27.27	10
O AM Cable TV	1	3/4	1	3/4				6
N American Express	50		48	1/2	1	1/2	3.09	16
N Anixter Brothers	20		18	7/8	1	1/8	5.96	20
O Burnup & Sims	7	5/8	7	1/8		1/2	7.01	4
O Cardiff Commun.	1	1/16	1	1/8	-	1/16	-5.55	2
N Centel Corp.	45		44	7/8		1/8	.27	9
O Comcast	20	7/8	19	5/8	1	1/4	6.36	30
N Gen. Instrument	16	5/8	16	1/4		3/8	2.30	536
N Heritage Commun.	20	3/8	19	1/2		7/8	4.48	39
O Jones Intercable	6	1/4	6	1/4				26
T Maclean Hunter 'X'	15	5/8	15			5/8	4.16	21
A Pico Products	2	3/4	3	1/8	-	3/8	-12.00	9
O Rogers Cable	10	1/8	10	1/8				230
O TCA Cable TV	25	1/2	26		-	1/2	-1.92	32
O Tele-Commun.	36	1/4	35	3/8		7/8	2.47	402
N Time Inc.	63		59	1/4	3	3/4	6.32	18
O United Artists Commun.	24		24	3/4	-	3/4	-3.03	31
N United Cable TV	31	3/8	31	3/4	-	3/8	-1.18	49
N Viacom	63	1/2	56	1/2	7		12.38	24

ELECTRONICS/MANUFACTURING								
N 3M	86		82	1/2	3	1/2	4.24	14
N Allied-Signal	46		45		1		2.22	9
N Arvin Industries	28	3/8	28			3/8	1.33	10
O C-Cor Electronics	5	1/2	5			1/2	10.00	16
O Cable TV Indus.	3	3/8	3	1/8		1/4	8.00	33
A Cetec	7	1/8	7	3/8	-	1/4	-3.38	12
O Chyron	7	3/8	7	1/4		1/8	1.72	21
A CMX Corp.	1		1	1/8	-	1/8	-11.11	3
A Cohu	9	1/2	9	1/4		1/4	2.70	9
N Conrac	14	5/8	14	5/8				17
N Eastman Kodak	49	1/2	48	5/8		7/8	1.79	14
N General Electric	65	7/8	65			7/8	1.34	12
O Geotek Inc.	1		1	1/4	-	1/4	-20.00	16
N Harris Corp.	27		25	3/4	1	1/4	4.85	15
N M/A Com. Inc.	13	5/8	13			5/8	4.80	13
O Microdyne	6	1/4	5	3/4		1/2	8.69	78
N Motorola	37	1/2	35	5/8	1	7/8	5.26	38
N N.A. Philips	37	5/8	38		-	3/8	-0.98	9
N Oak Industries	1	7/8	2		-	1/8	-6.25	48
N RCA	47	3/4	47			3/4	1.59	12
N Rockwell Intl.	35		35	5/8	-	5/8	-1.75	8
N Sci-Atlanta	11	7/8	11	1/8		3/4	6.74	16
N Sony Corp.	19	3/4	18	7/8		7/8	4.63	14
N Tektronix	52	1/4	51	3/8		7/8	1.70	13
A Texscan	3/4		15/16		-	3/16	-20.00	5
N Varian Assoc.	28	3/8	27	1/4	1	1/8	4.12	23
N Westinghouse	43	5/8	46	1/4	-	2	5/8	-5.67
N Zenith	18	1/2	18	1/8		3/8	2.06	925
Standard & Poor's	227.24		223.51				3.73	1.67

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.



From left to right: Dennis Leibowitz, *Institutional Investor's* choice as #1 broadcast analyst for the eighth consecutive year; investment bankers Colin Knudsen (seated) and Broadcast Group Head Mary Penniman with Joe Roby, Managing Director of Investment Banking.

The #1 Broadcast Team on Wall Street

When Viacom International said "I want my MTV," it went to the investment banking firm known for its expertise in broadcast, cable and communications.

When the largest shareholder of the Evening News Association believed its 6% stake was undervalued, it sought the opinion of the analysts and bankers who are acknowledged experts at corporate valuations.

When the Committee for Full Value of Storer Communications needed ammunition to launch a proxy fight, it went to the firm noted for its success in such battles.

When CBS needed strong "expert witness" financial testimony to defeat Ted Turner, it turned to the banking firm respected for its ability to handle complex issues in corporate finance.

When Daniels & Associates, the largest cable broker in the country, wanted to raise big money from institutional managers to form the first institutional "blind" pool in cable, it went to the banking firm built on institutional clout.

They all went to the same investment banking firm: Donaldson, Lufkin & Jenrette.

For those who know broadcasting and communications, the choice couldn't have been more logical.

On Wall Street, winning isn't everything, it's the only thing. And DLJ has been on the winning side of the hottest broadcast and cable deals in recent months.

Viacom is getting its MTV. It is completing its \$730 million acquisition of MTV and the remaining 50% of Showtime/The Movie Channel from Warner Amex.

The Evening News shareholder was right. Acting on the basis of DLJ's valuation, it directed DLJ to find a buyer for its stock—a process that eventually resulted in Gannett Co.'s \$717 million bid. At \$1583 per share, a 500% gain was realized on the investment.

The "Committee for Full Value" won four seats on Storer's Board. It realized full value when Storer was sold for \$93 a share—a 94% gain—which was what DLJ said the stock was worth.

CBS won its case in Federal Court. It stopped Turner's proposal with the help of expert testimony prepared by DLJ bankers.

Daniels & Associates got what it was looking for. DLJ successfully raised \$40 million, and Daniels is about to begin its acquisition plan.

In fact, DLJ is no stranger to major deals. A year ago, it merged with The Equitable, creating a financial powerhouse that is shifting the balance of power on Wall Street.

At DLJ, the broadcast and cable team does more than *report* the news. They *make* it.

DLJ

Shifting the Balance of Power on Wall Street

said: "We have been taking some integrated [split] 30's, but have not had many requests for individual 15's. I would think if we get to the point where the number of requests becomes significant, certainly we would look at a group policy." Elliott Troshinsky, vice president and general manager of Taft Broadcasting's WCIX-TV Miami, said that of the limited number of requests for split-30's at his station, virtually none have come from local advertisers.

Most stations have computerized traffic and billing systems and would be better equipped to handle a transition to 15-second spots than they were to make the transition to 30-second spots that took place in the late

1960's, said Browning Holcombe Jr., executive vice president of the New York-based representative firm, Independent Television Sales.

But those at the station level said they tried to discourage stand-alone 15's, despite the fact that 10-second ads are not uncommon. A reluctance to encourage stand-alone 15's also applies to at least some of those selling barter spots. Donald Stump, vice president of media sales for Telepictures, said: "Ninty-nine percent of our barter ads are 30-second spots. Basically the policy is we do not accept stand-alone 15's and until things radically change within the industry we will not at this point accept them. For

example, we passed on some business in the fourth quarter for stand-alone 15's. We do at the request of certain advertisers accommodate a few split-30's."

The TVB numbers give no indication of what will happen to commercial lengths in the future, but do indicate that the length of commercials, like hemlines, can change with surprising rapidity. Going back 20 years the TVB numbers show that in 1967 only 6% of network commercials were 30's, while at the spot and station level half-minute commercials accounted for only 3% of the total. Within five years the half-minute commercial had increased to make up two-thirds of all television commercials. □

Journalism

TV station sued over news tape

Subject of investigative report says WJLA-TV Washington made and aired audio tapes in violation of state law

One of the principal concerns news media representatives express about suits filed against those in their business is that they tend to chill efforts at hard-hitting journalism.

Now a major television station in Wash-

ington, WJLA-TV, contends its investigative zeal—at least as far as a Washington/Baltimore area appliance chain is concerned—has been chilled as the result of a suit the chain filed against the station's licensee, WJLA Inc., claiming a violation of Maryland's wiretapping and surveillance law. WJLA's claim is made in a countersuit it filed against Luskin's Inc. for abuse of process.

The suit and countersuit grow out of a visit paid to Luskin's offices in Baltimore last April 16 by Paul Berry, a WJLA-TV investigative reporter whose forte is righting wrongs allegedly perpetrated on members of the station's viewing audience by business and government. Accompanied by a camera crew and some "dissatisfied" customers, Berry was there, according to papers the station subsequently filed in U.S. district court in Baltimore, to "investigate and attempt to resolve" the complaints.

But the executive being interviewed, Arnold Snyder, director of sales and marketing for Luskin's and a co-plaintiff in the case, "abruptly terminated the interview," according to WJLA's complaint, and directed Luskin's security officials to remove Berry and his crew from the premises. Berry used the material obtained in the interview in a two-part story, broadcast on WJLA-TV's evening newscasts of April 25 and April 26. On the 26th, Berry and WJLA-TV found themselves defendants in a case in which they were being sued for a total of \$70 million.

Luskin's claims that Berry violated the state law on wiretapping and surveillance—which requires both parties to a conversation to agree when it is recorded—by taping a conversation with Snyder with a concealed tape recorder.

That is a point in dispute: WJLA says the recorder was in plain view. In any case, the recorder, according to Luskin's, continued to run after Berry, at Snyder's request, ordered the cameras turned off. Luskin's says that WJLA, "in a massive and unprecedented violation of Maryland law," broadcast the contents of the conversation at issue on WJLA-TV at about 6:45 p.m. on April 25.

"By reason of this fraudulent, malicious, willful and illegal conduct," each of the plaintiffs—Luskin's and Snyder—is entitled to \$10 million, according to their complaint. The complaint also says each is entitled to \$25 million in punitive damages, as well as attorney's fees and costs.

WJLA-TV, on the other hand, says that Snyder understood the meeting with Berry was part of an investigation of Luskin's practices and was intended to produce material for broadcast. "In this regard," WJLA-TV says, "portions of the conversations between Berry, Snyder and the dissatisfied Luskin's customers were recorded, by video and audio equipment, in full view and with the consent of Luskin's employees, including Snyder." But the burden of the counterclaim was the charge that Luskin's suit was "intended to and in fact did harass, intimidate and injure" WJLA-TV and Berry, and was part of "a course of conduct to deprive" WJLA-TV and Berry of their "constitutional and protective rights of free speech and free press." The counterclaim says the effort succeeded.

WJLA-TV says that Luskin's and Snyder sent it and Berry a telegram on April 26, warning that they would be sued in connection with the two-part story about Luskin's. It adds that on that day, a process server attempted to serve WJLA-TV and Berry with the complaint before the broadcast but did not make service until "immediately after" it. And, the counterclaim alleges, by that "malicious and intentional conduct," Luskin's and Snyder "intimidat[ed] and inhibit[ed] WJLA-TV and Berry from engaging in further investigation, reporting and broadcasting of news stories regarding pending and new consumer complaints about Luskin's."

WJLA-TV and Berry are seeking \$500,000 in compensatory damages and \$1 million punitive damages. They claim they have suffered economic damage as well as damage to their reputations and business as a result of the counterdefendants' "willful and malicious abuse of process." □

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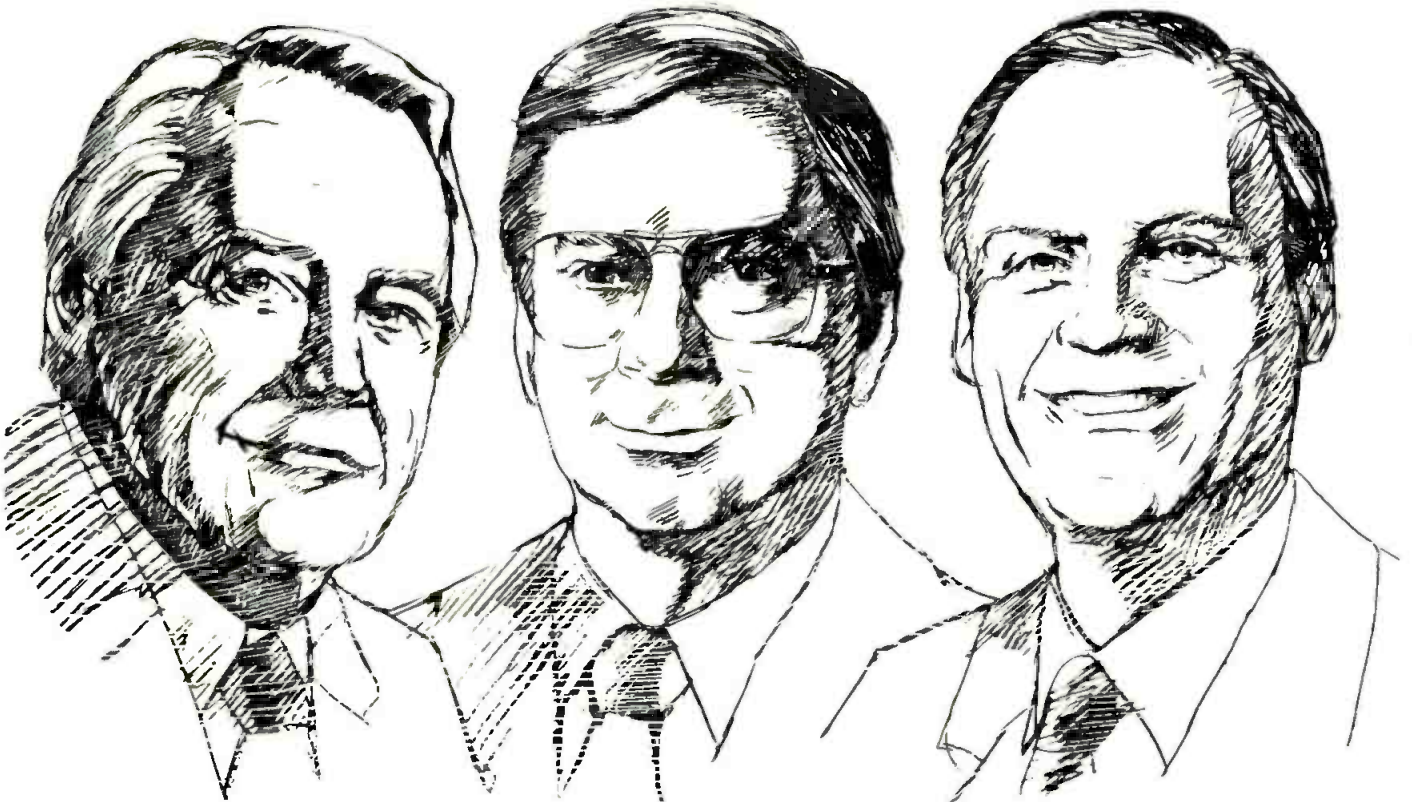
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A New Leading Role For A Proven Leader.

For more than 30 years Dick Chapin has been a leader. Leading 10 of the midwest's most respected stations as President of Stuart Broadcasting. And leading the cause for better broadcasting as board member and chairman of the NAB, RAB and other industry associations.

Now Dick Chapin has a new leadership role: President of DKM-Midwest. DKM-Midwest is the result of DKM Broadcasting's acquisition of the assets of Stuart Broadcasting Company. And in the words of DKM president Jim Wesley, "Dick Chapin's ability is a major asset."

Rob Dyson, DKM Broadcasting's chairman of the board, added, "Listeners in the Midwest can look forward to continued excellence. And all of us in broadcasting can look forward to Dick Chapin's leadership in helping to make the industry better for all."



Dick Chapin,
President DKM-Midwest

Jim Wesley,
President DKM Broadcasting Corporation

Rob Dyson,
Chairman of the Board
DKM Broadcasting Corporation

DKM Broadcasting Corporation, 6201 Powers Ferry Rd., Suite 100, Atlanta, GA 30339, 404 955-8855

DKM-MIDWEST KWTO AM/FM Springfield, Missouri
• KFOR AM / KFRX FM Lincoln, Nebraska • KSAL AM / KYEZ
FM Salina, Kansas • KOEL AM/FM Oelwein, Iowa

DKM BROADCASTING WAOK AM / WVEE FM Atlanta,
Georgia • WCAO AM / WXYV FM Baltimore, Maryland
• WDJO AM / WUBE FM Cincinnati, Ohio

DKM Broadcasting Corporation-Midwest, 780 NBC Center, Lincoln, Nebraska 68508, 402 475-5285

Matter of frequency

The FCC has released details on a proposal to ease nonbroadcast access to 2 ghz and 7 ghz microwave frequencies now widely used by TV stations ("In Brief," Nov. 18).

The proposed rulemaking, released Nov. 27, would relax eligibility requirements in the bands and open them to cable system operators, cable networks and broadcast networks. The commission also suggested wider use of the little-occupied 6.4 mhz band and access for business radio to private bands at 1.8 ghz and 6.5 ghz.

Loosened restrictions on cable use of the 2 ghz and 7 ghz bands would provide only for mobile remote applications, while broadcasters would continue to use the frequencies for both mobile links in electronic news-gathering applications between remote sites and studios, and for fixed links between studios and transmitter sites or for intercity relays.

The commission also suggested eliminating mixed allocations in the two bands (allowing only fixed links in the 7 ghz band and only mobile links in the 2 ghz band) for ease of coordination, and cited an FCC analyses showing 75% of the 4,700 links at 7 ghz to already be fixed, while 77% of the 5,070 links at 2 ghz are now mobile.

Minimum path lengths for fixed links were also proposed in the document as part of an FCC effort to encourage the use of high frequencies for short paths and low frequencies for long paths. In addition, the FCC outlined new antenna pointing restrictions and limitations on transmitter power and EIRP (equivalent isotropically radiated power) designed to protect fixed satellite services from terrestrial microwave interference.

The 6.4 mhz band, now licensed on a limited basis to common carriers for providing mobile pickup services to broadcasters, as well as to a handful of broadcasters on a secondary basis, would be fully opened for broadcasters and common carriers, as well as private users, cable system operators and cable networks. Channelling plans for the band under consideration by the commis-

sion include five 20 mhz channels, six 8 mhz AM-video channel pairs, or 1 mhz stackable segments.

Broadcasters, who opposed the sharing concept for 2 ghz and 7 ghz bands when it was first considered by the FCC as part of a related rulemaking completed in 1983, appeared from preliminary responses to remain concerned that the lack of free spectrum space, particularly in large markets, would render the changes unworkable. Some support was expressed, however, for other measures of the proposal, including minimum path lengths for fixed links.

In related news, the National Association of Broadcasters has begun efforts to establish a national committee for frequency coordination, similar to a national body run by the Society of Broadcast Engineers (SBE) for the last several years in conjunction with over 80 local coordination bodies. SBE is supporting the NAB concept and would have representation on the new group, according to both NAB and SBE representatives.

Plans for the NAB-run national body are not yet complete, but the committee will help to organize coordination guidelines, register interference complaints and volunteer as intermediaries in disputes, relying on local coordinating bodies to do all real-time coordinating work. An organizational meeting to review the group's proposed structure is scheduled for Jan. 17.

The NAB effort follows on the heels of minor division between NAB and SBE over a petition filed with the FCC by SBE in September which sought to have the commission require all auxiliary broadcast frequency users to contact local coordinating committees before operating on the channels, or otherwise insure that they would not interfere with existing users ("In Sync," Oct. 7).

NAB, in comments on the SBE petition, disagreed on the need for a commission rulemaking, arguing that existing rules covered their concern. Proceeding on the issue would be "premature," NAB added, since recent rulings on channelization and spec-

trum use of the aural STL band and 2 ghz and 7 ghz bands (BROADCASTING, Nov. 4) may eliminate further requirements for mandatory coordination procedures.

Richard Rudman, SBE president and chief engineer of KFWB(AM) Los Angeles, told BROADCASTING the FCC "should proceed" on frequency coordination considerations, but noted that "NAB and SBE want a united front on frequency coordination in broadcasting."

An FCC spokesman said the SBE petition will probably be acted upon in the first quarter of 1986, and although denying the petition is an option, it is more likely the commission will approve a notice of inquiry opening the proceeding.

DBS delays

The Direct Broadcast Satellite Association has asked the FCC to push back to next March a December comment deadline on the setting of direct broadcast service technical standards. According to United States Satellite Broadcasting's Dennis Brownlee, DBSA president, the association also postponed its annual meeting from Dec. 4 to the first quarter of 1986.

The requested delay, the third in the proceeding if approved by the FCC, would allow the group to complete the review of extensive engineering tests carried out this fall and recommend a DBS system as a voluntary industry standard, Brownlee added. Although the FCC had itself requested industry comments on DBS technical standards, it is not widely expected to take stringent action to back an industry consensus choice.

DBSA compared alternate systems of General Instrument (which proposed a B-NTSC system using digital audio) and Scientific-Atlanta (which proposed a multiplexed analog component system) at technical facilities of NASA-Lewis Laboratories in Cleveland for 15 weeks ending Oct. 24, and last week was validating initial data for accuracy. Evaluation of audio data was scheduled for completion.

The compiled data was to be added to a report of the test manager, then sent out to DBSA membership for comments, explained Direct Broadcast Satellite Corp.'s Harley Radin, DBSA standards committee chairman. Member responses will be reviewed by a technical subcommittee meeting Jan. 10-11. Also to be considered at the meetings will be the draft report of a subgroup headed by Paul Heinerscheid of USSB, which considers nine different criteria for a selection, including tiering and addressability, system security, potential for ancillary services and results of the technical comparison.

Two weeks later, on Jan. 23, DBSA has set a meeting of its executive board at which completed drafts of the subcommittee reports will be reviewed and the selection of a single suggested standard system

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will be made.

In related news, the Scientific-Atlanta B-MAC system is now in use by Australian Broadcasting Corp. for satellite transmissions. The Australian government broadcaster has carried the B-MAC signal via Aussat satellite since mid-October, and now plans to drop the backup PAL transmission on Intelsat satellite between Dec. 18 and Jan. 26. According to an S-A representative, the Australian who chose B-MAC system, Bob Lansdown, secretary of communications, sent a telex in November to S-A Chairman Sidney Topol saying he was "delighted" with the picture quality of new transmission signal.

Computers on-line

Data Communications Corp. of Memphis installed a half-dozen computer systems in November, including newsroom operations at two TV stations, and sales-traffic-billing facilities at four cable operations.

Hubbard Broadcasting's KOB-TV Albuquerque, N.M., and *New York Times*-owned WREG Memphis installed the company's Bias newsroom products, which are based on IBM-PC technology. DCC PC-based Bias cable computer systems, meanwhile, went on line at a Storer cable system in Sarasota, Fla., a Group W system in West Palm Beach, Fla., an ATC operation in Memphis and a Heritage cable facility in Des Moines, Iowa.

The 16-year-old firm also announced new electronic invoicing software available next February for its Buylines computer product, which provides an electronic contracting link between stations, national sales reps and advertising agencies. Buylines, introduced last May, is already on-line at a dozen TV stations, including WVM-TV Washington and WTVJ-TV Miami, with DCC expecting another 10 users by early 1986.

Console marketeers

NBC Radio News has ordered Solid State Logic's SL 5000 M series audio console, in what the British manufacturer said was its first American order for the system. The 40-channel stereo-mono console will be used by NBC in a studio being built in Burbank, Calif., where feeds from different sources will be processed for recorded or live distribution via satellite to NBC Radio News Network master control in New York.

Another audio console maker, Harrison Systems of Nashville, has just delivered one of its own systems. Universal City Studios will be installing Harrison's six-channel PP-1 stereo post-production console for use on network stereo TV productions. The Hollywood facility will be one of several, including Walt Disney Productions, 20th Century Fox and Warner-Hollywood, using the PP-1, which provides full double system sound production for stereo soundtracks. The unit is also the second to use Harrison's hard-disk-based automation system.

Product poll

Two New York research firms are undertaking a TV broadcast equipment census they claim is the first to survey in-place equipment. Questionnaires will be sent in multiple mailings beginning this month to all U.S. TV station general managers, engineers and news directors, with results available in the

spring, said Douglas I. Sheer, whose consulting firm is conducting the survey with DC & A Market Research.

The poll, jointly sponsored by manufacturers of broadcast gear, will ask stations to identify in-place audio, video and ancillary equipment by type, brand, model and vintage. Also questioned will be station's plans to buy, format preferences, purchasing policies, features and specifications sought, and media and promotional influences, the companies explained. In addition, the survey will address deregulation, the U.S. economy, technological trends and labor-management issues.

Sheer expects the survey to have no less than a 40% response rate, which he said can "guarantee" a 95% or better rate of accuracy.

Meet me in St. Louis

The Society of Broadcast Engineers has completed plans for its first national convention to be held in St. Louis next Oct. 14-16 ("Closed Circuit," Oct 7). A regional SBE convention in St. Louis last September was the 5,100-member organization's largest, attracting over 1,700 total attendees and more than 100 exhibitors of broadcast equipment.

According to Richard Rudman, SBE president, "This will be a convention for the working engineer and priced at that level." The organization will continue to hold its regular regional conventions, which are sponsored annually by SBE chapters in Syracuse, N.Y.; Pittsburgh; Seattle; Indianapolis, and St. Louis. The site of the national

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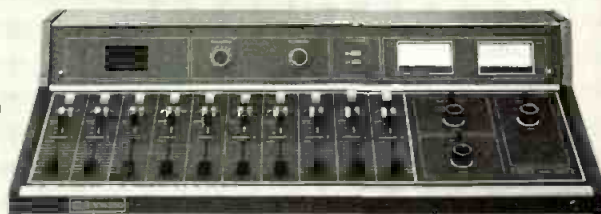
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convention will rotate among regional sites in upcoming years, Rudman added.

Organizing the convention's technical papers sessions will be John Battison, former engineering director of Ohio State University's WOSU-AM-FM-TV Columbus, Ohio, and conductor of several broadcast symposiums at the school. He previously ran Ohio State University's annual broadcast symposiums.

Audio transfer

Rupert Neve Inc. has been sold to Austrian audio equipment maker Siemens A.G.. The deal, which is expected to be completed before the end of 1985, had been in the planning stages since Neve's parent corporation, Energy Services & Electronics, was sold earlier this year. Approximately \$8 million changed hands in the deal, according to Neve President Barry Roche, who said ES&E has retained a minority shareholding position in Neve which will go to Siemens in 1991. Neve, maker of audio consoles, is based in Bethel, Conn., and has offices in Hollywood and Nashville.

ADDA way

Harris Corp. has announced marketing plans for several ADDA products acquired when the Quincy, Ill., manufacturer bought ADDA Corp. last October. To be manufactured and sold under the Harris logo will be models AC-20A and 560 (Vision) time base correctors, VW-3 frame synchronizers and ESP-II still stores. Shipments begin in the first quarter of 1986.

Kenneth R. Schwenk, Harris vice presi-

dent, product management and development said the company may also reinstate other ADDA products depending on demand, but added that Harris is "not responsible for any of ADDA's prior commitments." Parts and service for all other ADDA products will, however, be offered on a "best effort" basis, the company added.

Spectrum expansion

Spectrum Planning Inc., a Dallas-based frequency engineering and planning concern, has purchased rival Compucon, owned by A.C. Nielsen Co. Spectrum Planning has since moved its microwave and satellite engineering services into Compucon's physical plant in Richardson, Tex., although the new firm will continue under the Spectrum Planning name. No dollar amount was released for the transaction.

The five-year-old Spectrum Planning, formerly a division of Rockwell International before going private, will retain subsidiaries in Washington; Fairfax, Va.; Annapolis, Md., and Tulsa, Okla. The firm will have as co-chairmen Jerry Armes, president, and Duncan McIntosh, executive vice president, and continue marketing services for FM and TV applications, microwave and satellite frequency design and engineering and mobile radio.

Comsearch, also of Richardson and a chief competitor of Spectrum Planning in the frequency engineering field, has recently announced an expansion of its own, with new headquarters and a test laboratory in Reston, Va.

Radio Opelika

A new shortwave radio station, NDXE Global Radio, is under construction in Opelika, Ala., and the 34-year-old Alabama native

heading the operation claims it represents the largest investment ever in commercial high frequency radio—more than \$10 million in equipment alone. NDXE President H. Dickson Norman said the HF station would also be the first to broadcast in stereo, using a system designed by Leonard Kahn of Kahn Communications.

A variety of programming will be presented, he said, including sports events, worldwide news and weather, and music, with sponsorship by global advertisers, including the likes of AT&T, international banks, brokerage houses, insurance agencies and auto manufacturers. Nearly all commercial spots (10 per hour each 24-hour day) have been sold out for the first year. The sign-on is scheduled for July 4, Norman said.

Herb Neu, formerly with CNN Radio Network, and Gene Taylor, former program director and vice president and general manager of ABC-owned WLS(AM) Chicago, will run the operation with Norman, who gained attention in 1973 when as a 21-year-old commercial sales manager for WJHO(AM) Opelika he was backed by members of Alabama's congressional delegation for a commissioner's seat on the FCC.

"We intend to propogate the best of America radio to audiences around the world because there is a hunger for that programming," commented Norman.

Norman credits the idea for the station to a former employer, John Herbert Orr, founder of WJHO(AM). Orr, who died last year, was one the first U.S. manufacturers of magnetic videotape and the Orrox CMX videotape editor, Norman said.

The NDXE facility will use a 100 kw stereo shortwave transmitter and 100-foot rotatable log period antenna to deliver over 3 million watts of power, Norman said. On-air testing will begin next April.

DISTINGUISHED SERVICE AWARDS



For 53 years, The Society of Professional Journalists, Sigma Delta Chi has presented Distinguished Service Awards for outstanding contributions to the fields of broadcast, newspaper, and magazine reporting and for research about journalism. The awards, among the most prestigious in journalism, are given for work during the 1985 calendar year.

The competition is open to all journalists. Entries must be accompanied by a nomination form and a \$20 handling fee.

The deadline for entries is **January 10, 1986.**

For descriptions of the 16 categories and nomination forms, contact:

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Gold in those hills. Sony Corp. has sold Japan's Asahi National Broadcasting Co. more than \$10 million in Sony broadcast equipment for the commercial broadcaster's new Ark Hills TV Asahi Broadcasting Center in Tokyo, the manufacturer has announced. The facility, with its 24 one-inch videotape recorder facility pictured above, will use 110 Betacam video recording systems, five Betacart multicassette systems and three MXP-5000 audio mixing consoles (developed jointly by Sony and Asahi). The deal was the largest single purchase of Sony broadcast equipment, according to the manufacturer.



TELECASTINGS



Elderly action

A three-week news series on aging and the elderly culminated in a live, three-hour call-in program, *Aging: A Family Affair*, on WTVF(TV) Nashville. A videotaped message from President Reagan began the program, which aired from 8 to 11 p. m. and precipitated more than 1,500 telephone calls, mostly from elderly women, about Social Security, Medicare and related issues. The phone number used during the broadcast, 255-HELP, will remain a full-time hotline dedicated to answering questions of the elderly.



WTVF's "Aging" series

Quit it

"But I only smoke a pack a day" was the headline on a full-page ad run by KPRC-TV Houston to promote its month-long "Ways to Really Stop Smoking" series. The ad featured a "mountain" of 7,300 cigarettes—the number smoked by a pack-a-day smoker in one year. The series followed the efforts of 10 smokers trying to quit through a 21-day program, and was hosted by news anchor and former smoker, Ron Stone.

Expert advice

"Speak Up on Television," a 30-minute video course conducted by Jack Valenti, president of the Motion Picture Association of America, and Dinah Shore, the entertainer, has been released by National Educational Media Inc. The first of three parts in an instructional public speaking course, "Speak Up with Confidence," the television segment covers "techniques for dealing effec-

tively with the constraints of time, unseen audiences and the camera," including "adjusting physical movements and voice levels and preparing statements which will be subject to questioning and possible editing." "Speak Up on Television" also includes clips of President Reagan, news footage, and demonstrations by actors. The video is complemented by Valenti's book, "Speak Up with Confidence," study materials and a 100-page NEM System Course Notebook.

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RIDING GAIN

O N R A D I O

Deal closing

The next chapter in Mutual Broadcasting's long history is about to be written. Publicly-held Westwood One Inc., Culver City, Calif., completed its acquisition of the network radio assets of the Mutual Broadcasting System from Ada, Mich.-based Amway Corp. ("Top of the Week," Sept. 23) last Monday (Dec. 2) for \$17 million in cash and \$13 million in notes plus 210,000 shares of Westwood common stock now worth about \$9.2 million.

As part of the deal, Westwood One Chairman and President Norm Pattiz said Amway has agreed to purchase \$5 million of advertising time on either the Westwood One Radio Networks or Mutual over the next 48 months. Additionally, Amway, which retains Mutual's satellite services division and \$10-million uplink facility, will distribute Mutual programs over Westar IV without cost to Westwood One for three years. According to Pattiz, the satellite delivery is estimated to be worth approximately \$4 million per year. "This was a classic negotiation



Mutual management (l-r): Jack Clements and Art Kriemelman, office of the president; Bill Battison, executive vice president, Westwood One; Larry King, Mutual talk show host; Norm Pattiz, chairman/president, Westwood One, and Ron Nessen, vice president, news and special programming, Mutual.

in which both parties were able to achieve their respective objectives at a satisfactory net cost," said Pattiz.

In other developments, the Westwood chairman said he has created an office of the president for Mutual, to be occupied by both Art Kriemelman, now vice president/marketing for Westwood, and Mutual's current president, Jack Clements. Pattiz said Kriemelman will be headquartered in Mutual's New York office and will also serve as the network's director of sales replacing Mutual Vice President of Sales Neal Weed, who was let go last Tuesday (Dec. 3). "We wanted an executive presence on Madison Avenue focused on advertising sales," said Pattiz in explaining the move. Clements will remain in Mutual's Arlington, Va., headquarters overseeing the day-to-day operations of the network. Both Kriemelman and Clements will report to Pattiz. "This [the newly created office of the president] was a prudent way to start, bringing a lot of energy and stability to the network," said Pattiz.

Westwood has also consolidated its Chicago sales operation with Mutual by naming Greg Batsuc, who is Westwood's director of sales for the Midwest region, as Chicago sales manager for Mutual, replacing Bernie Kvale. There will also be some consolidation in Los Angeles and Detroit, said Pattiz. "Sales is a critical area that we'll be monitoring continuously," said Pattiz, adding that in addition to Westar IV, Mutual programming will soon be distributed by Satcom I-R ("Riding Gain," Dec. 2).

Pattiz will serve as chairman of the board of Westwood One Inc. and chief executive officer of the Westwood One Radio Networks and the Mutual Broadcasting System—the latter retaining its name and separate identity.

Filling the slot

WXYZ(AM) Detroit personality, Dr. Sonya Friedman, has been tapped to fill the time

slot being vacated by Dr. Toni Grant on ABC's Talkradio service—5 to 7 p.m. NYT on Monday and Tuesday—beginning Jan. 6. Grant is leaving both the network and KABC(AM) Los Angeles, where she originated her show, to become a media consultant. Friedman, who is a psychologist, will originate her program from ABC Radio's New York studios.

New digs

After four decades, the studios of noncommercial WNYC-AM-FM New York have been given a face-lift.

On Wednesday (Dec. 11), WNYC will celebrate the opening of the Fiorello H. LaGuardia Telecommunications Center, named after the New York City mayor who supported the building of the station's present studios during his administration. The dedication marks the completion of a city-financed project aimed at rehabilitating its facilities. The total cost of the three-year undertaking, which includes construction and installation of equipment, was \$3.3 million. Of that figure, \$125,000 was provided by the federal government.

In addition to on-air and production studios, the new radio facility is equipped with six acoustically isolated broadcast control rooms, two studios that can be used for live broadcast performances, a master control room, audio edit suites, a newsroom and a satellite area where programs can either be received or distributed nationally.

PSA supplier

Narwood Productions, New York-based radio program supplier, has been selected by the New York State Martin Luther King Jr. Commission to produce public service announcements (PSA) and programming commemorating Martin Luther King Jr.'s first national birthday observance on Jan. 20. The PSA spots, which will be distributed to

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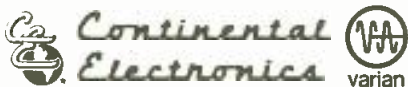
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SANDUSKY'S KLSY, SEATTLE, WA
- ✓ 1ST BRN NATIONAL SALES CONFERENCE 10/6-8 NY
- ✓ DISCUSS FM MUSIC IDEA EXCHANGE WITH CHET TART (SAN ANTONIO 10/24)
- ✓ NOTE TO DICKIE ROSENFELD RE: 25 YRS-KILT
- ✓ SUBSCRIBE TO BIRCH PROFILES ON RADIO, ALL MKTS.
- ✓ CONGRATS TO LISA MORRISON / KAREN WALD RE: 1ST
YEAR ANNIVERSARY VENDOR SALES
- ✓ LOOK FOR NEW QUARTERLY RESEARCH REPORT TO
STATIONS (LORI ADELSBERG)
- ✓ PREPARE FOR ANNOUNC-

both commercial and noncommercial stations in New York next month, will be voiced by noted personalities and state public officials including actor Harry Belafonte, chairman of the commission, folk singer Pete Seeger and New York Governor Mario Cuomo.

New York, New York

National Public Radio's news program, *Morning Edition*, will originate from the new studios of WNYC-AM-FM New York, Dec. 11. *ME* anchor Bob Edwards and an NPR team will present interviews with, among others,

New York Mayor Ed Koch and writers Gordon Lish and Tama Janowitz. The show will also include features about the changing ethnic makeup of the city's workers and describe how residents are dealing with high housing costs. *Morning Edition* is heard by about 2.7 million listeners each week.

Law & Regulation

Campaign finance bill on hold until next Congress

Senate scheduled to hold hearings on matter next year; one provision would give free time for response to PAC broadcast messages

The Senate last week delayed final action for the year on legislation that would, among other things, expand the equal-time provision of the political broadcasting law. By a vote of 84 to 7, the Senate rejected a motion to table the campaign finance reform bill, but also postponed voting on the measure until after hearings on the matter in 1986.

For broadcasters, who lobbied against the bill's equal-time provisions, the Senate decision was a temporary victory. The legislation's author, David Boren (D-Okla.), an aide said, is determined to see the legislation become law and has no plans to drop the equal-time provision. Boren and Senate leaders agreed to delay voting on the matter

until next year. As part of that agreement, Senate Rules Committee Chairman Charles McC. Mathias (R-Md.) promised to hold hearings on the measure in January.

Most of the four hours of debate on the legislation focused on its chief provision, aimed at limiting the contributions congressional candidates may accept from political action committees. It would also require broadcasters and cable operators to provide candidates with free "equal time" if a candidate is the subject of negative advertising funded by PAC's. And it would require a "disclaimer for PAC's that make . . . [an] advertisement, not authorized by a candidate in a federal election, to disclose that such advertisement is 'authorized and paid for by' the committee, and that 'its presentation is not subject to any campaign law contribution limits.' "

The Boren bill (S. 1806) was attached as

an amendment to an unrelated measure (the Central Interstate Low-level Radioactive Waste Compact) and technically can be considered again by the Senate when the compact is called up later. Senate Majority Leader Robert Dole (R-Kan.) assured Boren that campaign-finance reform will be addressed next year. "The system cries for reform. I think it is incumbent upon all of us to try to achieve that," Dole said. And he said that the matter may merit "outside guidance as to how we might come up with some satisfactory reform." Boren asked the majority leader to bring up the issue by the first of March, but Dole said he couldn't make any commitment.

While the legislators were primarily interested in discussing the merits of limiting PAC contributions, there was some mention of the bill's equal-time provisions. Those provisions are similar to ones contained in an earlier bill authored by Senate Commerce Committee Chairman John Danforth (R-Mo.) and supported by Senator Barry Goldwater (R-Ariz.). Boren defended the response-time section of his bill. "This response-time provision builds on an existing communication standard that has been upheld by the Supreme Court. . . it is building upon an existing communications regulation—the personal attack rule that has been upheld by the Supreme Court in the Red Lion case," Boren said. "Response time would assure that candidates could respond to an independent expenditure campaign without major expense and thereby help restore balance to the system, which is currently distorted by escalating independent spending. Response time would enable candidates to refute misrepresentations made by independent spenders," he added.

Senator John Heinz (R-Pa.), who led the fight to table the motion, offered his own campaign finance reform bill last week. His does not include an equal-time provision. Heinz argued that campaign finance legislation should go through the committee process first before consideration on the Senate floor. He felt that "limiting access to television by requiring equal time to respond to political endorsements or attacks also raises some serious First Amendment issues."

Senator Bob Packwood (R-Ore.) also raised objections to the Boren measure on those grounds. "It is my sincere belief that this provision violates both the spirit and intent of the First Amendment and therefore I must oppose the proposal," he said. □



Fowler on tap. FCC Chairman Mark Fowler swapped his gavel for a bartender's jigger last Tuesday evening (Dec. 3) to dispense spirits and cheer at a Washington tavern. No, the change in jobs isn't permanent. It was all part of an FCC benefit to raise money for the Combined Federal Campaign charity drive. Commission officials joining Fowler at the tap included Commissioner Mimi Dawson; James McKinney, Mass Media Bureau chief; Robert Fosaner, Private Radio Bureau chief; Bert Halprin, Common Carrier Bureau chief; Charles Schott, chief of the policy and rules division, and Daniel Armstrong, associate general counsel. Among the highlights of the evening was an auction conducted by Daniel Brenner, senior adviser to Fowler. The biggest moneymaker was a doubles tennis match with Dawson and Commissioner James Quello. That went for \$300 to Vincent Pepper, of the law firm of Pepper & Corazzini. A luncheon date with Fowler went for \$200 to Belle O'Brien, marketing representative of Americom. Cocktails with Commissioner Dennis Patrick went for \$130 to Alan Pearce, Information Age Economics. All in all, the evening's festivities raised \$2,740. In other activities, the FCC has raised \$82,000 toward its goal of \$105,000 for the charity drive.

Calvani keeping FTC on steady course

Acting chairman is pleased with agency's current deregulatory track

Acting Federal Trade Commission Chairman Terry Calvani reconfirmed his intention to maintain the status quo at the agency last week, saying that he foresaw "no major changes" during his tenure there. Speaking to the American Advertising Federation's ninth annual law and public policy conference in Washington Dec. 3, Calvani said that the commission "is going in the right direction. I see my job, quite honestly," he said, "simply to insure that we don't loose any speed, that we follow the course that we've been following for some period of time."

Calvani and others praised the current deregulatory climate. Gilbert Weil of Weil, Guttman, Davis & Malkin, said the environment was "a bit warmer" and "understanding" of the advertising industry than during the Jimmy Carter administration. AAF President Howard Bell said that while advertising now "faces a more favorable regulatory environment," advertisers should be watchful of efforts to use advertising "as a scapegoat in addressing societal issues," and against attempts "to whittle away, or further qualify, the constitutional protections" now afforded to the industry.

Calvani told those at the conference that the FTC will be watchful of "credence goods" advertising—products that require the consumer to be dependent on information supplied by the vendor. Also, he sees "no crying need" for the FTC to get involved in children's television. Children's advertising doesn't pose a special case, Calvani said. "Standards that we [the FTC] apply to adver-



Calvani and Bell



Kasten

Washington Watch

High court passes. Supreme Court last week declined to get involved in question of how far FCC can go in investigating practices of religious broadcasters without violating First Amendment clause guaranteeing freedom of religion. High court refused to review case in which commission stripped Faith Center Inc. of its licenses for KVOF-TV San Francisco and KHOF(FM) Los Angeles for failure to turn over documents that agency had requested in investigation of Faith Center operations. Investigation turned on allegations of employee—who Faith Center said was fired for falsifying time cards—that nonprofit organization had not used money it raised in on-air promotions for purposes stated in broadcasts. Faith Center refused government's request for documents on ground that disclosure would violate its religious beliefs. Faith Center's attorneys, in seeking review, said commission lacks authority to revoke licenses without determining if that action violates church's First Amendment right of religious freedom.

TV channel count. According to FCC, as of June 30, 1985, 34 VHF and 106 UHF commercial television channels were still vacant and unsought. FCC said 25 VHF's and 42 UHF's were more than 55 miles from Area of Dominant Influence title cities. Nine open VHF's and 27 open UHF's were in top 50 ADI's, but all of those VHF's and 15 of UHF's were more than 55 miles from ADI title cities. In ADI's 51-100 were three open VHF's and 27 open UHF's, with all of those VHF's and 11 UHF's more than 55 miles from title cities. In markets 101-150 were eight open VHF's and 25 open UHF's, with all VHF's and seven UHF's more than 55 miles away from title cities. In markets 151-225 were 14 open VHF's and 27 open UHF's, five of VHF's and nine UHF's more than 55 miles from title cities.

Under consideration. House bill that would establish uniform poll closing hours for presidential elections may be considered this week (BROADCASTING, Dec. 2). Measure, introduced by Representative Al Swift (D-Wash.) and William Thomas (R-Calif.), cleared House Rules Committee last week and is slated for debate before Congress adjourns (Dec. 13 is tentative date for adjournment). Rules committee granted open rule which means one-hour general debate followed by amendments.

Commercial fines. FCC Mass Media Bureau has fined noncommercial WWRM(FM) Hazlet, N.J., \$5,000, and noncommercial WGMC(FM) Greece, N.Y., \$2,500 for allegedly violating rule prohibiting noncommercial stations from airing paid promotional announcements for profit-making entities. Bureau also admonished noncommercial WNVG(TV) Fairfax, Va., for allegedly violating same rule.

Civics lesson. Congressional action "or just the threat of congressional action" have affected course of "many" FCC proceedings. That's what former FCC Commissioner Henry Rivera told Bell communications research seminar in Washington. Rivera, now partner in law firm of Dow, Lohnes & Albertson, also said FCC chairman may only act by majority vote of commissioners or by delegation from them. "When the chairman testifies before Congress, he is testifying only for himself, unless he has a mandate from the commission, which is very rare," Rivera said. "Many, including some in Congress, fail to grasp this fact."

Reversal. Reversing initial decision, FCC Review Board has granted application of Talleyrand Broadcasting for new FM in Bellefonte, Pa., denying competing application of Bald Eagle Media Inc. Administrative Law Judge Byron Harrison had found Bald Eagle preferred on diversification grounds. Board, however, said each applicant was equal on diversification and that Talleyrand was preferred slightly on integration grounds because its principals live in area that station will serve. Talleyrand is owned by Walter D. Barker (51%) and his wife, Kay F. Barker (49%). According to initial decision, Barker was chief engineer for noncommercial WTLR(FM) State College, Pa. Neither he nor his wife has other media interests.

Sent back. FCC Review Board has remanded for further hearing case in which Alden Communications Corp. and Sungilt Corp. are vying for new UHF on channel 46 in Green Valley, Ariz. In initial decision, FCC Administrative Law Judge John Conlin had granted application of Sungilt, finding it preferred on integration and diversification grounds (BROADCASTING, April 15). Board, however, ruled that further hearings were required to "resolve a material and substantial question of fact" as to whether Sungilt had reasonable assurance of transmitter site.

U.S.-Soviet exchange. USIA proved to be administration agency to implement cultural exchange agreement signed by U.S. and Soviet officials in Geneva earlier this month. Alvin Snyder, head of USIA's TV service, reported that USIA and Gostelradiq (government television system in USSR) will cooperate in live, two-hour, two-way video conference on heart disease. Members of U.S. College of Cardiology and Society of Cardiology of USSR will participate in discussion on prevention and treatment of heart disease to be held on Dec. 16, beginning at 10 a.m. NYT. Broadcast will be seen in USSR and elsewhere around world, but not in U.S., because of law prohibiting distribution of USIA material in U.S.

tising in general are well-suited to children's advertising."

The acting chairman said that the move to ban alcohol advertising generated more mail "than any single issue" in his office since he came to the commission in 1983. He prefers that Congress regulate it, he said, adding that he was "not all that sure" that the FTC—whose commissioners are "elected by no one"—was the "appropriate forum to address issues like this that pose some fundamental questions of public policy."

Senator Robert Kasten (R-Wis.) said at the meeting that the alcohol advertising issue was "the kind of issue" that "could just pop up any time . . . that has the potential of being very volatile." There doesn't need to be more restrictions and more changes, he said, noting that advertisers and broadcasters are "dealing with it" through "different kinds of advertising on a positive basis by trying to point out the dangers of driving and drinking." On the FTC's denial of a petition to issue an industrywide rulemaking to restrict alcohol advertising, Kasten said the commission "came to the right conclusion."

AAF President Howard Bell told the advertisers that the FTC reauthorization was the AAF's "top legislative priority" and that the organization has been working to "insure that Congress passes an FTC Reauthorization Act that gives the agency the power necessary to regulate deceptive advertising, but prevents the agency from the overregulation of truthful advertising," he said.

The AAF favors the Senate version of the bill, he said, because it prevents the FTC "from using its unfairness jurisdiction in industrywide advertising rulemaking proceedings." The House version "allows the agency to use unfairness across the board,

but attempts to define unfairness," Bell said, adding: The commission's unfairness authority "is so broad and vague that it cannot be applied appropriately by the FTC to industrywide advertising proceedings. As a result, the authority has been misused by the commission in the past."

The Senate bill, Bell said, "does not alter the FTC's broad powers to prohibit deceptive advertising on either an individual or industrywide level. We believe that this provides appropriate protection for the consumer." Advertising is not seeking a "special exemption from FTC jurisdiction," Bell said. □

Broadcasters approve of FCC FM upgrade plan

Comments generally favor end to competing applications

The FCC's proposal to permit FM broadcasters to upgrade facilities on their existing or mutually exclusive adjacent channels without having to face competing applicants (BROADCASTING, Oct. 28) has drawn strong support from broadcasters.

In comments at the FCC, the National Association of Broadcasters said it supported the commission proposal because it would "eliminate, in yet another context, the filing of competing applications against an incumbent licensee seeking improvement of facilities." The NAB also asked the FCC to permit FM licensees to upgrade when those upgrades would affect Docket 80-90 allotments, as long as an equivalent channel were

made available.

The engineering firm of du Treil-Rackley gave its support to the FCC proposal. It also noted that in reconsidering Docket 84-231 (sequel to Docket 80-90) the commission indicated it would not permit upgrading of stations where Docket 80-90 allotments were involved. "The reasons for this action centers on administrative convenience and potential confusion to new FM applicants," the engineering firm said. "We believe neither argument, when weighed against the benefits of upgrading, begins to balance the scales in favor of not permitting stations to upgrade. This firm, therefore, heartily supports the commission in its rule change for FM upgrading and strongly recommends that it reconsider its action in Docket 84-231 regarding upgrading and its effect on recently allocated channels."

WGRK-FM Greensburg, Ky., was of a similar mind. "WGRK-FM requests that the commission clarify that upgrades will be in the public interest, even if a channel number change of a Docket 80-90 allotment must be made as an ancillary matter to a proposed upgrade," the station said.

The National Radio Broadcasters Association questioned the FCC proposal's consistency with precedent and recommended the following modifications. "One. Where a licensee seeks to upgrade its facilities to a channel that is mutually exclusive with its existing channel of operation, the licensee seeking to upgrade should be protected from having to compete with any applicants for the new higher class channel except for applicants who are the licensees or permittees of comparable class channels in the same community," NRBA said. "Two. Any licensee should be permitted and encouraged to petition for the allocation of a new higher class channel to its community even though that channel is mutually exclusive with the channel of an existing station in the same community. Three. Where one licensee is forced to cease operating on its licensed channel to accommodate a facilities upgrade by another licensee, the license of the station that is to remain at the lesser class should automatically be modified to specify operation on the frequency being abandoned by the station being upgraded, and the upgrading station should be required to pay all expenses associated with the other station's change in its frequency of operation."

In separate comments, Tawas City Broadcasting Co., licensee of WDBI-FM Tawas City, Mich., and Amici Broadcasting Co., assignee of WJFX(FM) Aiken, S.C., supported the NRBA bottom line.

Among those also supporting of the FCC's proposal were noncommercial KLFN(FM) Long Beach, Calif.; WLOQ(FM) Winter Park, Fla.; WCOZ(FM) (formerly WNCW(FM)) Paris, Ky.; WLEQ(FM) Bonita Springs, Fla.; KJAK(FM) Slaton, Tex.; WIZN(FM) Vergennes, Vt.; KDUV(FM) Kingsville, Tex.; WCTT-FM Corbin, Ky.; KCOZ(FM) Shreveport, La.; WSCG(FM) Corinth, N.Y.; KCLI(FM) Clinton, Okla.; WXET(FM) Crystal Lake, Ill.; WAAZ-FM Crestview, Fla.; WSAK(FM) Sullivan, Ill.; the law firm of Keith & Smithwick; KAJR(FM) Yakima, Wash.; KVLE(FM) Gunnison, Colo., and WTUF(FM) Thomasville, Ga. □



Fritts forecast. "Wall Street discovered broadcasting in a big way as minnows began swallowing whales," said National Association of Broadcasters President Eddie Fritts, who spoke about both industry developments in 1985 and future trends at a luncheon hosted by the Federal Communications Bar Association in Washington last week. "We have witnessed unprecedented deregulation by the FCC," Fritts said. But while the FCC wants less regulation, Fritts said, "many in Congress want more."

As for the future, Fritts predicted an economically bright picture. "We are pleased to see the investment community acknowledges our strength. The economics of broadcasting are compelling when compared to other technologies," Fritts said. Fritts also believes the home entertainment and information technologies predominant now will stay in place, "at least for the next five years." There may be refinements, he added, "but no new technologies are likely to be introduced."

In the programming, the NAB president foresees more specialized programming for ethnic and minority audiences. Radio broadcasters, he said, are "probably the most sophisticated" in their use of audience segmentation strategies. "And television broadcasters will begin to employ these techniques as the video marketplace becomes even more competitive."

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Recomposition of radio board drawing anxious reaction

Committee proposal, still a draft, to cut NAB radio directorships runs into trouble; it'll be up to full board at St. Martin meeting

The National Association of Broadcasters radio board is divided over a proposal to reduce the number of directors and alter its composition. The proposal, developed by NAB's radio board composition task force, is being endorsed by some directors, who think the 35-member board is too large, and contains too much network representation. But it is opposed by others who feel the current system is working and does not need fixing.

"We're still working on it [the proposal]," said Randall Bongarten, president of NBC Radio and chairman of the task force. The task force is talking to board members about the plan and was scheduled to review their comments at its meeting last Friday (Dec. 6). Bongarten, who emphasized that the proposal is still in development, said the goal of the task force is to reorganize the board to "better reflect the constituency of the radio marketplace." The task force is expected to present a report at the board's winter meeting in St. Martin, Netherlands Antilles, Jan. 13-17.

At present, the board comprises 25 directors who represent specific geographic districts, six network representatives, two directors from major-market radio groups, and two seats designated for women and minorities.

Under the proposal, which would be phased in over the next three years (all directors currently on the board would serve out their terms), the board would be reduced from 35 to 28 directors. District seats would drop from 25 to 20 and the areas of representation would be enlarged. Network seats would be cut in half although representatives from the six networks would serve for two years on a rotating basis, with ABC, Sheridan Broadcasting Network and CBS serving first, followed by NBC, National Black Network and Transtar Radio Network. (The networks would, however, have to be licensees to qualify for seats on the board, an idea that has not been embraced by those networks presently on the board but owning no stations.) Five directors would be appointed by a special committee established by the board; two of those seats would be designated for women and minorities, two for major market radio groups, and one for still undetermined occupancy.

Much of the opposition to the plan concerns the proposal to cut district seats. Radio director Ray H. Lockhart, KOGA-AM-FM Ogallala, Neb., who represents district 16 (Colorado and Nebraska), is opposed to any

redistricting. Lockhart, in a letter to other board members, questioned the rationale for the changes. "I don't see what will be gained by reducing districts. It would only give each broadcaster less representation," said Lockhart. The NAB, he said, has spent the last six years phasing in a new redistricting system, and asked why when "we finally have something that's working, do we need to redo it?"

Lockhart was referring to the radio board's decision in 1980 to eliminate all eight at-large market seats and expand the radio districts from 17 to 25. Those new districts were phased in during 1983 and 1984. In addition, in 1984, the board added a seat for a woman and one for a minority broadcaster. And last June, the board created the new seats for major-market radio groups.

After that decision, the task force was formed to examine the overall composition of the board. There is, however, some dispute over the mission of the task force. Lockhart thinks the reason the board approved the two major-market seats was to assure no changes in district seats. He feels the proposal is "far afield from the responsibilities we directed at them."

Among those directors with district seats who share Lockhart's views are Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La., and Paul Hedberg, Hedberg Broadcasting Group, Spirit Lake, Iowa. Saadi feels the board should give the most recent composition changes a chance to work. "We're not allowing any time for the process to work," he said. And Hedberg said he thought the task force was assigned to look at network representation, not redistricting. "I was surprised they would redo the board in terms of redistricting—we just did that two years ago," Hedberg said.

Despite those protests, one task force member asserted that "by and large" the board thinks the proposal is on the "right track." Director William O' Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., who represents district 2, feels the task force has done a "careful and thoughtful job." O'Shaughnessy thinks the commission "has an eye down the road in anticipation of that day we've all prayed for when we make a place at the table for other industry groups." It is a proposal, noted another director, in which "everybody has to give up something." □

Home dish owners to fight basic scrambling

SPACE says it will resist any move by cable services or broadcast networks to encode feeds

Basic "cable would love to have scrambling, but it's going to happen over our dead body," declared Washington communications attorney Rick Brown, general counsel for the Satellite Television Industry Association (SPACE), the trade group representing home satellite dish owners and manufacturers. Brown spoke during a lively meeting of the southern California chapter of the Society of Satellite Professionals last Tuesday (Dec. 3) at the Sheraton Miramar hotel in Santa Monica, Calif.

Brown said advertiser-supported services such as ESPN and CNN have little real incentive to scramble and characterized their encryption plans as "up in the air," predicting "a lot of them won't scramble." But he said services that scramble will be fought by SPACE in court in court and Congress unless mechanisms are put in place that would guarantee a right of program access for dish owners outside the existing cable industry.

Brown's remarks followed assurances from Mike Morris, general counsel for the California Cable Television Association,

that scrambling of satellite-delivered cable program services would begin soon on a wide scale, spurred largely by the desire to obtain revenues from the fast-growing ranks of backyard dish owners. He estimated that cable program services are each losing about \$10 million a month in potential revenues from dish owners and "that will provide a strong incentive for [cable operators] to market programming to the home dish consumer, and I don't think we need any legislatively-imposed solution [to dish owner access] at this time."

Morris accused the home dish industry of encouraging legislative action to overturn the compromise scheme contained in last year's S.66 legislation legalizing private reception of satellite-delivered signals under certain conditions. Morris was referring to H.R. 1840, which would require cable to provide satellite programming under reasonable rates and conditions to dish owners and dealers, and H.R. 1769, which would set a two-year moratorium on cable scrambling.

"The cable industry is very strongly opposed to both bills," he declared. "We think that there ought to be fair competition. That means that, with regard to the backyard dish owners, people ought to pay for the pro-

graming.”

Brown contended that the home satellite industry has offered to pay for programing for more than five years but has consistently been rebuffed or ignored by program suppliers and legislators.

“In our view, the attempted imposition of fees by ESPN and CNN for unscrambled signals, which have been negotiated with nobody, is clearly illegal, has no force of law, has no effect and we challenge ESPN and CNN to sue earth station owners,” Brown argued. “No suits have been instituted because they know damn well that it is illegal to impose those fees.”

He said the home satellite industry is still seeking a guaranteed right of access to satellite-delivered signals that is not contingent on distribution through local cable operators. The latter “want a monopoly on the sale of programing within their franchise areas,” including sale to the home dish owner. Brown also complained that only about 10% of the estimated two million dish owners would be able to buy encryption decoders during the first six months of 1985, citing manufacturer production predictions, “effectively denying programing to 90% of the available [dish-owner] audience. That’s what the proposed moratorium is all about.”

William Johnson, deputy chief of the FCC’s Mass Media Bureau, said the FCC “would very much like to see the market given a chance to work its will in the development of a market for buying the services rather than receiving them on an unpaid basis.” He said there is “very little sympathy for creating a new compulsory access mechanism” to guarantee backyard dish reception in the future. Johnson urged that the cable industry get on with its scrambling plans “so that there can be [program reception] protection and tensions won’t be created.”

The commission should be taking action “in the relatively near future” regarding federal preemption of local zoning authority on the matter of satellite dish placement. He said the decision “is virtually all drafted” but declined to say what it provides. However, Johnson said there is a clear federal interest in furthering media competition and in recognizing local concerns about the esthetics of dish location. The commission has no interest in becoming “a sort of grand national board of zoning appeals,” he added, “but there are some things we can do in trying to focus local authorities’ attention on what the right considerations are in satellite zoning.” He said such bodies clearly ought not to be involved in trying to influence competition by using the regulatory process to raise money through industry fees.

The CCTA representative said the cable industry has no interest in whether or not the FCC preempts local authorities on satellite dish zoning matters. “We welcome competition,” he emphasized, noting that there is keen industry interest in the scrambling issue. The SPACE attorney said his group welcomes FCC interdiction in the zoning issue as a means of insuring access to satellite reception.

“It is not my belief that satellite dishes are inherently unattractive,” said consumer ad-

Minority And Women Broadcast Employment

(Stations having five or more fulltime employes)

	Employment total	White women	Black	Asian	Native American	Hispanic
1980	146,961	27.1%	8.7%	1.0%	.5%	4.2%
1981	154,745	27.7	9.0	1.1	.5	4.5
1982	159,740	28.4	9.0	1.1	.5	4.6
1983	160,947	29.0	8.9	1.1	.5	4.7
1984	168,746	29.5	8.9	1.1	.5	4.9

Top Four Job Categories

Officers & Managers

	Total employes	White female	Black male	Black female	Hispanic male	Hispanic female
1984	34,593	8,627	855	831	735	406
1984	34,593	24.9%	2.5%	2.4%	2.1%	1.2%
1983	33,022	24.1%	2.6%	2.4%	2.0%	1.1%
1982	32,821	23.4%	2.5%	2.3%	2.0%	1.1%
1981	32,171	23.0%	2.5%	2.2%	2.1%	1.0%
1980	30,407	22.0%	2.4%	1.9%	2.0%	0.9%

Professionals

	Total employes	White female	Black male	Black female	Hispanic male	Hispanic female
1984	52,430	12,823	2,510	1,748	1,561	623
1984	52,430	24.6%	4.8%	3.3%	3.0%	1.2%
1983	50,089	23.9%	4.8%	3.2%	2.9%	1.2%
1982	49,818	22.9%	5.0%	3.3%	3.1%	1.1%
1981	48,193	22.2%	5.1%	3.3%	3.0%	1.1%
1980	45,222	21.1%	5.1%	3.0%	2.9%	1.0%

Technicians

	Total employes	White female	Black male	Black female	Hispanic male	Hispanic female
1984	31,292	3,083	2,673	596	1,599	209
1984	31,292	9.8%	8.5%	1.9%	5.1%	0.7%
1983	29,755	9.7%	8.2%	1.8%	5.1%	0.6%
1982	29,567	9.1%	8.2%	1.8%	4.8%	0.5%
1981	28,551	8.3%	8.3%	1.7%	4.8%	0.5%
1980	27,413	7.5%	7.9%	1.4%	4.4%	0.5%

Salesworkers

	Total employes	White female	Black male	Black female	Hispanic male	Hispanic female
1984	21,190	8,389	582	430	422	269
1984	21,190	39.6%	2.7%	2.0%	2.0%	1.3%
1983	19,907	37.6%	2.8%	2.1%	1.9%	1.3%
1982	19,383	36.1%	3.0%	2.0%	1.8%	1.1%
1981	18,262	34.1%	3.1%	1.9%	1.9%	1.0%
1980	17,108	31.6%	3.0%	1.6%	2.0%	0.8%

Employment activity. National Association of Broadcasters calculations of the progress of women and minorities in broadcasting from 1980 to 1984 show that women have made the largest gains, up from 27.1% of the total broadcasting workforce to 29.5%, or 49,853. The gains of the others were much less substantial. Blacks rose from 8.7% to 8.9% (15,047), Asians from 1.0% to 1.1% (1,876), Native Americans stayed the same at .5% (885) and Hispanics increased from 4.2% to 4.9% (8,185). The base figures came from the FCC and the NAB also broke them out into the top four job categories—officers and managers, professionals, technicians and salesworkers.

vocate Ellen Stern Harris, president of the Public Access Producers Academy, of Beverly Hills, Calif. "However, their installation may be insensitive to their surroundings. I believe that it is good business for the satellite dish industry to minimize the visual intrusion and adverse esthetic impact of their product. The industry should welcome meaningful regulation of dish placement," she said, adding that "the individual's right to own a dish should also be protected."

Harris praised the satellite industry for providing "the only serious motivation for the cable industry to improve its woefully inadequate service record. People deeply resent being dependent on an undependable cable operator's service. They further resent the arbitrary way in which cable operators determine which programing a subscriber will or will not be permitted to see." She urged the satellite industry to provide "regional grass-roots programing" to better compete with public access and other locally originated programs on cable.

Morris chided dish retailers for allegedly misleading consumers through their advertising, suggested that most satellite-delivered signals will be freely available for the indefinite future. "I think most people are under the assumption that the programing falls out of the sky and that's why they buy the dish. [But] most programing will soon be scrambled."

In response to a question, SPACE's Brown said his group does not feel it is in the public interest for the broadcast networks to scram-

ble their satellite feeds, predicting that if they were to do so his organization would challenge license renewals of their owned-and-operated stations before the FCC.

The panel discussion was sponsored by SSP in cooperation with the California Cable Television Association and moderated by Charles Firestone, president of the Los Angeles Board of Telecommunications Commissioners. □

Intelsat's Leahy stresses market sensitivity

Speech indicates possible change in emphasis away from separate systems

The International Telecommunications Satellite Organization for more than two years has expressed concern about the competition it would face from the kind of separate international satellite systems the U.S. has now conditionally authorized. But last week, Intelsat's director of public and media relations, Robert D. Leahy, declared the organization's primary challenge is "market responsiveness," not separate systems.

Leahy, who was addressing the Online Conference on Satellite Communications, in London, did not suggest Intelsat was indifferent to the prospective emergence of sepa-

rate systems. He said Intelsat remains concerned about them and would expect the U.S. to take steps to protect Intelsat if it were to authorize separate systems. But the speech indicates a change in emphasis on the subject.

Indeed, Leahy indicated that several goals, in addition to market sensitivity, rank ahead of separate systems as matters of concern to Intelsat. They are innovative and cost-effective services, reduction in costs of operation and expansion of the use of low-cost earth terminals. Leahy said other issues, presumably including separate systems, "should take care of themselves" if those goals are achieved.

But then there are the rules, procedures and protections Intelsat would expect. These include restricting separate systems to specialized video and digital business communications services outside of the public switched network, full observance of Intelsat consultation procedures, separate determinations by the President and the Congress in the event of a negative finding by the Assembly of Parties on an Intelsat consultation, and U.S. support for amending Article V of the Intelsat Agreement to permit pricing flexibility by route and region. The U.S. has already made clear its opposition to such a change, contending that Intelsat has sufficient flexible pricing authority under the charter as it exists.

Leahy said Intelsat does not discourage any government from introducing "service competition," a condition to which, he added, the organization is already adjusting. But, he added, "facility competition" is a serious concern, particularly because it is likely to result in excess capacity and excess digital capital investment in some international routes.

The policy shift to favoring separate satellite systems is not the only matter Intelsat feels will hurt it. Leahy cited the FCC's redefinition of its rules and regulatory mechanisms concerning the allocation of traffic between satellites and fiber optic submarine cable, as well as its authorization of private fiber optic cable systems. Thus, he said, Intelsat is in danger of being hit by several adverse policy decisions simultaneously, with the aggregate effect potentially compounding the damage. □

In other Intelsat news, international coverage of the U.S.-USSR summit in Geneva and eruption of the volcano that led to thousands of deaths in Colombia helped increase use of Intelsat for television transmitters to a record high for a single week. Intelsat reported that during week of Nov. 17, a total of 890 program transmissions were accommodated, with most—150—occurring on Nov. 19. The previous high was set during the week of June 11, 1982, in connection with coverage of World Cup Soccer matches in Spain. During that week, 871 programs were transmitted, with the peak hit on June 15, when 140 were recorded. Contributing to the new record, Intelsat said, were 131 programs on the summit transmitted on an occasional use basis. They involved seven satellites, 10 countries and five transportable earth stations in downtown Geneva, as well

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12/9/85

as fixed transportable earth stations of the Intelsat global network. Not included in those statistics, Intelsat said, were programs

transmitted over six full-time leased satellite television channels between the U.S. and Europe. □

KZBQ-AM-FM Pocatello, Idaho □ Sold by KSNN Broadcasting Co. to Idaho Wireless Corp. for \$325,000 cash. **Seller** is owned by William L. Mitchell, Maria H. Foy and Elenor Ferguson. It also owns KHWK(AM) Hutchinson, Kan., KBHS(AM)-KSPA(FM) Hot Springs, Ark., and KTRC(AM) Santa Fe, N.M. **Buyer** is owned by Paul A. Anderson, former San Francisco-based wholesale distributor with no other broadcast interests. KZBQ is daytimer on 1290 khz with 1 kw. KZBQ-FM is on 93.7 mhz with 38 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see, "For the Record," page 100.

Changing Hands

PROPOSED

WKVY-FM Vicksburg, Miss. □ Sold by Red Carpet City Broadcasting Corp. to Capitol Radio Corp. for \$2 million cash. **Seller** is equally owned by C. Alfred Dick and David R. Price. Dick has interest in WROG(FM) Cumberland, Md., and owns WCHU(AM) Soddy-Daisy, Tenn. Price owns WKPG(AM) Port Gibson, Miss. **Buyer** is Savannah, Ga.-based station group of one FM and three TV's owned by J.C. Lewis. WKVY is on 106.7 mhz with 100 kw and antenna 914 feet above average terrain. *Broker: Business Broker Associates.*

KKUA(AM)-KQMQ(FM) Honolulu □ Sold by Aloha Broadcasting Co. to North Park Media Inc. for \$1.9 million cash. **Seller** is principally owned by Barbara Daldaris and Pat Cannan, who have no other broadcast interests. **Buyer** is principally owned by James Ellis and Marvin Walrad (professional name Jack Kelly). It also owns KNMQ(FM) Santa Fe, N.M. KKUA is on 690 khz full time with 10 kw. KQMQ is on 93.1 mhz with 54 kw and antenna minus 119 ft.) *Broker: Blackburn & Co.*

WVTY(AM) Dunedin and WVTY-FM Holiday, both Florida □ Sold by Bay Area Communications Inc. to Pasco Pinellas Broadcasting Co. for \$1.7 million cash including \$500,000 noncompete agreement. **Seller** is owned by Gary Hess, Sylvan Taplinger, Anne Lieff, Rosalind Spooner, Martin Spector and his wife, Dorothy. Taplinger, Hess and Spector also own WTAI(AM)-WTVI(FM) Melbourne, Fla. **Buyer** is owned by Times Publishing Co., Erie, Pa.-based publisher and station group of one AM and two FM's, principally owned by Edward Mead and family. It publishes *Erie Daily Times and Morning News, Warren (Pa.) Times-Observer*. It also has interest in two cable systems in Pennsylvania. Times president, Arthur Arkellian, also owns WWCB(AM) Corry, Pa. WVTY is daytimer on 1470 khz with 5 kw. WVTY-FM is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

WKKQ(AM)-WTBX(FM) Hibbing, Minn. □ Sold by WKKQ Inc. to Midwest Communications Inc. for \$1.1 million. **Seller** is owned by Jerry J. Collins and his wife, Catherine, who also own WDCQ(AM) Pine Island Center, Fla., and construction permit for new AM in Lynn Haven, Fla. **Buyer** is owned by Duey E. Wright and Orville Heinz, who also own WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay, both Wisconsin, and KIOA(AM)-KMGK(FM) Des Moines, Iowa. WKKQ is on 650 khz with 10 kw day and 500 w night. WTBX is on 93.9 mhz with 100 kw and antenna 548 feet above average terrain.

WIBR(AM) Baton Rouge □ Sold by Community Broadcasting Co. to Southern Communications Inc. for \$450,000, comprising \$300,000 cash and remainder note at 10%

over seven years. **Seller** is owned by Robert Earle, who has no other broadcast interests. **Buyer** is owned by Lewis S. Campbell and Don R. Nelson. Campbell is general manager of WXAM(AM)-WQXY(FM) Baton Rouge. Nelson is general sales manager of KBRQ-AM-FM Denver. WIBR is on 1300 khz with 5 kw day and 1 kw night. □

Intermedia

Getting closer. Corporation for Public Broadcasting search committee co-chairman, Harry O'Connor, said two or three more candidates for CPB president will be interviewed in early January in Los Angeles. Search committee was "unable to agree" to meet in December to finish up search process, as had been anticipated ("In Brief," Nov. 4), he said, adding: "I regret this [delay] has added another six to eight weeks to getting a new president in place." Committee member Sonia Landau said interviews are continuing, "not because we're unhappy with whom we've seen, [but] as good as people are, you always wonder if there's somebody else." Seven candidates have already been interviewed and progress of search has been reported to full board. □

Out of running. Robert Mulholland, former NBC president and chief operating officer, has taken himself out of consideration for post as director of Voice of America ("Closed Circuit," Dec. 2). Mulholland last week said he informed Charles Z. Wick, director of VOAs parent, U.S. Information Agency, he does not want to leave New York. Voice is based in Washington. Mulholland now runs Executive Television Workshop, which trains executives to deal with media.

November 7, 1985

CCA Williamsburg Cablevision Ltd. Partnership

has acquired the assets of

King Mountain Cable Corp.

a cable system serving the community of

Williamsburg, Kentucky

the acquisition was arranged by

Communication Corp. of America

Todd Hepburn, Vice President of the undersigned represented the buyer in the negotiations.

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Commendation Awards, sponsored by *American Women in Radio and Television*, to recognize "excellence in programing and advertising that portrays women in a positive and realistic manner." Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, D.C., 20036; (202) 429-5102.

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

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

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

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

leans.

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

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

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

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

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*.

Sheraton Premiere hotel, Universal City, Calif.

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

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

February 1986

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

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

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

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

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 9-12—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 12—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

■ **Feb. 12-14**—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

Feb. 13-16—*Howard University* communications conference. Theme: "Communications: The Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

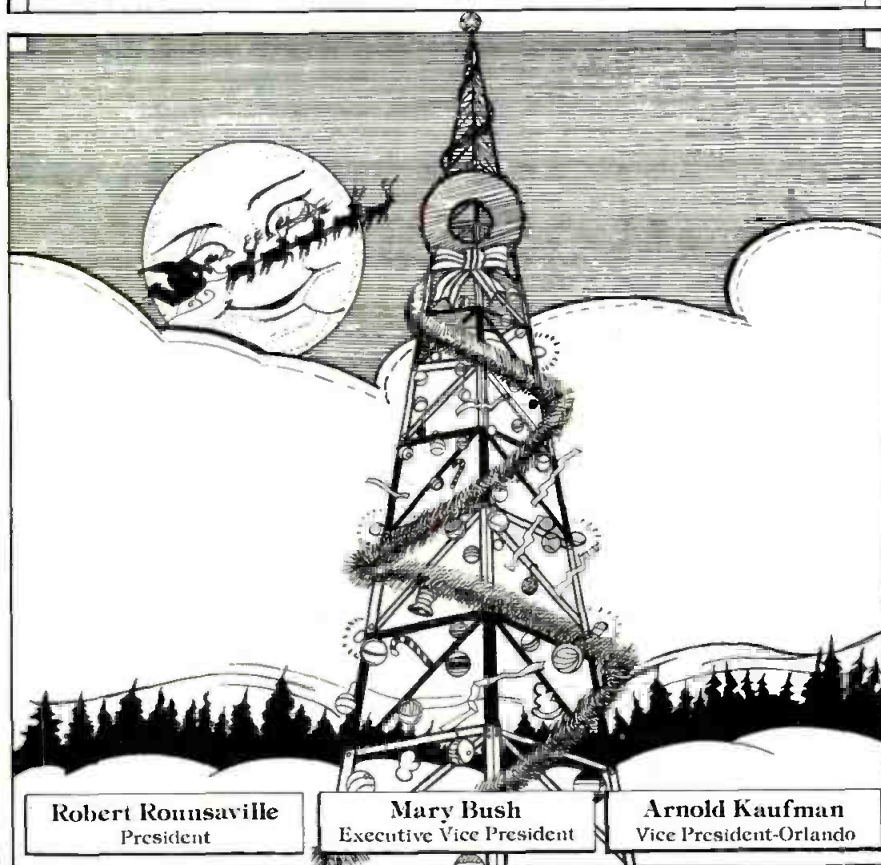
■ **Feb. 16-18**—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program* and *Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn,

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San Jose, Calif. Information: (212) 705-7647.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

Feb. 21-23—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—*National Press Foundation's* annual award dinner, including presentations of annual Sol Taishof Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

March 1986

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Haladay, Seattle, 98109; (206) 282-1234.

March 4-5—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

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

March 7-9—*Women in the Director's Chair*, women's film and video festival. Chicago. Information: (312) 477-1178.

March 9-11—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

March 12—*American Women in Radio and Television* Commendation Awards luncheon. Waldorf Astoria, New York.

March 12—"Lobbying," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

■ **March 15**—*Texas Cable TV Association* annual meeting. Convention Center, Dallas.

March 15-18—*National Cable Television Association and Texas Cable Television Association* combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

March 27—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Sheraton Washington hotel, Washington.

March 28-29—8th annual Black College Radio conven-

tion, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 1986

April 2-3—*Illinois Broadcasters Association* spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

April 7-10—Infocom '86, sponsored by *Institute of Electrical and Electronic Engineers*. Sheraton Bal Harbour hotel, Miami.

April 9—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Sheraton Park Central hotel and towers, Dallas.

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 13-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

April 15—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention. Dallas.

April 18-21—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during *National Council on Alcoholism* convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

April 18-20, 22-27—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts* and *National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

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

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

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles.

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

May 1986

May 6-7—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

May 7—George Foster Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Plaza hotel, New York.

May 7-14—26th *Golden Rose of Montreux Festival*, competition "open to light entertainment programs

(music, comedy, variety)," which may be submitted by independent producers and national broadcasting organizations. Organized by *Swiss Broadcasting Corp.* and *City of Montreux*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

■ **May 11-14**—*Advertising Checking Bureau* meeting. Scottsdale Conference Resort, Scottsdale, Ariz. Information: (212) 685-7300.

May 11-15—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

May 14—Session on engineering, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington.

May 14-17—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 16-18—*NBC* promotion executives conference. Sheraton Premiere hotel, Los Angeles.

May 17-21—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize. Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

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

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

May 25-31—Seventh *Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

June 1986

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

June 4-12—*Prix Jeunesse International*, children's and youth programming competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

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

June 11—Session on sales and marketing, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

June 14-18—*American Advertising Federation* annual meeting. Grand Hyatt, Chicago.

June 19-21—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

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

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

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As compiled by BROADCASTING, Nov. 27 through Dec. 4, 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. MP—modification permit. 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

Applications

■ WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., and WRUS(AM)-WBVR(FM) Russellville, Ky. (WRLX: 1230 khz; 1 kw-D; 250 w-N; WFFX: 95.7 mhz; 100 kw; HAAT: 500 ft.; WRUS: 610 khz; 2.5 kw-D [CP: 5 kw]; WBVR: 101.1 mhz; 100 kw; HAAT: 513 ft.)—Seeks assignment of license from Keymarket Communications to North Hill Ltd. Partnership for \$7 million, comprising \$4 million cash and remainder note. Seller is Aiken, S.C.-based station group of six AM's and nine FM's, principally owned by Paul Rothfuss and Kerby Confer. It has also recently purchased KIPR-AM-

FM Diboll, Tex. Buyer is principally owned by David Klemm and William Fleming. It has no other broadcast interests at present, but has recently applied to purchase WNFI-FM Palatka, Fla. (see below). Filed Nov. 21.

■ KENI(AM) Anchorage, Alaska (550 khz; 5 kw-U)—Seeks assignment of license from Eagle Broadcasting Corp. to Pacific Rim Broadcasters Inc. for \$70,000. Seller is owned by Vernon H. Laird, and has no other broadcast interests. Buyer is principally owned by Greg K. Clapper and Howard S. Trickey, who own station group of two AM's and three FM's. Filed Nov. 21.

■ WVTY(AM) Dunedin and WTVY-FM Holiday, both Florida (AM: 1470 khz; 5 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Bay Area Communications Inc. to Pasco Pinellas Broadcasting Co. for \$1.7 million cash including \$500,000 noncompete agreement. Seller is owned by Gary Hess, Sylvan Taplinger, Anne Lieff, Rosalind Spooner, Martin Spector and his wife, Dorothy. Taplinger, Hess and Spector also own WTAI(AM)-WTVI(FM) Melbourne, Fla. Buyer is owned by Times Publishing Co., Erie, Pa.-based publisher and station group of one AM and two FM's, principally owned by Edward Mead and family. It publishes *Erie Daily Times* and *Morning News*. Warren (Pa.) *Times-Observer*. It also has interest in two cable systems in Pennsylvania. Licensee president is Arthur Arkellian, who also owns WWCB(AM) Corry, Pa. Filed Nov. 22.

■ WQAC(TV) Fort Walton Beach, Fla. (ch. 35; ERP vis. 1,200 kw; aur. 99 kw; HAAT: 196 ft.; ant. height above ground: 224 ft.)—Seeks transfer of control of Beacon/Lloyd Broadcast Corp. from Lloyd Communications Group Inc. (51% before; 50% after) to Family Group Ltd. II (49% before; 50% after) for \$50,000. Seller is principally owned by Marvin Palmquist; his son, Andy, and Kim Carlson. It is subsidiary of Lloyd American Corp., which has interest in

KXRM(TV) Colorado Springs and WJWT(TV) Jackson, Tenn. It also has interest in WQRF-TV Rockford and WCCE(TV) Mount Vernon, both Illinois. Buyer is owned by Henry A. Ash and C. Anthony Sexton. Ash has interest in WFTX-TV Cape Coral, Fla. Filed Nov. 21.

■ WNFI(FM) Palatka, Fla. (99.9 mhz; 100 kw; HAAT: 1,249 ft.)—Seeks assignment of license from Ronette Communications to North Hill Ltd. Partners for \$8.5 million. Seller is owned by Ronald Samuels and Carl Como Tintera, who recently purchased KSLM(AM)-KSKD(FM) Salem, Ore. ("Changing Hands," Oct. 28). Buyer is principally owned by David Klemm and William Fleming. Klemm owns Klemm Media, Warren, Conn.-based consulting firm. Fleming is banker from Hartford, Conn. Filed Nov. 21.

■ WPBR(FM) Palm Beach, Fla. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WPBR Inc. to G and J. Broadcasting for \$1,550,000, comprising \$835,000 cash and \$550,000 note and remainder noncompete agreement. Seller is owned by Everett R. Aspenwald and his wife, Valerie. It has no other broadcast interests. Buyers own WHAG(AM) Hagerstown and WNTR(AM) Silver Spring, both Maryland. Filed Nov. 20.

■ KZBQ-AM-FM Pocatello, Idaho (AM: 1290 khz; 1 kw-D; FM: 93.7 mhz; 38 kw; HAAT: 300 ft.)—Seeks assignment of license from KSNN Broadcasting Co. to Idaho Wireless Corp. for \$325,000 cash. Seller is owned by William L. Mitchell, Maria H. Foy and Elenor Ferguson. It also owns KHWK(AM) Hutchinson, Kan.; KBHS(AM)-KSPA(FM) Hot Springs, Ark., and KTRC(AM) Santa Fe, N.M. Buyer is owned by Paul A. Anderson, who has no other broadcast interests. Filed Nov. 22.

■ KOFE(AM) St. Maries, Idaho (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from St. Joe Radio to Terry C. Duffey for \$107,000 comprising \$15,000 cash and remainder note at 10% over 10 years. Neither seller nor buyer have other broadcast interests. Filed Nov. 12.

■ WIBR(AM) Baton Rouge, La. (1300 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Community Broadcasting Co. to Southern Communications Inc. for \$450,000, comprising \$300,000 cash and remainder note at 10% over

During the year, in the rush of events, we tend to overlook the important friendships that are the true basis of business relationships. One of the great pleasures of the Holiday Season is the opportunity to exchange cordial greetings with those whose friendship and goodwill we value so highly.

In this spirit it is our pleasure to say "Thank You" and extend our sincere appreciation for the very pleasant association we enjoy with you.

May a bright and prosperous New Year bring happiness to you and to yours.

Ron Ninnard

Jim Gammon

Don Bussell

Cheryl J. Epstein



Michelle Laird

GAMMON & NINOWSKI

Media Investments, Inc.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

seven years. Seller is owned by Robert Earle, who has no other broadcast interests. Buyer is owned by Lewis S. Campbell and Don R. Nelson, who have no other broadcast interests. Campbell is general manager of WXAM(AM)-WQXY(FM) Baton Rouge. Nelson is general sales manager of KBRQ-AM-FM Denver. Filed Nov. 22.

■ **KWEZ(FM)-KMLB(AM) Monroe, La.** (AM: 1440 khz; 5 kw-D; 1 kw-N; FM: 104.1 mhz; 100 kw; HAAT: 900 ft.)—Seeks assignment of license from Cyrene Broadcasting Corp. to Northeast Communications Inc. for \$1.7 million, comprising \$500,000 cash and remainder note at 10% over 10 years. Seller is owned by Robert Powell, and has no other broadcast interests. Buyer is owned by Frank E. Holladay, who also owns WVM(AM)-WQID(FM) Biloxi, Miss.; WYGC(FM) Gainesville, Fla., and WALT(AM)-WOKK(FM) Meridian, Miss. Filed Nov. 20.

■ **WKKQ(AM)-WTBX(FM) Hibbing, Minn.** (AM: 650 khz; 10 kw-D; 500 w-N; FM: 93.9 mhz; 100 kw; HAAT: 548 ft.)—Seeks transfer of control of WKKQ Inc. from Jerry J. Collins and his wife, Catherine, to Midwest Communications Inc. for \$1.1 million. Seller also owns WDCQ(AM) Pine Island Center, Fla., and CP for new AM in Lynn Haven, Fla. Buyer is owned by Ducey E. Wright and Orville Heinz, who also own WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay, both Wisconsin, and KIOA(AM)-KMGK(FM) Des Moines, Iowa. Filed Nov. 21.

■ **KEYL(AM) Long Prairie, Minn.** (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Elden Sielstra to The RadioWay Corp. for \$7,000 and permission for seller to maintain station while awaiting sale of assets. After future sale, buyer will receive first \$300,000 from proceeds and 80% of excess over \$300,000 with seller receiving 20% of excess. Seller has no other broadcast interests. Buyer is owned by Jerome VanKampen and Donald Schermerhorn and is former owner of station. It has no other broadcast interests. Filed Nov. 20.

■ **KCGN(FM) Ortonville, Minn. (CP)**—Seeks transfer of control of C.G.N. Enterprises from Dean N. Tollefson (100% before; 15.8% after) to Robert A. Finstrom and 16 others fulfilling subscription agreement. Seller was sole general partner and remains largest shareholder. Buyers are former limited partners. Filed Nov. 21.

■ **WLLA(TV) [CP] Kalamazoo, Mich.** (ch. 64; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,000 ft.; ant. height above ground: 800 ft.)—Seeks assignment of license from Channel 64 Inc. to Christian Faith Broadcast for \$35,000 cash. Seller is owned by James B. Woodruff and has no other broadcast interests. Buyer is nonprofit corporation equally owned by Shelby Gilliam, Ernest G. McClellan, James Gray and Glen D. Kirk. It also owns WGGN-FM-TV Sandusky, Ohio. Filed Nov. 20.

■ **KDUN(AM) Reedsport, Ore.** (1470 khz; 5 kw-D)—Seeks transfer of control of KDUN Radio Inc. from Custom Business Systems Inc. to Lyle Irons and his wife, Eleanor, for \$175,000 note at 10%, with monthly payments of \$2,000 until paid. Seller is owned by Jerome Kenagy, who has no other broadcast interests. Buyers have no other broadcast interests. Filed Nov. 21.

New Stations

Applications

New FM's

■ **Breaux Bridge, La.**—Breaux Bridge Broadcasters Ltd. Partnership seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1328, 70517. Principal is equally owned by eight partners with two general partners, Sharon J. Scheuermann and Delores T. Ardoin, who have no other broadcast interests. Filed Nov. 15.

■ **Breaux Bridge, La.**—J. Warren Kirk seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 145 Peachtree Park Dr., Atlanta, Ga. 30309. Principal has no other broadcast interests. Filed Nov. 15.

■ **Breaux Bridge, La.**—PN Radio Co. seeks 96.5 mhz; 3 kw; HAAT: 327.6 ft. Address: 157 W. 57th St., #902, New York 10019. Principal is owned by Private Networks Inc., and Broadcast Data Corp. It is headed by Billy J. Parrat. It is app. for over 100 LPTV's. Filed Nov. 13.

■ **Breaux Bridge, La.**—Baxter Broadcasting seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Box 1280, Glen, Miss. 38846. Principal is owned by J. A. Baxter and his wife, Dianne, and Perry S. Smith and his wife, Shearon. It has no other broadcast interests. Filed Nov. 15.

■ **Breaux Bridge, La.**—Charles J. Saltzman seeks 96.5 mhz; 3 kw; HAAT: 327 ft. Address: 20355 N.E. 34th Ct., #2421, No. Miami Beach, Fla. 33180. Principal is app. for seven new FM's. Filed Oct. 18.

MMDS grants. Using lotteries, the FCC has tentatively granted another batch of applications for multichannel multipoint distribution service. The winners and their markets follow.

■ **Albuquerque, N.M.:** Multi-Channel MDS Inc., 1018 Cedar Grove Road, Wynnewood, Pa. 19096, Joan Gross, president; Paul M. Kimball, Box 54526, Oklahoma City 73154.

■ **Atlanta:** Stephen Communications Inc., 1909 East Falcon Way, Sandy, Utah 84070, Stephen A. Merrill, president; National Television Co., 2828 Pennsylvania Avenue, N.W., Suite 301, Washington 20007, B. Waring Partridge III, president of general partner.

■ **Buffalo, N.Y.:** Lawrence N. Brandt, 3201 New Mexico Avenue, N.W., Suite 220, Washington 20016; Daniels MDS Co., 2930 East Third Avenue, Denver, Jerry Presley, vice president.

■ **Charlotte, N.C.:** Omni-Microwave Associates, 1536 32d Street, N.W., Washington 20007, Douglas R. Casey, sole proprietor; Cheyenne Corp., 8503 Hollyridge Road, Jacksonville, Fla., 32216, Gordon Fuqua, president.

■ **Columbus, Ohio:** Gay & DeStefano Feasel, Andrew and Susan Gay, James W. Feasel and Johanna S. and Ralph V. DeStefano, 156 Lazelle Road, Worthington, Ohio 43085; Champion Industries Inc., 300 West Mission Drive, Chandler, Ariz. 85224, Noel R. Rudd, president.

■ **Hartford, Conn.:** Thomas Glab, 2129 San Marcos Place, Claremont, Calif. 91711; Lawrence N. Brandt (see Buffalo, N.Y.).

■ **Indianapolis:** Affiliated MDS Corp., One Federal Street, Boston 02110, Matthew Brown, president; Red Indianapolis F Partnership, equally owned by American MDS Inc., Baypoint TV Inc., Larry L. Hillblom, Multi-channel Media Inc. and Skywave Communications Corp., 2801 McGill Terrace, N.W., Washington 20008.

■ **Jacksonville, Fla.:** GCZ MDS Partnership, 6804 Persimmon Tree Road, Bethesda, Md. 20817, Michael Gelfand, MD, managing partner; Milwaukee Professional Sports & Services Inc., 901 North Fourth Street, Milwaukee 53203, Wayne Embry, vice president.

■ **Minneapolis:** Theodore D. Little, 5310 Waupaca Road, Rancho Palos Verdes, Calif. 90274; SCS Communications Inc., c/o Garrett F. Scollard, MMT Sales Inc., 630 Third Avenue, New York 10017, Daniel J. O'Kane, vice president/treasurer.

■ **Nashville:** Jack G. Hubbard, 8793 Ranch Drive, Chesterland, Ohio 44026; Presco Corp., 3760 Gloucester Drive, Lexington, Ky 40510, O. Leonard Press, president.

■ **New Orleans:** Gold Star Communications, 385 Fox Run Road, Libertyville, Ill. 60048, Bruce E. Greene, sole proprietor; M&M Communications, 606 Silver Shore Drive, Pensacola, Fla. 32507, J. McCarthy Miller, president.

■ **Oklahoma City:** Hinton Telephone Co., Box 100, Hinton, Okla. 73047, Kenneth Doughty, secretary/treasurer; Starchannels Associates, 1466 Broadway, New York 10036, Lee Hanna, president.

■ **Phoenix:** Haddonfield Wireless Co., 400 Merion Avenue, Haddonfield, N.J. 08033, John J. de Celis, president; G&S Television Network Inc., 4000 Town Center, Suite 1500, Southfield, Mich. 48075, Harry L. Davis, president.

■ **Rochester, N.Y.:** Physician's Radio Network, One Dock Street, Stamford, Conn. 06902, Carl D. Thoma, chairman; Kenneth Mossing, 2105 Belvedere Drive, Toledo, Ohio 43614.

■ **Sacramento, Calif.:** Steven C. Bailey, 7120 Calcite St., Sacramento 95619; Multi-Micro (DBA), 11631 South Mohave, Phoenix 85004, Dale E. Kipp, owner.

■ **Salt Lake City:** Western Tele-Communications Inc., P.O. Box 22595, Wellshire Station, Denver 80222, Carter F. Page, president; SCS Communications (see Minneapolis).

■ **San Antonio, Tex.:** Ralph Larsen & Son Inc., 1849 Old Bayshore Highway, Suite 321, Burlingame, Calif. 94010, David Larsen, vice president; Omega Radiotelephone, 22177 Center Street, Castro Valley, Calif. 94546, David A. Hernandez, partner.

■ **Tampa, Fla.:** Paul Communications Inc., 8719 West Avalon, Phoenix 85037, Paul J. Marcille, president; Mars Communications, 851 Lincoln Center, 5401 West Kennedy Boulevard, Tampa 33609, Mark D. Sena, president.

■ **Tucson, Ariz.:** Red Tucson E Partnership, equally owned by MHW Associates, MultiChannel Media Inc., and National Wireless Video Inc., 2801 McGill Terrace, N.W., Washington 20008; MCI Telecommunications Corp., 1133 19th Street, N.W., Washington 20036, T.L. Leming, senior vice president.

■ **West Palm Beach, Fla.:** Midwest Cable & Satellite Inc., 90 South 11th Street, Minneapolis 55403, James M. Rupp, vice president; Sherry Rullman, 213 Creighton Circle, Claremont, Calif. 91711.

■ To remedy an error it made at its previous MMDS lottery, the FCC also selected one applicant for San Francisco. The winner: East-West Communications Inc., Suite 116, 1220 East-West Highway, Silver Spring, Md. 20910, Kenneth G. Yorke, treasurer.

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■ Breaux Bridge, La.—David Gregory Hays seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 2, Sardis, Miss. 38666. Principal has no other broadcast interests. Filed Oct. 23.

■ Breaux Bridge, La.—Breaux Bridge Broadcasting A Partnership in Commendam seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 729 John LeBlanc Rd., Duson, La. 70529. Principal is owned by Je'Nelle Marie A. Chargois (10% general partner) and limited partners Shelby W. Davis and H. Edwin McGlasson (45% each). It has no other broadcast interests. Filed Nov. 15.

New TV

■ Billings, Mont.—Mark L. Wodlinger seeks ch. 6, ERP vis. 100 kw; aur. 10 kw; HAAT: 591 ft. ant. height above ground: 342 ft. Address: 4350 Johnson Dr., Fairway, Kan. 66205. Principal, with his wife, Constance, owns KCLO(AM)-KZZC(FM) Leavenworth, Kan.; WCJX-FM Miramar, Fla. (which has recently been sold to Beasley-Reed Broadcasting Co.), and with their son, Kevin, own KRMO(AM)-KKEK(FM) Monett, Mo. Filed Nov. 20.

Facilities Changes

Applications

AM's

Tendered

■ KLBS (1330 khz) Los Bantos, Calif.—Seeks CP to add night service with 5 kw; change TL, and make changes in ant. sys. App. Nov. 29.

■ WPWC (1480 khz) Quantico, Va.—Seeks CP to increase day power to 1 kw. App. Nov. 29.

Accepted

■ KHVY (1030 khz) Folsom, Calif.—Seeks MP to correct coordinates of TL and make changes in ant. sys. App. Nov. 26.

FM's

Accepted

■ KTYD (99.9 mhz) Santa Barbara, Calif.—Seeks CP to replace ant. and change HAAT to 1,279.2 ft. App. Nov. 27.

■ KLMO-FM (104.3 mhz) Longmont, Colo.—Seeks CP to change TL; change ERP to 48 kw, and change HAAT to 961.04 ft. App. Nov. 27.

■ WOZN (98.7 mhz) Key West, Fla.—Seeks mod. of CP to change TL and change HAAT to 452.97 ft. App. Nov. 27.

■ KGRS (107.3 mhz) Burlington, Iowa—Seeks CP to change HAAT to 429.68 ft. App. Dec. 2.

■ KTWA (92.7 mhz) Ottumwa, Iowa—Seeks CP to change HAAT to 328 ft. App. Nov. 27.

■ WLJC (102.3 mhz) Beattyville, Ky.—Seeks CP to change ERP to 1.2 kw. App. Nov. 27.

■ WRMA (103.1 mhz) Georgetown, Ky.—Seeks CP to change TL. App. Nov. 29.

■ WKHG (104.9 mhz) Leitchfield, Ky.—Seeks CP to change HAAT to 272 ft. App. Nov. 27.

■ KHAA (106.7 mhz) Port Sulphur, La.—Seeks CP to change ERP to 100 kw; change HAAT to 981 ft., and change TL. App. Nov. 29.

■ WQCB (106.5 mhz) Brewer, Me.—Seeks CP to change TL. App. Nov. 27.

■ WDHP (96.9 mhz) Presque, Me.—Seeks CP to change TL and change HAAT to 1,480.59 ft. App. Nov. 27.

■ KLDN (92.7 mhz) Eldon, Mo.—Seeks CP to change ERP to .825 kw; change HAAT to 569.2 ft., and change TL. App. Nov. 20.

■ KYKY-FM (98.1 mhz) St. Louis—Seeks CP to change TL. App. Nov. 27.

■ KJUS (95.3 mhz) Lincoln, Neb.—Seeks CP to change HAAT to 90 ft. and change TL. App. Nov. 27.

■ WPNH-FM (100.1 mhz) Plymouth, N.H.—Seeks CP to change ERP to 2.33 kw and change HAAT to 363.1 ft. App. Nov. 27.

■ WEQR (96.9 mhz) Goldsboro, N.C.—Seeks CP to change ERP to 99.5 kw; change HAAT to 984 ft., and change TL. App. Nov. 27.

■ WMVO-FM (93.7 mhz) Mount Vernon, Ohio—Seeks CP to change TL; change ERP to 28 kw, and change HAAT to 357.31 ft. App. Nov. 27.

■ KJII (105.7 mhz) Bend, Ore.—Seeks CP to change ERP to 35.48 kw; change HAAT to 592 ft., and change TL. App. Nov. 27.

■ KSKD (105.5 mhz) Salem, Ore.—Seeks CP to change TL and change HAAT to 1,069.28 ft. App. Dec. 2.

■ WZPR (100.3 mhz) Meadville, Pa.—Seeks CP to change ERP to 20 kw. App. Nov. 27.

■ WQKZ-FM (96.7 mhz) Bolivar, Tenn.—Seeks mod. of lic. to change SL. App. Dec. 3.

■ KRUN-FM (103.1 mhz) Ballinger, Tex.—Seeks CP to change specified hours of operation to 6 a.m.-7 p.m. App. Dec. 2.

■ KXWT (104.7 mhz) Burkburnett, Tex.—Seeks CP to change HAAT to 1,015.49 ft. App. Nov. 27.

■ KMFM (104.9 mhz) Premont, Tex.—Seeks mod. of CP to move SL. App. Dec. 2.

■ KEYI (103.5 mhz) San Marcos, Tex.—Seeks CP to change HAAT to 1,246.4 ft. App. Nov. 27.

■ WXXX (95.3 mhz) South Burlington, Vt.—Seeks CP to make changes in ant. sys. App. Nov. 27.

■ KNBQ (97.3 mhz) Seattle—Seeks CP to change TL and change HAAT to 1,690 ft. App. Nov. 27.

■ WVHT (99.3 mhz) Elkins, W. Va.—Seeks CP to change HAAT to 328 ft. App. Nov. 27.

TV's

Accepted

■ WCAJ (ch. 68) Birmingham, Ala.—Seeks MP to change ERP to vis. 1,380 khz, aur. 138 kw; change HAAT to 1,129 ft.; replace ant., and change TL. App. Nov. 26.

■ *KAKM (ch. 7) Anchorage—Seeks MP to change ERP to vis. 18.93 kw, aur. 78 kw; replace ant., and change HAAT to 923.5 ft. App. Nov. 27.

■ KMSB-TV (ch. 11) Nogales, Ariz.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw; change HAAT to 2,000 ft.; replace ant., and change TL. App. Nov. 26.

■ KTZO (ch. 20) San Francisco—Seeks CP to install aux.

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sys. App. Nov. 27.

■ KVVJ-TV (ch. 8) Sayre, Okla.—Seeks CP to change ERP to vis. 79.4 kw, aur. 15.9 kw and change transmitter output power. App. Nov. 29.

Actions

AM's

- WVNA (1590 khz) Tusculumbia, Ala.—Granted app. to make changes in nighttime directional pattern. Action Nov. 21.
- KAFY (550 khz) Bakersfield, Calif.—Granted app. to make changes in ant. sys. Action Nov. 20.
- KSTR (620 khz) Grand Junction, Colo.—Returned app. to add night service with 1 kw and make changes in ant. sys. Action Nov. 20.
- WRUF (850 khz) Gainesville, Fla.—Granted app. to operate transmitter by remote control. Action Nov. 21.
- WSSW (800 khz) Largo, Fla.—Granted app. to change TL and make changes in ant. sys. Action Nov. 19.
- WQAM (560 khz) Miami—Granted app. to move main SL to 9881 Sheridan St., Hollywood, Fla. Action Nov. 22.
- WPLP (570 khz) Pinellas Park, Fla.—Granted app. to change TL and make changes in ant. sys. Action Nov. 20.
- KKIC (950 khz) Boise, Idaho—Granted app. to change daytime TL and change to DA. Action Nov. 27.
- KTOX (730 khz) Boise, Idaho—Dismissed app. to increase power to 1 kw. Action Nov. 21.
- KVNI (1080 khz) Coeur D' Alene, Idaho—Granted app. to operate transmitter by remote control. Action Nov. 14.
- WLGC (1520 khz) Greenup, Ky.—Returned app. to increase power to 9 kw. Action Nov. 20.
- WEBB (1360 khz) Baltimore—Granted app. to make changes in DA pattern; decrease night power to 1.5 kw, and change night TL. Action Nov. 13.
- WKKE (1190 khz) Pearl, Miss.—Granted app. to increase day power to 50 kw. Action Nov. 19.
- WRFD (880 khz) Columbus, Ohio—Granted app. to increase power to 50 kw. Action Nov. 26.
- WTPR (710 khz) Paris, Utah—Granted app. to make

changes in ant. sys. Action Nov. 21.

■ KLO (1430 khz) Ogden, Utah—Granted app. to operate transmitter by remote control from main SL. Action Nov. 14.

■ WGGM (820 khz) Chester, Va.—Granted app. to add night service with 1 kw; increase day power to 10 kw; install DA-N, and make changes in ant. sys. Action Nov. 13.

FM's

- WMJJ (96.5 mhz) Birmingham, Ala.—Granted app. to change HAAT to 1,026.64 ft. Action Nov. 19.
- KASH-FM (107.5 mhz) Anchorage—Granted app. to change TL; change HAAT to minus 290 ft., and make changes in ant. sys. Action Nov. 19.
- KRQS (106.3 mhz) Pagosa Springs, Colo.—Dismissed app. to change TL; change ERP to .175 kw, and change HAAT to 1,299 ft. Action June 20.
- WYRS (96.7 mhz) Stamford, Conn.—Granted app. to change TL. Action Nov. 21.
- WEBE (107.9 mhz) Westport, Conn.—Granted app. to make changes in ant. sys. Action Nov. 18.
- WBOS (92.9 mhz) Brookline, Mass.—Granted app. to change ERP to 17 kw. Action Nov. 21.
- WMUZ (103.5 mhz) Detroit—Dismissed app. to install aux. sys. Action Nov. 22.
- WHUH (97.7 mhz) Houghton, Mich.—Returned app. to change freq. to 96.3 mhz; change TL; change ERP to 100 kw; change HAAT to 984 ft., and make changes in ant. sys. Action Nov. 22.
- *WTR (89.7 mhz) Henrietta, N.Y.—Granted app. to install new transmission sys. Action Nov. 20.
- WENU (101.7 mhz) Hudson Falls, N.Y.—Returned app. to change HAAT to 180 ft. and change TL. Action Nov. 26.
- WGTZ (92.9 mhz) Eaton, Ohio—Granted app. to install aux. ant. sys. Action Nov. 19.
- WALV (95.3 mhz) Cleveland, Tenn.—Returned app. to change TL. Action Nov. 26.
- WXLK (92.3 mhz) Roanoke, Va.—Dismissed app. to make changes in ant. sys. Action Nov. 19.
- KUOW (94.9 mhz) Seattle—Granted app. to reduce ant. center of radiation by 13 ft. Action Nov. 15.

■ WPMW (92.7 mhz) Mullens, W. Va.—Granted app. to change TL and change HAAT to 328 ft. Action Nov. 21.

TV's

- WAWS (ch. 30) Jacksonville, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 508 kw and change HAAT to 991 ft. Action Nov. 25.
- KARD (ch. 14) West Monroe, La.—Dismissed app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,492 ft.; replace ant., and change TL. Action Nov. 22.
- KMCT-TV (ch. 39) West Monroe, La.—Granted app. to replace ant.; change HAAT to 498 ft.; change TL, and install ant. on new tower to be constructed within 30 ft. of existing tower. Action Nov. 25.
- *WTVI (ch. 42) Charlotte, N.C.—Granted app. to change ERP to vis. 1,393 kw, aur. 139 kw. Action Nov. 25.
- WTVF (ch. 5) Nashville—Granted app. to change HAAT to 1,394 ft.; replace ant., and correct geographical coordinates. Action Nov. 25.
- *KTVX (ch. 4) Salt Lake City—Granted app. to change ERP to vis. 1,175 kw, aur. 117 kw; change HAAT to 1,025 ft., and change TL. Action Nov. 25.

Call Letters

Applications

Call	Sought by
New FM's	
*KXMS	Board of Regents for Missouri Southern State College, Joplin, Mo.
*WVST-FM	Virginia State University, Petersburg, Va.
New TV	
WLXV	Gary D. Terrell, Cumberland, Md.
Existing AM's	
KUZN	WKEL Love Radio Group Inc., Weiser, Idaho
KCIF	KCIG Evergreen Broadcasting Inc., Tumwater, Wash.
Existing FM	
KUZN-FM	WKEL-FM Love Radio Group Inc., Weiser, Idaho

Grants

Call	Assigned to
New TV	
WDJT-TV	TV58 Limited Partnership, Milwaukee
Existing AM's	
WLUL	WQTX Bob Haynes Broadcasting Inc., Fort Deposit, Ala.
KRAR	KKCM KLE Communications Inc., Waite Park, Minn.
KXOL	KKCC Ray H. Potts, Clinton, Okla.
KWJS	KXOL Universal Broadcasting of Fort Worth-Dallas Inc., Fort Worth
Existing FM's	
KBZT	KHTZ Greater Los Angeles Radio Inc., Los Angeles
KHOT-FM	KXMK Madera Broadcasting Inc., Madera, Calif.
WASE	WMUI Waycross Radio, Waycross, Ga.
WBKN	WMRQ Rural Broadcasting Co., Brookhaven, Miss.
KIMY	KAEZ United Radio Corp., Oklahoma City
WWZU	WCNM Lock Haven Broadcasting Corp., Lock Haven, Pa.

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RADIO

HELP WANTED MANAGEMENT

Management/sales. Highly successful multiple station eastern operation looking for experienced sales person with general broadcast management know-how or ambition to work into key position to back up older management group. Excellent opportunity. Box V-112.

Immediate Opening. Ohio Radio Station looking for manager of AM/FM station, possible GM position of four station group for right individual. Resume, requirements, references to: Box V-89.

Growing suburban NY FM seeks sales manager. Solid market, great potential for right person. Sales Staff of five. Excellent environment, package and benefits. EOE, M/F tri-state preferred. Box V-91.

GM needed for Midwest country FM. Experience as either GM or GSM required. Good salary and stock in company. Group owner. Chance to grow. Box V-133.

Growing progressive broadcasters need general manager for east Texas growth market. Growing AM/FM combo - 70 miles north of Houston in Huntsville, Texas. If you have necessary experience and management skills. Send resume to: George Franz, P.O. Box 1203, Temple, TX 76503. EOE.

Fast growing, aggressive group has opening in southeast for GM. One of the top rated FM stations in the market. Must be able to form and motivate sales department to take advantage of market position. Group is demanding, but if you measure up, you'll move up. EOE. Resume and financial requirements to Box X-38.

America's most beautiful market: KFLG, Flagstaff, AZ has an immediate opening for a local sales representative. Motivated, self-starter with recent sales experience needed ASAP. We offer salary, generous commission structure, and complete benefit package. Resumes to: P.O. Box 1930, Flagstaff, AZ 86002.

HELP WANTED SALES

New FM for beach resorts of Maryland-Delaware. Aggressive self-starters must have ability to train/lead first class professional sales staff. Results resume, references, salary history to: Connie Dayton, Route 2, Box 118, Dagsboro, DE 19939. EOE/AA.

Radio sales. Excellent opportunity in growing multimedia telecommunications company for experienced broadcast sales personnel. Position open in northwest NJ AM radio station, with possibility of move to other radio or low power TV stations in group. Excellent salary and benefits package to aggressive/sales professional. Send resume to J. Mark Reifer, Star Broadcasting, 1300 Atlantic Ave., Atlantic City, NJ 08401; or call for appointment 609-345-5505.

Senior account executive. Are you a consistent top 10% achiever? Do high commissions motivate you? Is the client #1 to you? Can you compete successfully against the best? This opportunity offers: Base salary plus unlimited incentive potential, an innovative environment focused on excellence, superior list available. AM/FM combo...one of the fastest growing stations in the Carolinas. Minimum 3-5 years experience. Send resume to Sales Manager, WROQ, 400 Radio Rd., Charlotte, NC 28216.

Good at radio sales? Want to prove yourself as sales manager? Send complete resume and references. Excellent package. Hiring for January. Write: Sales, WFTN, P.O. Box 192, Front Royal, VA 22630. EOE.

Experienced sales people for KOOI, leading East Texas Class C FM, including proven sales leader capable of managing large staff. Excellent earnings. Great growth opportunity. We enjoy top ratings in Tyler, Longview, and all the cities of Central East Texas. Contact Joe McNamara at 214-586-2527. EOE.

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box V-92.

Major market announcer wanted for morning on KOOI, leading East Texas Class C FM area station. Only top talent need apply. If qualified and interested, could also be PD. Serving growing Tyler, Longview markets. Contact Dudley Waller at 214-586-2527. EOE.

We've expanded facilities, now we're expanding staff. Top mid-Missouri regional stations looking for someone who sounds like they belong on our new one thousand foot tower. You'll need common sense, and all-around ability. Send a package that will sell you to me. Experienced only. Chuck Thomas, P.O. Box 475, Mexico, MO 65265.

Announcer wanted, news gathering ability helpful, religious format. Write WMPC, Box 104, Lapeer, MI 48446. EEO employer.

Strong, funny morning personality needed first of the year for adult contemporary station at AM-FM TV combo in beautiful water-oriented resort community on the Colorado River. Production skills a must, no time and tempers, please. Lee Shoblom, London Bridge Broadcasting, 2001 Industrial Blvd., Lake Havasu City, AZ 86403.

All classical 105,000-watt WNED-FM resumes its search for an announcer-program host. Can you demonstrate a non-superficial knowledge of classical music and the concert world; a working knowledge of several languages; and an engaging air presence? Daily board shift, with possibility of off-air duties (programming, production, record library), depending on experience. Excellent benefits, including 100% company-paid medical, dental and life insurance. Send non-returnable audition tape, programming samples and resume (with references indicated) to Peter Goldsmith, Program Director, WNED-FM, 23 North St., Buffalo, NY 14202. An equal opportunity employer.

Morning personality: 50,000 watt inspirational 24 hour FM music station with unique, highly successful format and very strong ratings is looking for experienced professional with strong one on one communication skills. Must have experience with successful competitive formats. Large regional coverage from Elkhart/South Bend. Operated on Biblical principles with excellent work environment. Call Ed Moore 219-875-5166, Box 307, Elkhart, IN 46515.

HELP WANTED TECHNICAL

Chief engineer: Upstate New York, AM/FM combo. New facilities, group owned. If you are one of the best and want to join a prestigious group in state of the art facilities, send all pertinent facts to Box V-66. EOE.

Chief engineer needed to build his own class C FM from ground up. New studios, new transmitter site in Topeka/Kansas City area. Send resume to Lynn A. Deppen, P.O. Box 669, Augusta, GA 30903. EEO employer.

WBMX, Oak Park, Illinois, is looking for a chief engineer experienced in AM and FM transmitters and remote broadcasting. Must be a hands-on type. Contact Sidney Schneider, 312-524-3240. EOE.

WEBR/WNED has an opening for an electronic broadcast technician with experience in maintaining studio and transmitting equipment. Knowledge of remote taping of classical programs in stereo will be required. Send resume to Donald Lange, Chief Engineer, WEBR-AM/WNED-FM, 23 North St., Buffalo, NY 14202. Women and minorities are encouraged to apply. We are an equal opportunity employer. No calls please.

HELP WANTED NEWS

News director: Leading stations in 175,000 metro market on Lake Michigan. 3 1/2 person staff. Personality/service AM, regional CHR FM. Professional growth with 14 station Midwest family group in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olsen, GM, Box 107, Benton Harbour/St. Joseph, MI 49085. EOE, M/F.

CNN Radio is seeking sports anchors. We're looking for good writing, a strong presentation and a flawless performance. Send T&R to Bruce Chong, 1050 Techwood Dr., Atlanta, GA 30318. If you have applied to CNN Radio in the past 6 months, do not reapply.

WEBR has a vacancy for a full-time editor. This position requires at least two years of radio news experience, strong writing skills, and solid news judgement. Experience with longer-form news blocks would be helpful. This is a high pressure position that demands leadership and strong journalism skills. Send resume to Mike St. Peter, Director of News and Programming, WEBR, 23 North St., Buffalo, NY 14202. We are an equal opportunity employer. Women and minorities are encouraged to apply. No calls please.

Have you had medium market experience with good beat reporting and looking to step into an ND position or presently an ND but want with a station solid in news? Good voice to blend with both MOR and contemporary sound. Central Midwest. Write Box X-22.

If you want to step into a news operation fully committed rather than where news is secondary we have a good position for you if you're a good beat reporter with a good voice. Midwest. Write Box X-23.

#1 24-Hour FM stereo in rapidly growing Kings Bay submarine base area (Jacksonville ADI) needs experienced new director/anchor. NBC affiliate. AP speed-wire. Send tape and resume immediately to: Paul Hafer, WLKC-FM, P.O. Box 1171, St. Marys, GA 31558. EOE.

Meteorologists, forecasters, weather technicians: Full and part-time, on-air and support. Resume & audio cassette to: Compu-Weather, P.O. Box 1122, Flushing, NY 11354.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Expanding company interested in ambitious, experienced, broadcasters in all categories. Send resumes. EOE. CSRG, Inc., P.O. Box 50539, Denton, TX 76206.

PD needed immediately in established Central Wisconsin station. Strong news, sports and farm. Administrative, promotion and people skills necessary. Call Jack Gennaro, 715-424-1300.

SITUATIONS WANTED MANAGEMENT

Fourteen year radio pro with background in sales, station management, programming, promotions, automation, computers, people and management skills. Seeking managers position with stable organization. Box V-99.

Experience sells/promises don't: 22 year GM; programs, motivates, trains, increases sales. Box X-24.

20 years experience, programming, salesman, sales manager, general manager. Proven track record. I am a builder. Prefer small to medium markets. Last 3 1/2 years vice president/general manager of small market AM. Call Jim Fletcher, 801-864-3596.

GM/CE-30 years radio Currently head of #1 and 2 rated highly profitable stations in 7 station market. Turnaround specialist with hands on experience in construction and maintenance--AM-DA and high power FM. My competitors will supply references. All inquiries answered. Box X-20.

Result oriented general manager aggressive, highly organized and disciplined to achieve profits. 19 years in management all markets. Effective management skills with creative strategies for developing maximum sales. Top credentials. Box X-44.

General manager-stations being sold. Experience with training. Can sell and motivate others to sell. "Bottom Line" conscious and adept at controlling costs. Broadcast knowledge. Sales increases and rate increases. Stations #1 and #2. Computer knowledge. Jay Martin 314-449-2433/445-2422.

GM or station manager position at small market in or near Iowa. Twelve years experience on air and sales with last three years as general manager. Very community oriented. Good references. Want to put roots down with possibility of future ownership. 319-653-6008.

Opns. Mgr. and CE/problem solver seeks new challenge in rebuild. No rush jobs. Bill Barber 817-696-3217.

Station manager of highly rated medium market AM/FM combo seeks GM position in small/medium eastern market. Hard working pro with over 11 years experience in all phases of broadcasting: promotional genius, outstanding motivator, strong supervisory exp, more importantly bottom line conscious. Call 301—559-7963, leave message.

SITUATIONS WANTED TECHNICAL

The loudest, cleanest signal on the dial is what you will have if I'm your chief engineer. 19 years experience in high power directional AM FM construction from mike to antenna. Only those who want to be the best need answer. Prefer Florida but all opportunities considered. Write Box V-94.

Chief engineer, 35 years experience. Small operations considered, prefer warm climate. Box V-108.

SITUATIONS WANTED ANNOUNCERS

25 year broadcast veteran will do commercial voice-overs for demo and rates. P.O. Box 726, Cullowhee, NC 28723.

Need a genius? Well, I'm not. I'm the "Charlie Hustle" of radio. Vast college radio experience, energetic PBP, dynamic DJ, knowledgeable newscaster/writer, clever commercial production, sharp delivery. No genius, just spirit and guts. Glen "Wojo" Slater, P.O. Box 525, Pittston, PA 18640. 717—654-9637. Will relocate.

Good voice, news, talk, sales, college. Over four years experience. Prefer Lexington, KY or central KY market area. Kathy 3212 Vahalla Dr., Lexington, KY 40505. Phone 606—272-4000.

Good DJ. Excellent PBP, want entry level, production, news, anywhere now! David Scott, 319—355-4212.

SITUATIONS WANTED NEWS

Informed and creative newscaster. Energetic speaker and concise writer with good production skills. For aircheck tape and resume, contact Roger at 312—477-5427 after 3 PM.

Newsman - 7 years' experience, the last 2 with a newspaper. Looking to return to a good radio news operation. North New Jersey, northeast Pennsylvania area preferred. Call mornings 717—828-7187.

Top-ten market news anchor/reporter seeks all news, news talk, or community involved company with serious news commitment, preferably in Northeast. Dependable, hardworking. Magordo, 313—584-7352.

3 year news pro seeking small market. News Director's position in Wisconsin. Established reputation of honesty and integrity. Call Al, 503—798-5929.

News/public affairs director-reporter; 15 years professional experience, seeking career change. Strong public affairs and production background. Would like position utilizing broadcast skills in production of audio and/or video educational materials. Background: extensive radio some television. Box X-21.

Sports is my business! Recent Ohio University grad looking for commercial start. College experience includes 3 years reporting, 2 years PBP and sports talk. I'm no novice Bill 216—255-8143.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Stable, reliable, adult communicator seeking programming/air position in small or medium market. 10 years Adult Contemporary air experience with some Assistant Program Director experience. Box X-27.

MISCELLANEOUS

Do you know where Wayne Beard is? Please call Don Stahl collect 601—684-5921 with any information.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: New small market independent seeks creative innovative general sales manager to develop and direct sales staff, create and implement marketing plans. Small market experience a plus. Management experience or top notch AE ready to move up preferred. Box V-115.

Business manager. Major VHF independent seeks person to manage its business office. If you are a seasoned pro or a #2 ready to move up, we'd like to read your resume and salary history/requirements. Replies in confidence. Box U-120. EOE.

National sales manager. WCBD-TV, Charleston, SC is looking for a national sales manager with proven major market rep experience. Station experience is also helpful. Please send resume and references to General Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402. All replies treated in an absolutely confident manner. No phone calls. Media General is a Fortune 500 company. EOE.

Station manager. Top station in Oklahoma. Experience necessary. Send resume to Duane Harm, President, KWTW, Channel 9, CBS, 7401 North Kelley, Oklahoma City, OK 73113. EOE, M/F.

Manager, program services. Manages the programming department for public TV station KTEH; responsible for planning, scheduling, and implementing afternoon and evening broadcasts. Requires any combination of experience and education equivalent to five or more years of extensive, directly-related, and progressive experience as well as the equivalent to a Bachelor's degree with major course-work in broadcast management, or related field. Salary: \$37,394 to \$47,727 annually plus benefits. Send letter of application and resume by December 20, 1985 to: Personnel Commission, Santa Clara County Office of Education, 100 Skyport Dr., San Jose, CA 95115. 408—947-6880. AA/EOE, M/F/H.

HELP WANTED SALES

Wanted, local sales manager for dominant Northeast V. Excellent opportunity for qualified individual to grow with group broadcaster. We need individual who can manage a very successful local sales operation and team. Quality benefits. EEO/MF. Box V-102.

General sales manager. Successful net affiliate, small market, group owned. Terrific pay, benefits, incentives. Available now. Three years' local sales experience with TVB operations. Must think big and actively lead the troops. Mid 40's income. EOE. Box X-31.

Local sales manager. Top 100 NE network affil. seeks trainer, motivator. We have good tools and young people. Send resume to: Steven M. Herman, WPTZ-TV, General Sales Manager, Old Moffitt Rd., Plattsburgh, NY 12901.

Account executive/entry level. Effective 1/6/86, WTIC-TV is looking for a sales trainee, entry level television research/ sales or radio. Sales/research experience is a pre-requisite for this job with Hartford's only locally owned television station. Apply to: Lew Krause, Local Sales Manager, WTIC-TV, One Corporate Center, Hartford, CT 06103.

Regional sales manager. Excellent opportunity for top sales person interested in moving into management. #1 CBS affiliate in Sunbelt seeks experienced professional with strong regional and local sales background. Good research and communication skills a must. Send resume, salary history, sales philosophy to WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE.

Traffic manager. Excellent opportunity for ambitious person with good managerial skills to serve as traffic manager of top CBS affiliate. CRT experience a must. Columbine System training preferred. Send resume to WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE.

HELP WANTED TECHNICAL

KIII TV is seeking a highly qualified engineer for the position of assistant chief engineer or maintenance supervisor. We require a minimum of five years fulltime hands on maintenance experience with state of the art equipment including transmitters. SBE certification is preferred. Some management, leadership and paperwork skills are required. We are offering above average salary and benefits, in a coastal resort community. Qualified candidates should send a resume to John Ross, Chief Engineer, KIII-TV, P.O. Box 6669, 4750 South Padre Island Dr., Corpus Christi, TX 78411. EOE.

Broadcast technician: National organization requires an experienced technician to commission new TV and FM transmitter and antenna installations throughout the USA. Competitive salary and benefits package. Send resume to Box X-45.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC (CMX type) edit system. Three years' experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box V-88.

Technicians. Our engineers cover the Washington DC scene, travel to Europe and the Far East. If you have a technical background and want to move up, call us. Phil DeLorme, DE, WTTK-TV, Box 3150, Manassas, VA 22110; 703—369-3400. EOE.

Production engineer: Responsible for production recordings, editing, and remotes. Minimum three years experience in video tape editing. General Class FCC License and working knowledge of electronics required. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. EOE Closing date December 19, 1985.

Engineer: Responsible for master control switching, recordings and maintenance. General Class FCC license, minimum two years training in electronics and two years experience in television broadcast. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. EOE, closing date December 19, 1985.

Maintenance engineer: San Jose, CA. ABC net affiliate has a current opening. Applicants must possess a strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send resume/salary history to Dick Swank, CE, KNTV, 645 Park Ave., San Jose, CA 95110, 408—286-1111. KNTV is an EOE.

Assistant chief engineer. Opportunity to move up to major market television. Kansas City's fastest growing television station is seeking an aggressive maintenance person with hands on experience with Ampex Quad, Sony U Matic, EFP cameras and UHF transmitters. Two year technical degree required. FCC general Class License or SBE Certification preferred. Send resume to: Rick Morris, Chief Engineer, KZKC-TV, 2111 Blue Summit Dr., Kansas City, MO 64126.

Top-rated NBC affiliate seeks TV studio maintenance technician. People-oriented company located in Sunbelt climate, year-round recreational area, with an excellent economy. We offer a career opportunity in a good working environment. We need someone with substantial maintenance experience in one or more of the following areas: Sony 1/2" & 3/4" VTR, GVG production and routing switchers, ENG/EFP, or TK-46/TK-28 cameras. Knowledge of 1", 2" and TCR-100, as well as microprocessors is necessary. Qualifications include 3-5 years of studio maintenance experience and a general class FCC license, SBE certification, technical school or military electronics training also desirable. EOE. Send letter and resume to: Tom Franklin, Director of Engineering, KVBC-TV, P.O. Box 44169, Las Vegas, NV 89116.

Television maintenance engineer. One of the nation's leading production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing and terminal systems. Secure future with tremendous growth potential for right candidate. Send resume to: Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203 Annt: Mike Arnold, Chief Engineer.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC (CMX type) edit system. Three years' experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box X-32.

Engineering director for tri-state regional CBS affiliate KYCU-TV and satellites KSTF and KTVS. Hands-on position requires experienced chief with management skills. SBE certification desirable. Excellent compensation and benefit package for the right candidate. Resume to Personnel, KYCU-TV, 2923 E. Licolnway, Cheyenne, WY 82001. EOE.

Assistant chief engineer for VHF network affiliate. Applicant must be familiar with all aspects of TV broadcast operations and engineering including technical maintenance, studio operations, ENG, and construction. Leadership capability required, supervisory experience desired. Contact Gene Gidow, CE, WTKR-TV, 720 Boush St., Norfolk, VA 23510, 804—446-1330. EOE.

Studio supervisor: Upper Midwest, top 100. Experience with Ampex & RCA Quads, Sony Type V and VO-4800s, Ikegami cameras, ISI switchers, and computer weather graphics. Send resume and salary requirements to Box X-36. EOE.

Maintenance technicians. KRIV-TV, Metromedia is seeking qualified studio and transmitter technicians. Must have minimum of three years' experience and a FCC license. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227 Attn: Wendell Wyborny, VP/CE. No phone calls. EOE.

Broadcast engineer needed for northern Virginia consulting firm. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume, salary history. EOE. Box V-47.

HELP WANTED NEWS

#1 small market station looking for 6 and 10PM producer. Leadership and writing skills of top importance. Knowledge of live satellite and ENG technology helpful. We're part of a growing broadcast group. The only limit on opportunity is what you set for yourself. Box V-96.

Sunny medium market looking for reporters who can fill in as anchors. Experience and strong writing skills are musts. Resume, references, writing samples, and salary requirements to News Director. Box X-10.

Weekend anchor/reporter. KRIV-TV Metromedia, Houston, TX has an opening for a weekend anchor/reporter. Position requires minimum 2 years' on-air anchor and reporting experience. Send resume/tape and salary requirements to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77027 Attn: K. Montour. No phone calls. EOE.

Investigative reporter. WFSB, a Post-Newsweek Station, is seeking an aggressive broadcast journalist who can develop and air investigative stories for southern New England's number one newscast. Requirements include: ability to tell compelling stories that utilize 1985 production techniques, self-starter who wants to be on-air at least once a week. 3 to 5 years' experience in local news and investigative reporting preferred. Tapes and resumes to: Mark Efron, News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Anchors wanted. Send tapes and resumes to: Steve Porricelli or Jackie Row, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

New TV station building a news department from anchors up. If you're talented, energetic, dedicated and want to work hard in reporting, sports, weather or ENG, contact: Paul Thompson, News Director, KCPM-TV, 180 E. 4th St., Chico, CA 95926.

WRDW-TV has immediate opening for an experienced reporter on their Eyewitness News Team. This position also requires an understanding of sports with the ability to fill in for sports anchor when necessary. Send resume and tape to: Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. A Television Station Partners station. EOE.

Videographer. Midwestern CBS affiliate seeks experienced ENG photographer/editor capable of assisting in the management of equipment. Send resume, sample tape and salary requirements to Larry Young, News Director, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Weather anchor needed. Small market Midwest station, part of a rapidly growing TV group needs weather anchor with professional delivery. Latest with computer graphics. Send tape and resume to Ron Heller, KTVO-TV, P.O. Box 949, Kirksville, MO 63501.

Videographer: If you've got at least two years of professional shooting and editing experience and you want to work for an aggressive news operation that's number 1 in the market, we have a job for you. Salary based on skill and experience. Send tape and resume to Chief Photographer, KTBS-TV, Box 44227, Shreveport, LA 71134. Equal opportunity employer.

Experienced news director. Small market NBC affiliate. Min. West. Call OPS. MGR.: 406-443-5050. EEO.

Small market station in Pacific Northwest starting up a news operation. Seeking news, weather, sports anchors. Reporters. Videographers. Talent & desire most important. Send non-returnable tapes/resumes to: KECH-TV, Indian School Rd., NE, Salem, OR 97305.

Managing editor: Midwest top 30 affiliate with #1 rated newscasts looking for strong journalist to oversee all day to day operations. Strong commitment to hard news essential. As number two person in department, managing editor will edit writing, supervise assignment desk and oversee all special projects. If you're an aggressive team player with good communications skills who has a sound background in television news and is looking for an opportunity to lead a group of professionals, send resume and references to Box X-18. EOE.

Weekend anchor: Number one station, Greensboro, looking for weekend co-anchors. Extensive reporting, anchoring experience required. Knowledge of North Carolina helpful. Outstanding salary, benefits. Tapes, resumes (no phone calls) to: Andy Barton, News Director, WFMV-TV, Box TV-2, Greensboro, NC 27420.

Reporter/anchor needed to join CBS affiliate in the beauty and serenity of the Ozarks. Experienced, well versed journalist needed for fast-paced newsteam. Send tape and resume to Bob Totten, KOLR-TV, Box 1716 SSS, Springfield, MO 65805. An EOE.

11 o'clock co-anchor/reporter. Must be a good writer who knows how to use video and nat./sound. Readers need not apply. We are aggressive, caring and number one in our market. Send tape and resume to Jim Holland, News Director, WTVH, 980 James St., Syracuse, NY 13203. No phone calls, please. We are an equal opportunity employer.

WTVH-TV is looking for a sports anchor/reporter who has at least 2 years' experience. A college degree in broadcast communications is preferred, but not mandatory. Prior participation in organized sports is a plus. The individual we are looking for must be exceptional writer and also possess superb television production techniques. Send tape and resume to: Jim Holland, News Director, WTVH, 980 James St., Syracuse, NY 13203. No phone calls, please. Equal opportunity employer.

Experienced TV reporter. Gather and write news, live shots, edit videotape. No beginners. \$16,000-\$18,000 range. Tape and resume to John Howe, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Art director. KMBC-TV, Kansas City, Missouri, has an opening for an Art Director. This position is responsible for the supervision of the production and design of all station related graphics and creative materials on an as needed basis. This would include on-air, news, graphics, print (all media), special projects and Chyron/ADDA/slides. The art director is also required to work within a budget while operating with sufficient materials and equipment as well as directing the activities of the graphics artist. Applicants must have a graphics design/art degree, with at least three to four years experience in television. Qualified applicants may file application or send resume to: Promotion Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. No phone calls, please. EOE.

Leading Northeast independent station is seeking experienced individual to produce/host new weekly public affairs show. EOE. Box V-105.

Associate producer. Strong writer/packager with local newscast producing experience to work in Top 15 affiliate. Send short copy and package writing samples and resume to: Box X-5.

Midwest production facility has immediate opening for experienced CMX editor. Must be proficient in the theory, set-up and operation of videotape machines, ADO, Squeezoom, and the distribution and monitoring systems associated with the overall operation. Resumes only to: Operations Manager; 3210 W. Westlake Ave., Glenview, IL 60025.

Promotion director. West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape, resume and salary requirements to Charles Stauffer, KCOY-TV, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

Artist. College degree in graphic design. Skilled in illustration, layout & paste-up. Knowledge of typography. Computer graphics experience desirable. Please send samples, resume, salary requirements to: Marcel Lissek, Art Director, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14202.

Promotion producer: WBNS-10TV, Columbus, OH is seeking a qualified and creative promotion producer. You'll be working in a seven person department that is dedicated to being the best—and living up to it. You'll produce innovative promotion for entertainment and news programming. You'll take the promo form concept to air, including writing, editing, and producing. You'll also be involved in a lot of special projects at the station. Most of all, you'll be working at a station that believes in being second to none. To qualify, you must have two years of experience at promotion production and a great demo reel. Please send resume and tape to: Steve Wilkins, Director of Marketing and Promotion, WBNS-10TV, P.O. Box 1010, Columbus, OH 43216. No phone calls please. EOE-M/F.

Production manager for Coastal Sunbelt market's premiere independent TV station. Minimum 3 years' creative/technical production experience essential with heavy emphasis in commercial production. Send tape and resume to: Gary G. Marshall, WTAT-TV 24, 4301 Arco Lane, Charleston, SC 29401.

Design director. Affiliate top15market sunbelt Looking for strong creative manager to run graphics department. Minimum 2 years managing experience; knowledge of electronic news graphic production a must. Box X-28.

Head a film/video production unit. Small and growing independent production house in northeast Florida seeking an experienced executive producer to run a profit center. Ideal candidate will seek responsibility, be able to supervise creative people, work well, satisfying clients, and be able to plan and execute projects within budget. To be successful in this position, you have probably had experience in management of creative teams, prepared and met budgets, worked successfully with other unit managers in a team environment, and won acknowledgement for the quality of your productions. Send 3/4" tape (or sample reel), resume, and salary requirements to: John B. Ritzhammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

Promotion manager. Affiliate top 15 market Sunbelt. Looking for a hands-on production oriented manager to run promotion department. Emphasis on news marketing. If you're a strong number two with some managing experience looking for a chance to take charge, this could be your chance. Box X-29.

Promotion writer/producer: top 10 CBS affiliate is looking for experienced writer/producer to coordinate, supervise and produce all programming promotion. Must have 3-5 years' experience along with top-notch writing and producing skills and a flair for the creative. Send resume and demo tape to: Advertising & Promotion Manager, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. No phone calls accepted.

Sports director: NBC affiliate looking for high profile, energetic sports director who is not afraid to speak his/her mind and who knows the craft. No beginners. Challenging sports area, excellent working conditions and plenty of support. Send tapes, resumes, and salary requirements first letter to News Director, WSTM-TV, 1030 James St., Syracuse, NY 13203. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Harvard MBA: Second year student seeks broad-based management opportunity. Four years broadcasting and cable experience. Willing to travel and relocate to NYC or West Coast. Excellent references. Box V-73.

Do you have a station that's not making enough money? I have turned around 3. Am looking for no. 4 with 25 yrs. of successful management and sales experience I'm looking for a big opportunity. 1986 can be that opportunity for both you and me. Let's talk. 609-983-0967. (Herb Rossin.)

SITUATIONS WANTED NEWS

Sports anchor/reporter: Need a strong weekend anchor to back up your number one guy? Call me today, 415-878-4406 or 38 Parnell Ave., Daly City, CA 94015. Veteran of 11 years Major major experience in anchor work, Field reporting and editing. I have what you need. Call me.

Investigative reporter/producer. Quality TV journalist, national awards. Have good job, want better one. Box X-8.

Energetic, attractive anchor-reporter seeks re-entry spot in 80s-90s ADI. Edits tape. \$13,000/year. Box V-62.

Sports reporter. From football to recreation. I get to the heart of the story with style! 205—342-2367.

Ambitious talent relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 215—357-0984 after 4 PM.

News director position desired in small market by seasoned journalist. Twelve years TV experience. Box V-98.

Network producer/off-air reporter w/7yrs network news experience w/prime time show looking to make switch to on-air reporter. Tape/resume and references upon request. Box V-95.

Currently working as network producer/anchor, major European market. Six years' stateside experience all facets of television news including supervisory responsibilities. Contract expires 1/1 and I'm looking for new reporting job with management potential. Jerry Huffman Bayerngasse, 1/9 Vienna 3, Austria.

Meteorologist: Seen nationally for three years wants local! Degree, AMS, artist. Wizard with graphix. Available immediately. Call 612—473-0161.

Here I am, ambitious, energetic, attractive black female reporter seeks growth position. 1 year solid reporter/anchor experience, BA, lots of talent. Will relocate to mid-small market station. Able to make your news team shine. Call Lee. 516—491-5351.

Looking for TV sports opportunity. Black male, six years' news management experience, 2 years' cable news and sports, PBP, former sports producer. Currently anchoring radio news at top station in Washington, DC. Box X-39.

I-team dreams? Put a proven pro in charge. Outstanding work, national awards. Box X-41.

ALLIED FIELDS

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Director, Teletext Development for broadcasting company to manage operational and administrative aspects of national teletext news information and data retrieval operation and a parallel local service. Develop communications network using computer systems compatible with British Teletext System, World System Teletext. Design data bases for local and national teletext systems. Train writers and designers in World System Teletext technology. Develop data bases with designs for public access teletext and originate teletext plans for eleven television stations. Requires BA/Humanities with 3 years experience as a publications editor; knowledge demonstrated through 3 years experience using the Context World System Teletext System and DEC PDP-11 34 computers in a national teletext operation. This must include 1 year supervisory experience supervising teletext writers for a national news service. 40/hr. wk. \$40,000/yr. Qualified applicants only send resume with this ad to B. Phillips, Ohio Bureau of Employment Services, P.O. Box 1618, Columbus, OH 43216. Refer JO #0595752.

HELP WANTED INSTRUCTION

Graduate Assistants needed for MA program which prepares students for Telecommunications leadership positions. Twelve-month appointments begin July 1, 1986. These half-time stipends consist of \$7,500.00 (\$635/mo x 12), plus tuition waivers for four terms. Bachelors Degree in Radio-TV (or related field) required. Teaching Assistants are assigned to two sections of writing, performance, or production courses. Research Assistants are assigned to faculty projects. Send inquiries to: D. Frank Oglesbee, Director, Telecommunications MA, Department of Radio-Television, southern Illinois University, Carbondale, IL 62901. 618—536-7555. AAE.

Graduate Assistants and teaching assistants to study for MS or Ph.D. in Communications. Monthly stipend plus fee waiver. Persons with undergraduate degree in Communications or related field and professional media experience are invited to apply. Applications from minorities are especially welcome. Dr. H.H. Howard, College of Communications, University of Tennessee, Knoxville 37996-0313.

One-year fixed-term position in Broadcasting, beginning Aug 20, 1986. Rank: Lecturer/Visiting Asst. Prof. Teach courses in Radio/TV writing, Radio/TV news, and broadcast fundamentals. Academic advising required. Greenville, NC is located in a temperate climate near the East Coast. Salary range \$19,000-\$21,000. Ph.D. preferred/ Master's considered w/commensurate experience. Send resume, official transcripts, and 3 letters of recommendation by Feb. 1, 1986, to Mr. Edgar R. Loessin, Chair, Dept of Theatre Arts, East Carolina University, Greenville, NC 27834. EEO/AA.

Illinois State University seeks candidates for a Department Chairperson position in a large department of Communication with degree programs in Mass Communication and Speech Communication. Qualifications: Ph.D required, administrative experience desirable. Rank and salary open. Preferred starting date August 1, 1986. To assure consideration, letter of interest and resume, including names and addresses of references, should be received by February 1, 1986. Send to Dr. Harold J. Born, Secretary, Communication Search Committee, Department of Physics, Illinois State University, Normal, IL 61761. ISU is an affirmative action/equal opportunity employer.

Assistant/Associate Professor-Broadcasting & film. Candidate should have experience in video production and writing for the electronic media. Knowledge of film production is desirable. Master's degree in related field required with teaching experience or extensive professional credits. Candidates should submit a letter of application, two copies of a resume, and the names and addresses of three references to: Joyce Rogers, Administrative Assistant, Search Committee, College of Communication, Boston University, 640 Commonwealth Ave., Boston, MA 02215. Deadline for receipt of materials is January 15, 1986. Appointment date is September 1986. AA/EEO.

University of Maine/Orono Chairperson, Dept. of Journalism Broadcasting. Tenure-track appointment at rank of associate professor to start July 1986. PhD preferred; Master's degree, strong record of scholarship required; knowledge of video theory and production important; professional media experience desirable. To administer department of 7 full-time faculty, 175 jr/sr majors in broadcast journalism, broadcast production, news-editorial and advertising areas; to teach six hours per semester; to engage in scholarly and public service activities. Send letter of application, resume, references to: Bob Steele, Chair Search Committee, 107 Lord Hall, University of Maine, Orono, ME 04469. Deadline: February 15, 1986. EOE/AA.

PROGRAMMING

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

Comedy based on historical daily events calendar. Improve your ratings. Approx 90 items monthly. Send \$5.00 to Charles Garauaglia, 2129 Macklind Ave., St. Louis, MO 63110.

Radio real estate show brings you "fast cash". 15 stations have cleared this show in the past 8 weeks - featured on two satellites: Satcom 1R and AP's Wide World Network. "The show sells itself" testimonials and support sales material available. Best of all, the show is free to you! Call collect. Diana - 202—483-2280.

SEGMENTS WANTED

Producers, do you want some instant national exposure? Syndicated animal show needs short segments, pet and wildlife. Call Gale at 202—332-1462 or send your tapes to Living With Animals, 1410 15th St., NW, Washington, DC 20005.

MISCELLANEOUS

Free joke packet. Writers: Barbara Alderson, Don Bree, Morrie Galtant, Joe Medeiros, Cliff Sumption. Contact: Robert Makinson, GPO Box 3341-L, Brooklyn, NY 11202; 718—855-5057.

West Coast TV Newsletter, California, Washington, Oregon job listings, articles. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

WANTED TO BUY EQUIPMENT

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

instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203. Tel. 615—748-8150.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301—845-8888.

Non-profit group. Needs good used radio and video equipment. Donations tax deductible. Non-profit Broadcast, 3113 Fern Valley Rd., #205, Louisville, KY 40213, 502—969-3032.

Enlarging our 3/4" editing suite. Need good used equipment. Will take over your bank or lease payment. Send description to Tony, 1410 15th St., NW, Washington, DC 20005.

Wanted: Used 50kw AM transmitter that has been well maintained, with good maintenance records and documentation. No junk. Box V-85

Wanted RCA BTA50H or J complete, need not be in working condition. Call 312—977-1815, ask for John or Joe.

WEBR has a vacancy for a full-time editor. This position requires at least two years of radio news experience, strong writing skills, and solid news judgement. Experience with longer-form news blocks would be helpful. This is a high pressure position that demands leadership and strong journalism skills. Send resume to Mike St. Peter, Director of News and Programming, WEBR, 23 North St., Buffalo, NY 14202. We are an equal opportunity employer. Women and minorities are encouraged to apply. No calls please.

Have you had medium market experience with good beat reporting and looking to step into an ND position or presently an ND but want with a station solid in news? Good voice to blend with both MOR and contemporary sound. Central Midwest. Write Box X-22.

If you want to step into a news operation fully committed rather than where news is secondary we have a good position for you if you're a good beat reporter with a good voice. Midwest. Write Box X-23.

#1 24-Hour FM station in rapidly growing kings bay submarine base area (Jacksonville ADI) needs experienced new director/anchor. NBC affiliate. AP speedwire. Send tape and resume immediate to: Paul Hater, WLFC-FM, P.O. Box 1171, St. Marys, GA 31558. EOE.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404—324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404—324-1271.

Videomeia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404—324-1271.

Over 80 AM and FM transmitters in stock. 50kw, 10kw, 5kw, and 1kw AM's, 25kw, 20kw, 10kw, 5kw, 3kw, and 1kw FM's. Besco International. R.E. "Dick" Witkowski, 5946 Club Oaks Dr., Dallas TX 75248. 214—630-3600. Now in our 27th year.

20kw-10kw-2.5kw FM's: 1982 CSI T20-F w/exciter and stereo, on-air; RCA BTF 10E-1 w/BTE 15A, exc. cond.; Collins 831-D1 w/310-Z1, stereo, on air, exc. cond. Call Transcom Corp. 215—379-6585.

5kw & 1kw AM's: Gates BC5-P2, mint cond., on air; Collins 820-D1 & 20V2, RCA BTA-1L. All in excellent condition. Call Transcom Corp. 215—379-6585.

40' Mobile Unit. Grass Switcher-Yamaha Board. No cameras or VTRs--\$495,000. 213-467-6272 or 213-650-1700.

UHF start-ups! 110kw GE xmtr, new Townsend pulsers, vacuum breakers, stereo, very reliable! Complete system including 3 low band Klystrons, RCA ch. 20 TFU-30JDAS antenna, RCA 6 panel ch. 20 Veezee antenna, 200' 9-3/16" rigid coax, 200' 6-1/2" coax. Complete package \$225,000. Call James Gabbert. KTZO, 415-821-2020.

30KW FM BE FM-30 exciter, on-air, avail. early 1986, mint cond. Also CSI T-20-F (1982) on air avail. 60 days, exc. cond. Call Transcom Corp., 215-379-6585.

3/4" Evaluated Videotape! Guaranteed to look and work as new. Prices: Mini-202 \$7.49, Large 20s or shorter \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., 301-845-8888, or toll free 800-238-4300.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25yrs. experience (Turn-key Operators), TMC1 402-467-3629.

For sale: AMPEX VPR-2s, NEC-7000s, One NEC-8000, Sony 1100s, Hitachi FP-21 cameras, Ampex VR-1200Bs, TR-600s, TK-28B, TP-7s, TP-55 in stock now. TEK 650 Color monitors, TEK 620 Vector displays and TEK 528 waveforms. HL-79As still available. Call Media Concepts 919-977-3600.

Ampex 1"TY C W/TBC 24.5K, Harris Epic Edit System 3,500, Fortel Y-688 TBC \$8,500, Tek 529 WFM \$750, Tek 528 WFM \$1,250, Ampex TBC-2, 9,000. Call for equip. list. Wanted VIDEO equip. & 1"USED Tape Dial 818-VI-D-E-O-I-T or 213-876-4055.

For sale New in 84: 4 Otari reel-to-reel playbacks, ITC 770 reel-to-reel, ITC record-playback cart machine, Mosely remote control & a BE-4-mixer, everything stereo. Call Don 812-858-5352.

FM transmitters: 25, 20, 15, 10, 5, 2.5, 1 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 20, 5, 2.5, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

Bosch FDL-60B2, CCD film scanner, digital noise reducer, system 60 color corrector, Lipsner Smith CF 100 film cleaner, related support equipment. Contact: Michelle at 313-971-3600.

For fast
Action Use
BROADCASTING'S
Classified Advertising

RADIO

Help Wanted Management

BUSINESS MANAGER

Top 10 market station seeks individual with at least three years' experience in radio management.

As a key member of the management team, the successful candidate should have a degree in accounting or business, excellent people skills, working knowledge of accounting/finance principles and exposure to computers (preferably IBM and PCs).

Competitive salary and full benefits. For consideration, send resume and salary history to Box X-17. EOE.

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel---this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from Charlie Strickland or Bob Bruton.

Help Wanted Announcers

TALK TALENT

Major market newstalk leader seeks dynamic, experienced, accomplished, intelligent communicator to inform and entertain. Creative, responsible self-promoters willing to run own show, prepare and make commitment, send tape and resume to Ops. Mgr., WERE, 1500 Chester Ave., Cleveland, OH 44114.

Help Wanted News

KCMO KANSAS CITY

Studying air expansion for top station in:
NEWS TALK SPORTS
If you're a winner - aggressive - and can deliver, let KCMO consider your cassette and resume to be part of a tremendous team oriented station with a great facility and benefits. Send full information to Art Wander, KCMO, 4502 Shawnee Mission Parkway, Fairway, KS 66205. KCMO is an equal opportunity employer.

TELEVISION Help Wanted Management

NATIONAL SALES MANAGER

WBAY-TV, Green Bay #1 rated CBS affiliate looking for NSM to step in and handle national sales. National/rep experience preferred. Resume and salary requirements to Gary Andrich, General Sales Manager, WBAY-TV, 115 S. Jefferson, Green Bay, WI 54301. Equal opportunity employer.

Help Wanted Announcers

KCMO 81 AM Kansas City

Has lost an institution to KMOX St. Louis. Mike Murphy, a KC legend for well over a decade has received the "offer he could not refuse." An opening exists for a talk host able to converse with the audience in many areas including, but not limited to, Entertainment; Sports; Political; Lifestyles; Environment; Health; Fitness and must be able to conduct interviews with people from all walks of life within a personality framework. KCMO is an Equal Opportunity Employer with an outstanding facility and benefits. All cassettes and resumes are to be forwarded to Art Wander, KCMO, 4502 Shawnee Mission Parkway, Fairway, Kansas 66205. No calls please.

Help Wanted Sales

LOCAL SALES MANAGER KSTP-TV HUBBARD BROADCASTING, INC.

Must have successful background in local sales management. Knowledge of Twin City market helpful, but not necessary. National or rep experience also helpful. Salary, plus bonus. Negotiable. Outstanding opportunity. Contact Mr. James Blake, Vice President/General Sales Manager, 612-642-4350. Equal opportunity employer, M/F.



San Diego, California GENERAL SALES MANAGER KUSI-TV

Aggressive independent is looking for an equally aggressive experienced professional with a successful background in both local and national sales management. An opportunity exists for a dynamic professional in America's finest city. Send resume to William Moore, Station Manager, KUSI-TV, P.O. Box 11985, San Diego, California 92111

An Equal Opportunity Employer
M/F



Help Wanted Technical

Assistant Chief Engineer WTTW/Chicago

WTTW/Chicago, seeks organized, FCC licensed, Assistant Chief Engineer, Maintenance and Design, with experience in studio and transmitter maintenance and construction. This individual must have working knowledge and understanding of all electronic and computerized equipment in the broadcast industry. Bachelor of Science Degree in Electronics or related technology, and ten years work experience in broadcast industry with special emphasis on management skills and design expertise required. Send resume and salary history to: Larry Ocker, WTTW, 5400 North St. Louis, Chicago, IL 60625. EOE.

DIRECTOR BROADCAST OPS/ ENGINEERING KYW-TV PHILADELPHIA

is looking for an individual who will be in charge of all phases of TV Broadcast Operations & Engineering.

This would include:

Transmitter

Technical Maintenance

Electronic News Gathering

Labor Agreements

Budgeting

Construction

Studio Operations

Master Control

Physical Plant & Security

Administration

Candidates with at least 10 years major market commercial television experience encompassing these areas and who can demonstrate strong leadership abilities should send resume and salary history to:

James B. Thompson
Vice President
& General Manager
KYW-TV
Independence Mall East
Philadelphia, PA 19106

KYW-TV is an equal opportunity employer. M/F

KYW-TV 3 W
GROUP

Westinghouse Broadcasting and Cable, Inc.

Help Wanted Programing, Production, Others

PRODUCER

Aggressive news station in Sunbelt seeks innovative 11 PM producer. The successful candidate must be able to coordinate multiple live or satellite feeds. Strong production, writing, and organizational skills needed as well as common sense news judgement. Two years' experience. Competitive salary and benefits. Send resume and tape to:

MEDIA GENERAL BROADCAST GROUP
Attn: Rick Roberts
817 E. Washington St.
Tampa, FL 33601

FILM DIRECTOR TOP 25 MARKET INDEPENDENT

seeks a top notch, experienced Film Director. This person should know and love feature films and have the ability to maintain the highest possible quality standards in prints and editing. Will manage department eager to learn from a pro. Need individual who is willing to work closely with station management to help set policy direction for a department and state-of-the-art station second to none. Send resume to: Box X-30.

For Fast Action Use BROADCASTING'S Classified Advertising

Here it is!

If you're lucky...very, very, lucky... once in your career you may have an opportunity like this.

A new UHF station in the 9th market is about to start commercial broadcasting, and needs a Chief Engineer who can BUILD a state-of-the-art facility from the ground up.

We're looking for an individual who has the experience and the desire to match this opportunity. If you feel you qualify, send us your resume and salary history. But don't wait.

William F. Spitzer
Vice President/Station Manager
WFTY-TV - Hill Broadcasting
4801 Massachusetts Ave., N.W.
Washington, D.C. 20016

CHIEF ENGINEER UHF INDEPENDENT

Full power, UHF Independent in desirable Northeast area seeks hands-on Chief Engineer. Must be thoroughly familiar with studio and transmitter equipment for our growing station. Excellent salary and benefits plan. Send resume and salary history in confidence to: Box 634Z, Vallley Stream, NY 11582.

Help Wanted News

TELEVISION NEWS DIRECTOR

WKBW-TV in Buffalo is seeking an experienced television journalist for market's dominant Eyewitness News operation. Looking for a people leader with solid news background. Contact Phil Beuth, President, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

Situations Wanted Management

EXPERIENCED, SUCCESSFUL STATION MGR./GROUP OP'S MGR.

Aggressive. Young. Good track record. Leader. Looking for growth opportunity in Texas or Southwest. If you're an owner/operator who appreciates hard work, good people and results; and if you're looking at a change, I would appreciate hearing from you! (Ready for interviews now; looking for 1st quarter move.) Box V-107

MANAGER, PUBLIC INFORMATION

People Power . . . Idea Power . . .

At Florida Power, the two are inextricably entwined. Solid ideas and innovative concepts generate safe, efficient energy for 3 million people in 32 counties of Northern and Central Florida. We currently seek an articulate, energetic individual capable of disseminating a broad range of information to the general public primarily through close communication with news media representatives.

This highly visible position requires a public information professional with a minimum of 5 years experience in a corporate communications setting to include experience in dealing with all forms of media. Degree in Journalism, Public Relations or Marketing is desired.

The ideal candidate will supervise and direct the activities of Florida Power's Corporate Public Information Department which coordinates all on-going external communications.

Responsibilities include:

- Supervising the development and preparation of external news releases.
- Planning and managing news briefings.
- Developing articles for various publications.
- Interacting and communicating with senior management to organize and plan for events which may interest the news media.

This individual must possess the ability to initiate, develop and implement effective public and media relations programs. Excellent oral and written communications skills are a prerequisite. Public utility experience is preferred.

As the spokesperson for Florida Power Corporation, you'll have an opportunity to develop professionally in a progressive environment. You'll also receive an excellent compensation package, RELOCATION ASSISTANCE and a salary commensurate with your responsibilities and experience.

For prompt and confidential consideration, forward your resume with salary history and requirements, to: **J.F. Dalonzo, B129, Employment Services D2P, FLORIDA POWER CORPORATION, 3201 34th Street South, St. Petersburg, FL 33711.** U.S. Citizenship Required - No Agencies. EOE M/F



Florida Power Corporation

ALLIED FIELDS

Help Wanted Management

PLAY ON THE FIRST TEAM

One of America's leading media investment banking and brokerage firms is searching for a seasoned professional with a powerful track record in the media brokerage field to join our Washington, DC office. Candidates for this position must be able to work in a teamwork environment. A financial background and a well rounded knowledge of television and radio are important.

If you are looking for a career opportunity with a high growth company, detailed resume with earnings history and references should be sent in confidence to:

Chairman
Communications Equity Associates
851 Lincoln Center
5401 West Kennedy Boulevard
Tampa, Florida 33609



COMMUNICATIONS EQUITY ASSOCIATES

CONTRACT SPECIALIST

The Corporation for Public Broadcasting, a private, non-profit organization engaged in public television and radio program production and station operational support seeks a contract specialist to perform a wide range of functions in contract preparation and management. Requirements include minimum three years hands-on experience and demonstrated skills in drafting and negotiating contracts and their on-going management, preferably with an organization engaged in the communications or entertainment arts area; ability to perform financial analyses of proposals; capacity to raise contract issues and develop solutions; strong interpersonal oral and written communication skills; and a college degree in business, law, accounting, or related area. Excellent salary and benefits. Resumes must be received by close of business December 20, 1985.

The Corporation for Public
Broadcasting
1111 16th Street, NW
Washington, DC 20036
Attn: Marcia Grossman,
Personnel Manager



Help Wanted Sales

VIDEO PRODUCTION/ SYNDICATION SALES

Miami's largest full service production/post-house is still growing and is looking for a sales representative. Must know production, cost analysis and scheduling. Some syndication sales experience helpful, as we are expanding into this area.

Send resume and salary requirements to:

**VIDEO))))))
VENTURES
PRODUCTION INC.**

16505 NW 13th Ave., Miami, FL 33169
Att: Jim Duffy

Help Wanted Sales Continued

SALES CONSULTANTS

Vital Industries, internationally known manufacturer of advanced switching and automation systems of television stations, is looking for sales professionals who know the art of selling state-of-the-art video electronics--and have the track records to prove it. If you want to earn top dollar with an industry leader, send your resume to Linda Buickel, VP Sales, Vital Industries, 3700 N.E. 53rd Ave., Gainesville, FL 32601.

CREATIVE SALES

If you're an outstanding creative salesperson who can sell outstanding creative, then consider selling nationally recognized, award winning, animation. • Do you understand a storyboard? • Can you show a video tape? • Do you want to make good commissions? If YES, send a resume or compelling letter to Jim Mathis, President, Hellman Animates, P.O. Box 627, Waterloo, Iowa 50704.

Help Wanted Programing, Production, Others

VOICE OF AMERICA PUBLIC AFFAIRS SPECIALIST

VOICE OF AMERICA, the international broadcast service of the United States, is accepting applications for a Public Affairs Specialist who has had hands on experience in conceptualizing, manufacturing, and staging exhibits. Salary ranges from \$21,804 to \$34,292 per annum. Duties include participating in the design, production, and scheduling of traveling exhibits, including developing exhibit concepts; coordinating with the art department on design and production; arranging schedules with worldwide posts, and coordinating appearances of VOA personalities with the exhibit schedule. In addition to having a minimum to two years specialized experience, candidates must possess a knowledge of artistic principles and skill in applying these to designing, creating, and producing exhibits, and analytical skill applied to conceptualizing, planning, and implementing advertising and promotion campaigns.

The Voice of America, part of the United States Information Agency, offers excellent salary/benefits including life and health insurance. Interested candidates must submit a Standard Form 171, Application for Federal Employment, by close of business on Thursday, December 26, 1985. The Standard Form 171 is available from any U.S. Office of Personnel Management Regional Office or by calling VOA Personnel at (202) 485-8119. Please note - resumes will not be accepted. Applications should be sent to: Voice of America, Office of Personnel, Room 1192, 330 Independence Avenue, S.W., Washington, D.C. 20547. ATTN: VOA/P-85-281A. An equal opportunity employer.

Employment Services

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly! All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus, 6 consecutive wks. only \$14.95—you save \$2!! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Radio Programing

HEALTH NewsFeed

(301) 955-4000

RADIO REPORTS FROM THE JOHNS HOPKINS MEDICAL INSTITUTIONS

Broadcast quality wraps and cuts on timely medical and health topics, designed to fit into your newscasts. A different story each day. The service is free.

To find out more, call Ellen Beth Levitt at 301-955-2849.



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Miscellaneous

RADIO/TV COPYWRITING COURSE

Listen and learn how to write persuasive commercials for today's market. Nine information-packed lessons. Two audio cassettes with companion folder, \$34.95.

VISK COMMUNICATIONS

Atlanta Office:
4043 Laynewood Circle, Tucker, GA 30084

VENTURE CAPITAL DEBT FINANCING

For broadcasters

Sanders & Co.

1900 Emery St., Ste. 206

Atlanta, GA 30318

404-355-6800

ATTN GMS, NEWS DIRECTORS!

Especially small, medium markets. O.T.O. Consultants look at your news, operations, sales, or total station. Complete evaluations, recommendations. Written, oral reports, plus workshops available by experienced pros! And, no long-term contracts! Very reasonable rates!

O.T.O. CONSULTANTS
P.O. BOX 720257
HOUSTON, TX 77272-0257

Consultants

KLB RESEARCH DEPARTMENT

Research BC applications: AM, FM, TV, common carrier, FCC press releases, public notices, decisions, (especially upcoming Dkt. 80-90 FM allotments). Able to give you information on same day delivery with KLB Facsimile Network.

Moses Vincent, Jr.
KLB Research Dept.
1275 K St., NW, Ste. 900
Washington, DC 20005
202-289-2030; 202-371-1914

COMMUNICATIONS LAWYER ASSOCIATES

Small A.V. Law Firm with general communications practice seeks an associate lawyer with 1-3 years' experience. Excellent salary and benefits. Substantial early partnership potential. Partnership terms available with portable business. All replies strictest confidence. Reply to Box X-43.

For Sale Stations



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This one's got it all! Class A FM with companion AM located in medium-size southeastern growth market. FM ranked a solid #2. Combined billings over \$1.0 million. Available for \$3.5 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

MIDWEST

Excellent small market station AM-FM combo. Strong billing year after year. same owner last 17 years will retire or stay on until you have manager in place. Priced to sell by Jan. 1st. Qualified Buyers only, call Don Dailey 417-865-7700.

Happy Holidays

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

P.O. Box 116
Encino, California 91426
Area Code (818) 980-3201

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
WA	Met	AM/FM	\$3350K	Cash	Greg Merrill	(801) 753-8090
NM	Met	AM/FM	\$2500K	Terms	Bill Whitley	(214) 680-2807
WY	Med	AM/FM	\$1100K	\$250K	David LaFrance	(303) 234-0405
KA	Sm	FM	\$950K	\$150K	Bill Lochman	(816) 941-3733
FL	Sm	FM	\$750K	Cash	Bill Cate	(404) 458-9226
UT	Sm	AM	\$595K	\$120K	Greg Merrill	(801) 753-8090
CA	Sm	FM	\$675K	\$200K	Elliot Evers	(415) 387-0397
OK	Sm	FM	\$500K	\$125K	Bill Whitley	(214) 680-2807
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 458-9226
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



BOB KIMEL'S NEW ENGLAND MEDIA, INC.

GREAT STARTER STATION

Attractive community in resort area. Good colleges, good retail business, and good industrial base. Very adequate equipment. Good cash flow too. All this priced at just \$425,00.

THAT'S NOT BIG ENOUGH?

Then how about another resort area AM/FM combo also with owned real estate and in a most attractive market priced at \$950,000

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-6083 (IME)
MIKE RICE 203-423-1767 (CT)

HOLT

FM IN FLORIDA

Class "C" 100,000 Watt at 500' HAA-T...and a Tall Tower Construction Permit!

Formerly dominant in Arbitron with almost a 25 share...but the absentee owner doesn't have the time to devote to the station.

Probably the best \$1,750,000 deal in Florida in the past three years!

Call Don Sailors 703-662-0123.

The Holt Corporation

The Westgate Mall Bethlehem, PA 18017
2033 M St., NW Washington, DC 20036

OKLAHOMA CITY FULL-POWER UHF TV

**LOW PRICE
EXCELLENT TERMS
FINANCIALLY
QUALIFIED
PRINCIPALS ONLY**

**Bill Kitchen
(404)324-1271**



Quality Media
Corporation

HOLT

FM IN CALIFORNIA

A beautiful and unique market in the coastal area only 100 miles north of Los Angeles...and a great opportunity to own a well equipped FM station for only \$800,000 with terms available to a qualified buyer. Call Leigh Moylan 215-865-3775.

The Holt Corporation

The Westgate Mall Bethlehem, PA 18017
2033 M St., NW Washington, DC 20036

JACKSONVILLE, FL

WCRJ-AM - 50,000 watts-day. Valuable real estate and equipment. Asking \$395,000 Cash.

Contact Randy Jeffery (305) 295-2572



FULL CLASS "C" FM

and daytime AM in growing mid south Sunbelt market of 178,000 (MET) & 395,000 (TSA). New studios & new equipment. \$600K down, \$1900K total.

FOR SALE BY OWNER/BOX X-26

METROPOLITAN FM

Fully upgraded metro signal Stereo FM with excellent coverage of top 30 metro area. Facility recently moved to optimum transmitting location to cover market. Several program options available. Asking price \$3,000,000 cash. Please submit financial qualifications first letter. For full details write in complete confidence to Box V-110. No brokers please.

AM/FM COMBO

in Cleveland, Mississippi. Currently silent. Excellent equipment, facilities. Distress sale. No brokers. Priced well below market value. \$275,000. \$100,000 down. Convenient terms. Includes land, building. Write or call: Harold Lardnois 1-414-784-9188, or Dale Ganske, P.O. Box 666, Sauk City, Wis. 53583.

ATTRACTIVE PENNSYLVANIA COMBO

Class A FM and daytime AM. (Fulltime license pending.) Both super dial positions - solid cash flow. First class programming and facility in city with healthy downtown and surrounding malls. No brokers - qualified inquiries only. \$950,000. Reply Box X-33.

FULL TIME AM

in suburban Milwaukee, Wisc. State of the art equipment. 5 year old station. \$450,000. \$75,000 down. Convenient terms. Write or call: Harold Lardnois 1-414-784-9188, or Dale Ganske, 1-608-238-7879, P.O. Box 666, Sauk City, Wis. 53583.

3kw FM

in Lexington, Mississippi. Distress sale. \$115,000 cash. Small market requires owner/operator. Includes land, mobile home. Write or call: Harold Lardnois 1-414-784-9188, or Dale Ganske, P.O. Box 666, Sauk City, Wis. 53583.

- Fulltimer covering town of 20,000 plus FM CP SW MS \$130,000
- Fulltimer. Powerful Western South Dakota Covering 100,000 people. Much real estate. Billing \$200,000 \$460,000 Terms
- Fulltimer. Powerful Covering town of 15,000. Good real estate Middle TN \$150,000
- Five stations...within 60 miles of new proposed worlds largest GM SATURN auto plant

**Business Broker Associates
615-756-7635 24 hours.**

SMALL MIDWEST GROWTH MARKET

Class A FM. Good cash flow. Excellent owner-operator situation. \$750,000, terms. Box X-35.

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

ATTRACTIVE BUYS

MISSOURI OFFICE:

- Midwest Capital City AM, Profitable. Owner Retiring, Valuable Real Estate, \$1,160,000.
- Fulltime 1kw AM, Growing Midwest Small Market, \$625,000.
- Class A FM, Central Missouri Small Market, \$30,000 Down, Terms.
- Make offer on this 1kw Day, 500 Night AM, Single Station Market Outside Metro Area, Midwest.
- Chain of 6 Midwest Stations, 3 AM'S, 3 FM'S, Together or Separately, Good Markets.
- Mid-Missouri Small Market AM-FM Combo, \$525,000; \$100,000 Down, Profitable.

Call **CHARLES EARLS**
(314) 888-3224

TEXAS OFFICE:

- Fulltime AM & Class A FM in North Texas, \$325,000, Attractive Terms.
- Fulltime 5kw AM Class C FM in Medium Market, \$1,600,000 Cash or Terms.
- Profitable County Seat Fulltime AM & FM Combo, \$525,000 & Terms.
- Strong 5kw AM & 1kw Night, Excellent Real Estate and Profitable, \$300,000 Cash.

media
marketing
INCORPORATED



BROKERS
CONSULTANTS

AM/FM COMBO 5KW AM — 50KW FM

Attractive, growing New York State market. Strong cash flow margin. Excellent topside potential. New FM transmitting — studio equipment. Owned Real estate. Cash preferred — terms and assumables possible. Priced at 7.5 times C.F. plus new equipment under cost. \$1,200,000. Ask for Bill Cook.

P.O. Box 3800 GREENVILLE CENTER WILMINGTON, DE 19807 302-656-8884

HOLT

FM IN MARYLAND

Arbitron rated #1 in Adults 25-54 and Adults 35+...consistent for the last three books!
Cash flow and solid Arbitron results for only \$1.1 million...asking just a third down!
Call Gary Kirtley 215-865-3775.

The Holt Corporation

The Westgate Mall Bethlehem, PA 18017
2033 M St., NW Washington, DC 20036

CLASS C FM/AM COMBO

West Coast Top 100 market.
Good cash flow. \$4 million.
Box X-34.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, Tn. 38157

ARE YOU A CONTRARIAN?

Someone who buys when others are selling and sells when others are buying-- Then you are our man for this stand alone West Coast AM--signal adequately covers large market. Rate potential is better than most medium market FMs at less than 1/2 the price. CALL WITH CONFIDENCE.

512-544-5409

PRW & Associates

Box 3127, South Padre Island, TX 78597
OR

Box 1155, Abingdon, VA 24210

BANKRUPTCY SALE

Class A FM station, licensed to Lake Arrowhead, Calif. Operating since 1978.

Class IVAM station, licensed to San Bernardino County. Operating since 1947.

Both stations service San Bernardino County, California.

For further details, contact:

Timothy L. Donovan, Trustee

696 N. "D" St., Ste. #3

San Bernardino, CA 92401

714-884-5808

NORTHEAST FULL-TIME

**SINGLE STATION MARKET
1.5 TIMES GROSS BILLING
CASH SALE ONLY
BOX X-37**

George **MOORE**
& Associates, Inc.

MEDIA BROKERS AND APPRAISERS

6116 N. Central Expressway
Dallas, Texas 75206 (214) 361-8970

If you are a serious buyer, we would like you to know about several attractive FM acquisition opportunities in our inventory of listings.

MEDIA SALES, INC.
804-239-0400

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

For Sale Stations Continued

Ralph E. Meador
MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

**RESORT COMMUNITY
HOT SPRINGS, VA**

1kw - daytime - non-directional AM. Satellite equipped. \$100,000. Teresa Rogers. Box 1248, Waynesboro, VA 22980. 703-942-1153.

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

**ATTENTION:
EARLY DEADLINE NOTICE**

Due to holiday, Wednesday, December 25, the deadline for classified advertising for the December 30 issue will be Noon, EST, Wednesday, December 18.

**SOUTHEAST FLORIDA RADIO
FM CP FOR SALE 100K**

Sound opportunity to break into the populous & fast growing S.E. Florida market. Great opportunity for group and/or first time operators at reduced rate. Send reply to Box X-40.

**ATTENTION:
EARLY DEADLINE NOTICE**

Due to holiday, Wednesday, January 1, the deadline for classified advertising for the January 6 issue will be Noon, EST, Tuesday, December 24.

**RADIO STATION
Grand Rapids, MI**

For sale by owner. Excellent opportunity in a growing area. Real estate included. AM station.
Avis Primack
1900 McCraren Road
Highland Park, IL 60035
Phone 312-831-3669

BROADCASTING'S CLASSIFIED RATES

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

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

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

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

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

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

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

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media

Simon T, general sales manager, WLS-AM-FM Chicago, resigns to become president of new Los Angeles-based broadcast enterprise, Eric Chandler Communications, formed to purchase broadcasting properties in Southwest.



Brassie

Phil Brassie, general manager, WBBJ-TV Jackson, Tenn., joins KOAM-TV Pittsburg, Kan., as VP and general manager.

George Singleton, general manager, WSLA-TV Selma, Ala., joins KTVE(TV) El Dorado, Ark., as general manager.

Bill Thrash, director of operations, KTVY-TV Oklahoma City, named station manager.

Charles Ward, general sales manager, WDEL(AM)-WSTW(FM) Wilmington, Del., joins WSJT-TV Vineland, N.J., as station manager.

Mike DeClue, chief engineer, KBSI-TV Cape Girardeau, Mo., named operations manager.

James Freundt, director of finance, WFMT(FM) Chicago, named chief financial and administrative officer.

Kim Magness has been elected to board of directors of Tele-Communications Inc., Denver. He will fill remainder of term—expiring in 1988—of his mother, Betsy Magness, co-founder of TCI with her husband, Bob. Mother died last September (BROADCASTING, Sept. 30).

Ronald Mires, news director, KGTV(TV) San Diego, named assistant general manager.

Judy Immerman, public relations consultant, Publicom, Cleveland, Ohio, joins noncommercial WETA-TV Washington as associate director of local underwriting.

Stewart Nazzaro, general manager, Warner Amex cable system in Boston, joins Coachella Valley Television, Banning, Calif., in same capacity.

Marketing

Pearl Joseph, associate director, communications services, Young & Rubicam, New York, named senior VP.

Elizabeth Lubarsky, **Shirlyn Mandel** and **Dorothy Nicholls**, associate media planning directors, and **Madeline Miller** and **Stephen Werby**, account research directors, Doyle Dane Bernbach, New York, named VP's.

Morgan McKeown, VP, personnel manager, SSC&B:Lintas USA, named director of personnel.

Mike Kelley, from Bob White Productions, Gainesville, Fla., and **Donna Lummus**, broadcast buyer, Unger Associates, Atlanta, join Burton-Campbell, Atlanta, as assistant media planners.

Kathleen Gray, from Warwick Advertising; **Leslie Delafield**, from Benton & Bowles, and **Matt Kasindorf**, from Kenyon & Eckhardt, all New York, join Cunningham & Walsh there as account executives.

Monique Koehler, VP, account supervisor, Koehler Eversen, New York, named senior VP.

Jerome Silecchia, VP, account administration, Sarris & Associates Advertising, Bloomfield Hills, Mich., named VP, executive producer, broadcast and electronic media.

Andrew Uris, account executive, KTLA(TV) Los Angeles, joins TeleRep there in same capacity.

John DeSanto, senior media planner, Ketchum Communications, Philadelphia, joins Abramson Associates, Washington, as media director.

Dan Rioux, account executive, Hillier, Newmark, Wechsler & Howard, Detroit, joins Major Market Radio there as account executive.

Marc Maehl, from KSTW-TV Seattle, joins Petry Television there as sales manager.

Patrice Masotti-Abernathy, from Cargill, Wilson & Acree, Atlanta, joins Liller Neal Inc. there as media planner.

Appointments, NBC Radio, New York: **Kevin Cox**, VP, sales, NBC Radio Networks, to newly created position of VP, marketing and sales development, NBC radio stations; **Stephen Soule**, VP and general manager, NBC Radio Network and Talknet, succeeds Cox, and **Thomas C.N. Evans**, administrator, research and sales development, NBC Radio Networks, to director, research, for networks. **Larry Miller**, regional director, affiliate relations, The Source, NBC Radio, named sales director, NBC Radio Entertainment, New York.

Shel Beugen, from WBBM(AM) Chicago, joins WFMT(FM) there as general sales manager.

Peter O'Brien, national sales manager, KNEW(AM) Oakland, Calif.-KSAN(FM) San Francisco, named general sales manager.

Todd Leiser, general sales manager, WUBE(AM)-WDJO(FM) Cincinnati, joins WSB-AM-FM Atlanta as national sales manager.

Claudia Brooks, account executive, Katz Television, Dallas, joins WXEX-TV Richmond, Va., as national sales manager.



Jones

Richard Jones, national sales manager, KBHK-TV San Francisco, named local sales manager.

Chuck Conrad, local sales manager, WGNX-TV Atlanta, named assistant general sales manager. **Jack Crumpler**, regional sales manager, WGNX-TV, succeeds Conrad.

Bob French, account executive, WZGC(AM) Atlanta, named local sales manager. **David Crouse**, account executive, WZGC(AM), named director of sales development.

Fran Perdissatt, national sales manager, WGNO-TV New Orleans, named local sales manager. **Joe Warnecke**, from Petry, Dallas, joins WGNO-TV as national sales manager.

Marjorie Pravden, national sales manager, WFMY-TV Greensboro, N.C., named local sales manager.

Craig Bachman, general sales manager, WXEX-TV Richmond, Va., joins WSJT-TV Vineland, N.J., as local sales manager.

Tim McKernan, account executive, KPLR-TV St. Louis, named local sales manager.

NUMBER 51 JOINS THE ANTONELLI TV NETWORK.

KWGN-TV in Denver just made the same decision made by dozens of other smart, profit-oriented TV stations, TV program syndication firms and TV rep firms across the country.

They hired a person trained by the Antonelli Media Training Center.



ANTONELLI MEDIA TRAINING CENTER

20W20St., NYC (212) 206-8063
ANTONELLI MEDIA TRAINING CENTER, INC.

y Beam, from Stockton-West-Burkhart, Cincinnati, joins WLS-AM-FM Chicago as account executive.

Paul Faser, account executive, KPLR-TV St. Louis, joins KSDK(TV) there as account executive.

Dave Duncan, from Hotz Business Systems, Kansas City, Mo., joins KSHB-TV there as account executive.

Jo Lene Murdock, from KKAT(FM) Ogden, Utah, and **Lance Black**, from Katz Television, Dallas, join KLTQ-FM Salt Lake City as account executives.

Michael Bump, general sales manager, WCMS-AM-FM Virginia Beach, Va., joins WHLY(FM) Leesburg, Fla., in same capacity. **Steven Walters**, from WMNX(FM) Tallahassee, Fla., and **Bud Brewer**, from Continental Heritage Press, Tulsa, Okla., join WHLY as account executives.

Tom Sieracki, director of creative services, WSBK-TV Boston, joins Television Program Enterprises, New York, as manager of research, cash syndicated group.

Michael Brandt, general manager, KROQ-FM Los Angeles, joins R&R Syndications there as Western regional manager of newly opened West Coast office.

Craig Simon, director, operations and engineering, NBC Radio Networks, New York, named VP and general manager, NBC Radio Network and Talknet, succeeding **Stephen Soule**, named VP, sales (see "Marketing," above).

Debbie Bernstein Golden, manager of station relations, ABC Information Network, ABC Radio, named director of ABC Information Network.

Gale Livengood, president, Films Inc., Wilmette, Ill., named president of Films Inc.'s new home video company.



Scripps

Marilyn Scripps, community relations coordinator, Scripps Howard's WCPO-TV Cincinnati, named assistant program director. Scripps's father is Charles Scripps, chairman of board of Scripps Howard.

Dora Hernandez, from Maxim's Suite hotel, Palm Springs, joins

KESQ-TV there as program coordinator.

Steve Saltman, from law firm of Skoog & Buckley, Los Angeles, joins MCA TV there as assistant counsel.

Stu Rosen, voice director, Marvel Productions, Van Nuys, Calif., named director, recording department. **Ginny McSwain**, freelance voice-over director, joins Marvel Productions as casting-recording director.

Charlie Quinn, program director, WHTF-FM Boston, joins Drake-Chenault, Canoga Park, Calif., as national programing consultant.

Joelle Norwood, program producer, *P.M. Magazine*, WTTG(TV) Washington, joins WRC-TV Washington as producer.

Lou Simon, air personality, KKHR(FM) Los Angeles, named music director.

Steve Scott, program director, KHTZ(FM) Los Angeles, joins KRTH(FM) there as afternoon drive air personality.

Johnny Williams, from CKLW(AM) Detroit (Windsor, Ont.) joins WNIC(AM) Detroit as host, *Pillowtalk*.

Lynda Tepperman, attorney, Michael Krauss Productions, Stamford, Conn., named director of business affairs.

named weekend co-anchor.

Elliott Rodriguez, reporter, WPVI-TV Philadelphia, named morning co-anchor.

David Woloshin, sports director, WHBQ-TV Memphis, joins KRLD(AM) Dallas as morning sports anchor.

Jeri Cartwright, anchor, KUTV(TV) Salt Lake City, joins KOLD-TV Tucson, Ariz., in same capacity.

Diane Bolton Thompson, news director, KHJ(AM) Los Angeles, joins KNX(AM) there as staff broadcaster.

Linda Douglass, former political editor, KCBS-TV Los Angeles, joins KNBC(TV) there as political co-editor.

Tamara Nelson, afternoon news anchor, WOMC(FM) Detroit, joins WNIC-AM-FM there as afternoon news anchor.

Bob DeMers, staff meteorologist, KRLD-TV Dallas, joins KTVV(TV) Austin, Tex., as weather anchor.

Guy Fogle, production manager, WLRZ-AM-FM Nashville, joins WKEF(TV) Dayton, Ohio, as weekend sports anchor and reporter.

Mark Cooper, weekend sports anchor-reporter, WTVH(TV) Syracuse, N.Y., named sports director.

George Siegal, weather anchor, KJEO-TV Fresno, Calif., joins KTVU(TV) Oakland, Calif., as weather anchor.

Lawrence Blasko, who has been coordinating installation of computers in domestic bureaus

Programing

Thomas B. McGrath, VP, corporate planning and development, entertainment business sector, Coca-Cola, New York, named senior vice president of acquisitions, planning and development, ACT III Communications, company formed by producer Norman Lear to acquire and create businesses in entertainment and communications, based in Los Angeles.

Robert Lawrence, executive vice president for production, Columbia Pictures Television Distribution, Burbank, Calif., joins United Artists Television International, New York, as executive vice president in charge of worldwide production.

Wendy Levin, regional sales representative, Fries Distribution, Los Angeles, named head of newly opened Atlanta office.

Edd Griles, director, Ohlmeyer Communications, New York, resigns to become freelance film and television director and producer.



Stone

Richard Stone, VP, new services, Home Box Office, New York, joins Request Television, new pay-per-view service, New York, as VP, sales and marketing.

Lorin Salob, freelance production manager, joins Walt Disney Pictures, New York, as executive production

manager, television division.

Roger L. Werner, executive vice president, marketing, Entertainment Sports Network, to executive vice president, ESPN, responsible for marketing, programing and production; **Steven M. Bornstein**, vice president-programing, to senior vice president, programing and production, reporting to Werner.

News and Public Affairs

Lockwood Richard Doty II, executive VP, Washington Broadcast News, Washington-based satellite radio news service, named president and chief executive officer.

Diann Burns, reporter, WLS-TV Chicago,

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International acclaim. Leonard Goldenson, ABC chairman and chief executive officer, received International Council's Directorate Award at 13th Annual International Emmy Awards. He was honored at Sheraton Center in New York "for a lifetime of dedication to the pursuit of excellence in broadcasting." Also receiving individual award was producer Sir David Attenborough, who received Founder's Award "for enriching worldwide viewers with an enlightened view of the world we inhabit." (Award has only been presented five times in past, International Council said)

Emmys went to United Kingdom in documentary, performing arts, popular arts and children's categories, with production from Federal Republic of Germany, "Das Boot," winning drama category. Winners were selected from 166 entries from 67 producers in 22 countries, excluding U.S.

of Associated Press, New York, named to newly created position of director, administrative services. **John Wiley**, newsman, Associated Press, Seattle, named correspondent in newly opened Yakima, Wash., bureau.

Appointments, news staff, National Public Radio, Washington: **Charles Bailey**, editor, political campaign coverage, to Washington bureau editor; **Anthony Brooks**, assistant producer, *Morning Edition* and *All Things Considered*, to national desk, Southern regional associate editor; **Jay Kernis**, principal designer of *Morning Edition*, to executive producer, weekend programming, and producer, *Weekend Edition*; **Ina Jaffe**, from NPR's Chicago bureau, to editor, *Weekend Edition*; **John McChesney**, acquisitions producer and national desk editor, to foreign desk editor; **Marcus Rosenbaum**, *All Things Considered* editor, to national desk editor; **Margaret Shea**, *Morning Edition* assistant producer, to Washington bureau associate editor, and **Art Silverman**, associate producer, special projects, to producer, *All Things Considered*.

Jody Fleisig, producer, WITI-TV Milwaukee, joins WTNH-TV New Haven, Conn., as weekend news producer.

Technology

Gary Liebisch, chief engineer, WKIX(AM)-WYLI(FM) Raleigh, N.C., joins WPTF(AM)-WQDR(FM) there in same capacity.

Daniel Filice, customer service representative, Compact Video, Burbank, Calif., joins CCR Video, Hollywood, as account executive, sales.

Ed Papazian, New York sales manager, MPI systems (advertising agency computer systems and services), Data Communications Corp., named sales manager, agency products, for newly formed media services division, New York.

Nancy Swartz, associate producer, special projects, WCVB-TV Boston, joins Century III Teleproductions, Boston, as general manager, digital images.

Stanley Risetter, district sales manager, Southwest, magnetic products division, Fuji Photo film, Dallas, named Southwest regional sales manager.

Promotion and PR

Lucille Luongo, director of corporate relations, Katz Communications, New York, named VP, corporate relations.

Ed Neuert, from Whole Theatre Inc., New York, joins Orbis Communications there as coordinator of creative services.

David Fiske, director of government and media relations, CBS, Washington, resigns to start independent government and media relations practice.

Sheila Feren, senior account executive, Rogers & Cowan, New York, joins Stone/Hallinan Associates there as director, television projects, East.

Joyce Schreiber, promotion-development associate, noncommercial WMUB(FM) Oxford, Ohio, joins noncommercial WFSU(FM) Tallahassee, Fla., as director of development-promotion.

Allied Fields

Helena Ruffin, account executive, advertiser-agency television sales, Chicago, named Eastern division manager, Arbitron Radio advertiser-agency sales, New York.

Ronald Stowe, vice president, government and commercial affairs, McLean, Va.-based Satellite Business Systems, named to chair Space WARC Advisory Committee, body overseeing U.S. participation in recent 1985 and upcoming 1988 International Telecommunication Union World Administrative Radio Conference on use of geostationary-satellite orbit (WARC-ORB). Stowe replaces **Stephen E. Doyle** of Aerojet TechSystems, who chaired committee from its inception in 1981 and will continue as vice chairman.

Tom Zarecki, programming strategist, Klemm Media, Warren, Conn., radio consulting firm, named director of station consulting. **Kathy Coolbeth**, office manager and research assistant, Klemm Media, named programming/research coordinator.

Elected officers, National Association of Farm Broadcasters: **Ken Root**, KWCH-TV Hutchinson, Kan., president; **Evan Slack**, Evan Slack Network, Raleigh, N.C., president-elect; **Dix Harper**, WRAL-TV/Tobacco Network, Raleigh, N.C., vice president; **Bob Buice**, Agricultural Radio Network, Little Rock, Ark., historian.

Mark Harrad, Home Box Office, named VP, Cable Television Public Affairs Association, Englewood, Colo. **Andy Holdgate**, from Storer, named director of association. Both vacancies were created by resignation of **Ed Dooley**, who has become partner in Washington consulting firm of Anderson, Benjamin & Read.

Elizabeth Munnell, from law firm of Choate,

Hall & Stewart, Boston, joins law firm of Edwards & Angell there as partner, specializing in communications.

Carol Rordam Emery, special assistant to David J. Markey, who recently resigned as director, National Telecommunications and Information Administration, Washington, named associate administrator, Office of Policy Analysis and Development, NTIA.

Peter Boyle, economist, Federal Aviation Administration, joins American Society of Composers, Authors and Publishers, New York, as chief economist.

Peter Roslow, VP, client services and marketing, Information and Analysis, Hicksville, N.Y., research and consulting firm, becomes VP and general manager.

Alan Brown, media buyer-planner, Admerex International, New York-based barter firm, named VP.

Elected officers, western New York chapter, American Women in Radio and Television, Buffalo, N.Y.: **Cindy Abbott**, WKBW-TV, president; **Mary Lou Tarquinni**, WGRZ-TV, vice president; **Mary Halas**, WGR(AM), secretary; **Eleanor Watson**, WKBW-TV treasurer.

Elected officers, American Women in Radio and Television, New Orleans: **Jane Haavey**, WWL-TV, president; **Susan Sanford**, Bauerlein, VP, programming; **Lynn Pendergrass Long**, WEZB(FM), VP, membership; **Sister Rose Mary Wessel**, noncommercial WLAE-TV, secretary, and **Dana Garvey**, Radiofone, treasurer.

Deaths

Theodore Epp, 78, founding director, Good News Broadcasting Association, Lincoln, Neb., and founder and member of board of directors of National Religious Broadcasters, died of heart and kidney failure Oct. 13 at Bryan hospital, Lincoln. Epp began *Back to the Bible* radio program in 1939. Show is currently heard on 1,150 stations worldwide in 10 languages. He is survived by his wife, Matilda, and five children.

Eugene B. Rodney 87, television producer, best known as producer and co-owner with Robert Young of *Father Knows Best*, died of cardiac arrest Nov. 26 at Cedars-Sinai Medical Center, Los Angeles. Following *Father Knows Best*, which ran from 1954 until 1962 on CBS and NBC, he and Young teamed for short-lived CBS series, *Window on Main Street*, which they also owned.

Bill Scott, 65, cartoon producer, writer and voice-over artist whose voice was heard as characters Bullwinkle and Dudley Do-Right on *Rocky and His Friends* and *The Bullwinkle Show* cartoon series, died of heart attack Nov. 29 at his home in Tujunga, Calif. He is survived by his wife, Dorothy, and three children.

Gail Deindorfer, 47, director of corporate benefits, Katz Communications Inc., died of cancer Nov. 26 at her mother's home in Queens, N.Y. She is survived by her mother, Mrs. J. Winston Deindorfer, two brothers and sister.

The write stuff

"Stephen J. Cannell Productions" is blazoned across a high-rise on Hollywood Boulevard, an image appropriate for a young tycoon in show business who owns 100% of his own company and has four television series on the air and a fifth ready for January, qualifying Cannell as the largest independent supplier of network programming, larger even than some studios.

But Stephen Cannell projects a regular-guy aura that probably helps explain why his television shows have such popular appeal. According to Cannell, the characters in his shows are everyday people caught up in extraordinary situations—an amiable bunch of roudy Vietnam vets pursuing justice in *The A Team*, an ex-lawbreaker and a judge teamed to capture evasive criminals in *Hardcastle & McCormick*, a high school teacher given supernatural powers in *The Greatest American Hero*, an unjustly accused ex-con and private eye who lives in a trailer park in *The Rockford Files*.

There are two sides to Cannell. The first is Cannell the creator/writer/producer, an imaginative kid who never quite grew up. That one arrives at his office each day by 6 a.m. to closet himself with the typewriter until 11 a.m., when he starts fielding calls from the networks, his staff, business associates and Hollywood executives. The post-11 a.m. Cannell is an entrepreneur who owns and runs a self-supporting Hollywood studio with his own equipment and soundstages around town and a payroll of 1,300, including 30 writers under contract, all supported by the \$140 million in network license fees Cannell estimates his company will earn this year.

Cannell has created or shares credit for producing 17 television series over the past 21 years. He established his own company after leaving Universal in 1979 with three network commitments in hand—the kind of break every studio-bound producer with wider ambitions dreams about but rarely gets. Cannell has written more than 200 scripts, by his count, for shows he created, and has produced more than 450 episodes. Last year he wrote 15 hours of prime time television and this season he expects to write eight of the 22 episodes of *A Team*.

A compulsive storyteller, Cannell finds it difficult to stop talking. The 44-year-old executive breathes an enthusiasm long evaporated in people half his age, sitting in the same limber, ready-to-spring manner favored by teen-agers not yet accustomed to living the better part of their working day behind a desk. Ask Cannell a question and he'll spend 15 minutes answering it, detouring for anecdotes and recounting a conversation or two. A goatee on his tanned face vies for attention with lingering freckles; Cannell favors windbreakers as articles of dress to go with an ever-ready pipe and tobacco pouch.



STEPHEN JOSEPH CANNELL—President, Stephen J. Cannell Productions, Hollywood, Calif.; b. Feb. 5, 1941, Los Angeles, Calif.; B.A., University of Oregon, 1964; director of business development, Cannell & Chaffin, Los Angeles, 1964-68; independent writer, 1968-71; writer/producer/creator, Universal Television, Universal City, Calif., 1971-1979; president, Stephen J. Cannell Productions, 1979-present; m. Marcia Finch, Aug. 8, 1964; children—Tanya, 16; Chelsea, 3; Cody, 2.

When he was growing up in the comfortable Los Angeles suburb of Pasadena, Cannell showed no promise of becoming anything other than, in his words, "a loser." Cannell was an undiagnosed dyslexic, and reading and spelling were torture. The son of a partner in Cannell & Chaffin—a prominent Los Angeles interior design firm—Cannell was successively enrolled in three different private schools but flunked out of each. "I was the goat of my class," he says.

Despite his reading and spelling handicap, Cannell could write. He possessed the imagination and empathy necessary to invent characters and imbue them with a personality. "I was good, but I got F's," he said. Like a lot of kids who were miserable in school, the young Cannell preferred to stare out of the classroom window. Later, at the University of Oregon, Cannell would load up on extra courses at registration in case one of the professors turned out to be a real stickler for grammar. "On the first day I would ask them what their policy was about spelling. If they said, 'Three misspellings and you flunk,' then I would get up and walk out."

Following college Cannell returned home to enter the family business. But he knew that climbing into a suit every morning and going off to advise clients on wallpaper and drapes was out of his line. Determined to become a writer, Cannell sat himself in front of a typewriter every evening after work, including Saturdays, and pounded out stories. Sometimes he would collaborate with a

college fraternity brother while their wives played cards. (He married his eighth-grade girlfriend, whom he dated throughout high school and college.) After four years of writing on the side Cannell sold his first script—for \$5,000—for an episode of *It Takes a Thief*. That gave him the nerve to tell his father he wanted out of interior design.

On the proceeds of his first sale of a script—which, as it turned out, the buyer never used—Cannell rented an \$80-a-month office on the old Samuel Goldwyn lot, outfitted it with a typewriter and a pot of coffee, and wrote unsolicited scripts. "I had to get a sale within six months or I'd be in deep trouble," said Cannell, who by then also had a child to support.

In the next six months Cannell got assignments for two scripts, one for *Mission Impossible* and the other for *Ironside*, but he was nearly broke. *Rescue* came from a source that could qualify as a Cannell plot twist. His house was robbed of the Cannell wedding silver. The insurance brought him \$8,000, enough to carry him until payment for his scripts came in.

Cannell's first big break came when he sold a script for *Adam 12* and was hired as story editor on the series. That led to a writing contract at Universal. He began furiously churning out scripts—20 in his first year under contract—and it wasn't long before Universal had him developing and creating his own series. *Rockford Files* was created in 1973, followed by *Baretta* in 1975.

Cannell writes what he likes, and prefers it to contain a healthy dose of humor. "Heavy melodrama," says Cannell, "doesn't entertain me as a writer. It's the easiest thing in the world to write. If you're trying to do comedy, if you're 5% off, if the actor misses the line," he pauses, "the whole thing doesn't work."

Despite the growth his company has experienced in just five years, Cannell says it will make no profit until the syndication money from *A Team*, his first big hit as an independent, rolls in.

A limousine shuttles him between home and office—he can view dailies on videocassettes that way—but Cannell shuns the trappings of his trade. He is on a first-name basis with the casually dressed producers and technicians who occupy six floors of office space. "An industry figure is something I never wanted to be," he laughs.

The ways Cannell sees it, Stephen J. Cannell Productions is the one truly independent television studio in Hollywood, and it takes an increasing share of his time.

But in the end, for Cannell, the play's the thing. "When all this is over, when this building falls in Hollywood Boulevard and I'm on to other things," he says confidently, "the one thing I will be doing is writing. Whether it's writing novels, fiction, or plays, whatever it is, it will include writing."

CBS sold KMOX-TV St. Louis last week to its one-time syndication division, **Viacom International, for \$122.5 million**, subject to FCC approval. Viacom now owns five TV stations, all affiliates (three CBS and two NBC), four VHF and one UHF. Its other TV stations are WVTI-TV New Britain (Hartford/New Haven), Conn.; KSLA-TV Shreveport, La., and WNYT-TV Albany and WHEC-TV Rochester, both New York. CBS had previously announced it had retained Morgan Stanley to sell KMOX-TV as part of company's asset disposition plan to raise \$300 million (pre-tax). □

Late Friday (Dec. 6), **Gannett announced it had sold Evening News Association's WJL (AM)-WJOL (FM) Detroit for \$39 million.** (Gannett must also dispose of WCZY-AM-FM Detroit as part of ENA purchase.) Buyers are group of local Detroit businessmen headed by former RKO President Robert Williamson. WJL is on 950 khz full time with 5 kw. WJOL is on 97.1 mhz with 12 kw and antenna 890 feet above average terrain. Also last week, **ENA shareholders received proxy material** for meeting called to vote on purchase by Gannett. Shareholders meeting is scheduled for Friday, Dec. 20, in Troy, Mich. Proxy statement said that 60.3% of shareholders had already given proxy in support of merger, and noted that Michigan state law requires only majority approval. Document reported that during first 44 weeks of 1985, ENA operating revenue increased 12% over same period year ago, to \$286.3 million; operating income jumped 48% to \$24.4 million and net income jumped 49% to \$13 million. **Previously undisclosed price of "lockup," agreement** which would allow Gannett to purchase WVM-TV Washington and *The Detroit News*, allocated **\$300 million for station** and \$150 million for newspaper. Document said ENA's investment bankers, Salomon Brothers, had prepared analysis of what shareholders might have received if all ENA properties were sold separately, and came up with range of between \$1,380 and \$1,954—shareholders are to split \$717 million, which under current assumptions would work out to \$1,583 per share. It also noted that liquidation assessment had placed top value of \$155 million on three television stations that were later sold, subject to conditions, for \$160 million to Knight-Ridder (see "In Brief," Nov. 18). Prospectus said that station sale had different underlying "assumptions" than those used in liquidation analysis. □

Collaborative **study** by three networks released last week shows that **67% of time, people do not bypass commercials when viewing**

Smoke damage. *CBS Inc. and a commentator and anchor on its WBBM-TV Chicago last week were ordered to pay \$5.05 million in damages to the manufacturer of Viceroy cigarettes which said it had been libeled. A federal jury earlier had found that libel had been committed in the Nov. 12, 1981, commentary in which WBBM-TV's Walter Jacobson said the Brown & Williamson Tobacco Corp. was attempting to induce children to buy Viceroy cigarettes by using advertising that equated smoking with alcohol, sex and drugs (BROADCASTING Dec. 2). And last week, after less than two hours of deliberations, the jury assessed \$3 million in general damages against CBS and Jacobson and \$2 million in punitive damages against CBS and \$50,000 against Jacobson. Brown & Williamson had sought \$7 million in actual damages and \$10.1 million in punitive damages. Jacobson said his commentary had been based on a staff report released by the Federal Trade Commission in May 1981. But he acknowledged in testimony he had ignored an aide's suggestion that he include a disclaimer from Brown & Williamson that it had not used the advertising campaign at issue and had fired the agency that proposed it. Ernest Peeples, senior vice president and general counsel for Brown & Williamson, called the award "a sweet victory." He also said it shows that the "press cannot trample over people's good names without having to answer now and then." But the case is not closed. Jeff Erdel, spokesman for the CBS TV Stations Division, said that "the damages, while less than what Brown & Williamson sought, are unjustified." He said CBS will appeal and is confident the libel verdict and the damage award will be revised and that CBS and Jacobson "will be completely vindicated."*

home-recorded material on VCR's. Study among 1,350 persons, conducted by Westfield, N.J.-based Statistical Research Inc. for ABC, NBC and CBS, measured "zipping"—use of remote control to skip over commercials in television shows recorded on VCR's. William Rubens, NBC vice president, research, said: Zipping is "not as prevalent an activity as earlier research has suggested." About 25% of U.S. households (22 million) have VCR's, study said. □

Conservative columnist **William F. Buckley Jr.** last week **stunned network television news operations by barring them from 30th anniversary celebration** of his *National Review* magazine at Plaza hotel in New York. Networks' interest was not so much Buckley as President Reagan, speaker at affair. Buckley aide said there was simply "no room" for even "tight pool" in ballroom, where 750 guests gathered last Thursday night. As Buckley's secretary, Frances Bronson, put it on Friday morning, "We were packed to the ceilings." Robert McFarland, vice president and Washington bureau chief of NBC News, and pool chairman for four television networks, was "absolutely incredulous" at ban. In telegram he sent to Buckley on behalf of himself and Washington bureau chiefs of CBS, ABC and CNN, he protested decision. He said it was "difficult to understand how a ballroom, which is capable of seating 750 people, cannot accommodate 13 journalists." Thirteen make up a "tight pool" representing all news agencies that cover White House, including print. Only one camera is involved. Network appeals to White House Deputy Press Secretary Larry Speakes had not worked. Word came back that White House was deferring to "the host." But event did not go unreported. Journalists were among invited guests. And photographers—both still and video—were present. But they worked for *Review* and for Buckley's syndicated television program, *Firing Line*. At one point networks were offered dub of tape that was to be made by *Firing Line* crew. But NBC's Washington press representative, Sharon Metcalf, said that by time that was rejected on ground it would set "a bad precedent," offer had been withdrawn. □

House and Senate last week agreed on **appropriations package** that includes funds for FCC, Federal Trade Commission, National Telecommunications and Information Administration, USIA and Board for International Broadcasting for fiscal 1986. Appropriations: FCC—\$94.4 million; FTC—\$65.5; NTIA—\$13.4 million and for its public telecommunications facilities program, \$24 million; BIB—\$102.7 million, and USIA—\$872.4 million. □

American Medical Association is expected to seek ban on advertising for all tobacco products this week. Call for ban has been adopted by AMA board of trustees and will be presented to AMA House of Delegates (who represent organization's 255,000 members) meeting in Washington this week. Trustee Robert McAfee said board finds "seductiveness of very attractive" tobacco ads "inappropriate." Total ban, he said, would be most effective way to decrease "alluring nature" of cigarette smoking, particularly for first-time smokers. AMA does not think action would violate First Amendment, he said. AMA call for legislation enforcing prohibition is also expected. Cigarette advertising has been prohibited on radio and television since January 1971. □

Arbitron Radio Advisory Council took Arbitron officials to task last week **for not seeking advice of council when company announced its intention to increase continuous measurement for radio** from minimum of 14 markets in summer to 75 top markets, four times per year ("Riding Gain," Oct. 21). In response, Arbitron Ratings President Rick Aurichio, in prepared statement, said that "it was Arbitron's sincere decision to keep the council isolated from what might have been perceived by the radio industry as a highly controversial decision." He noted it was first time in eight years in which Arbitron did not consult with council on "an issue of this magnitude." □

Former Labor Secretary Raymond Donovan and Schiavone Construction Co., which Donovan co-owns, **have alleged that CBS's 60 Minutes ran afoul of FCC's personal attack rule** in Nov. 3 story, "The Donovan File." In complaint at FCC, Donovan, who resigned as Labor secretary earlier this year under indictment on charges of

UPI update. A United Press International spokesman late last week said UPI management is still supporting the \$41-million bid of Mexican publisher Mario Vazquez Rana and real estate developer Joe E. Russo to buy the wire service. But the Financial News Network, attempting to derail that commitment, has made a new offer for the wire service that was said in some quarters to be higher than Vazquez/Russo's and FNN's previous offers. (Dan Carmichael, secretary/treasurer of the Wire Service Guild, however, was quoted as saying the Vazquez proposal would be better for wire service employees and for the future of UPI. "We have a deal with Vazquez-Rana; therefore the new FNN offer is unacceptable," Carmichael was quoted as saying.) U.S. Bankruptcy Judge George Bason, who is presiding over UPI's reorganization in Chapter 11 proceedings and whose approval will be needed to consummate any sale, issued a temporary restraining order last week barring FNN from discussing its bid with UPI customers, creditors or the press. That restraining order permits FNN to discuss its bid with the court-appointed representatives of UPI creditors, management and employees. Last Thursday (Dec. 5), the judge also asked all parties in proceeding to refrain from discussing any of the bids with the press. Meanwhile, the Wire Service Guild filed a suit in the bankruptcy court asking Bason to force FNN to withdraw its offer. Also last week, Vazquez-Rana filed a \$50-million suit in the same court, alleging that FNN had illegally been attempting to interfere with the sale of the wire service. UPI is planning to present its sales agreement with Vazquez to the judge at a hearing Dec. 13, when the court also will consider any objections to the bidding process. The creditors committee also will seek guidance from the judge on whether FNN's new bid, or any others, may be considered.

fraud and grand larceny, alleged that CBS story, among other things "directly or impliedly" charged that Donovan and Schiavone Construction had "organized crime connections." Complaint concedes that broadcast reported that Donovan has denied any ties to organized crime and believed he would be exonerated of fraud and grand larceny charges. But complaint also alleges that CBS story made "blatantly false statement" that Donovan had declined to be interviewed on camera for broadcast, which, "juxtaposed with the CBS News description of the criminal charges, conveyed the idea that Mr. Donovan would not speak because he was guilty of the charges," complaint said. Complaint said Donovan had agreed, by letter, to be interviewed if he could tape entire interview and have "90 uninterrupted seconds" to respond to charges being aired. "CBS News refused Raymond J. Donovan's requests, and during 'The Donovan File' broadcast said nothing of his letter and affirmatively misrepresented that he refused to appear on camera for an interview," complaint said. Complaint asks that FCC direct CBS to provide Donovan and Schiavone Construction each with "a reasonable opportunity to respond" during *60 Minutes*. It also asks FCC to find that CBS story "has or may have prejudiced the constitutional guarantee of a fair trial" to Donovan and Schiavone.

AT&T Communications and Harris Corp. have agreed in principle to establish new **Ku-band satellite service for broadcast video and business data.** Harris will supply satellite dishes and related receive-transmit equipment, while AT&T provides space segments on its two RCA K-2 satellite transponders and administers system with existing Skynet C-Band business. AT&T plans to file tariff with FCC for communications service during first quarter 1986, with startup scheduled by end of first half 1986.

The News Corp. Ltd., Australian company controlled by publisher Rupert Murdoch, **completed purchase of TCF Holdings,** parent company of 20th Century Fox Film Corp. News Corp., which already owned 50%, purchased remaining half for **\$325 million** from Denver-based businessman, Marvin Davis. TCF Holdings includes approximately 54 acres of Century City (California) studio property.

Britain last week decided to join United States in **withdrawing from UNESCO.** Timothy Raison, Overseas Aid Minister, announced Britain will withdraw at end of year, and gave essentially same reasons U.S. had cited in leaving organization. He charged agency had become politicized, is biased against West and spends exorbitantly on its Paris headquarters. Britain gave notice of its intention to leave UNESCO year ago, at time U.S. was leaving.

Two motions filed in behalf of 15 individuals and public interest groups intervening in case last week **urged U.S. Court of Appeals in Washington to dismiss Radio-Television News Directors Association's appeal of FCC report on its fairness doctrine,** issued last August. Both contended that appeal is premature, since commission's report was not "final agency action." It presented agency's views that doctrine inhibits rather than promotes free speech, and cannot be justified on ground of spectrum scarcity. But its only action was to refer matter to Congress. RTNDA, backed by host of media groups, is calling for declaration that doctrine is unconstitutional. Henry Geller and Donna Lampert, in one motion, said that until commission acts on "important deferred matters"—including Geller's suggestion that commission could avoid constitutional problem by dealing with fairness complaints only at renewal time, rather than on ad hoc basis—"it is not possible to tell who should be appealing and on what issues." Second motion was filed by Media Access Project and 11 other intervenors, including Representative Al Swift (D-Wash.).

Miami Dolphins victory over previously undefeated **Chicago Bears** on last **ABC Monday Night Football** telecast (Dec. 2) scored **highest ratings in program's history**—29.6/46. ABC estimates that 70 million watched.

FM's share of total radio listening among persons 12 and older now stands at **72%**, according to fall RADAR 32, vol. 1 report released late last week. That is up from 69% in fall 1984 RADAR 30 book and 71% in spring RADAR 31 report.

Crawford Rice, senior vice president, broadcast services, **Daniels and Associates,** announced last week he was **leaving company.** He did not disclose his future plans.

Radio program innovator **Gordon McLendon** entered Methodist Medical Center in Dallas last Thursday afternoon (Dec. 5) with **accidental gunshot wound to jaw.** McLendon was said to be cleaning gun when shot went off. At press time, hospital officials said 64-year-old broadcaster was in **critical,** but stable, condition.

Revised. Representative **Barney Frank** (D-Mass.), author of legislation (H.R. 3339) that would provide "economic incentives" to cable systems to carry all local signals in exchange for the compulsory license, introduced a new bill (H.R. 3843) last week that contains no local carriage incentives. The new bill, similar to legislation Frank offered in the last Congress, came as a surprise to broadcasters who support the previous measure as part of their drive to regain some form of must-carry protection (BROADCASTING, Sept. 23). While both bills eliminate the compulsory license (cable systems with 2,500 or fewer subscribers would be exempt from any copyright liability), the second version places a greater emphasis on prohibiting the FCC from adopting any must-carry rules. Frank did not withdraw the first.

Frank said broadcasters "misinterpreted my previous bill as a must-carry bill. I wanted to clarify that... it was never intended to bring must carry back." Frank said he didn't favor either the compulsory license or must carry, and that the previous bill, which contained incentives for local carriage, was intended to ease people back into gradual elimination of must carry and the compulsory license.

"We prefer the original bill," said Jim Hedlund, vice president of government relations, Association of Independent Television Stations. John Summers, executive vice president for government relations, National Association of Broadcasters, agreed that it "is not as strong as the old bill... it doesn't help us." But NAB was not disappointed. "It doesn't help cable at all."

Editorials

Legacy in the making

It has been four months since Henry Rivera announced his intention to resign from the FCC to join the Washington law firm of Dow, Lohnes & Albertson. For four months the five-member FCC has been one member short.

As the FCC is currently composed, the absence of a fifth vote is little noticed. Not that Rivera didn't matter; he was there to represent views that the incumbents, Mark Fowler, Mimi Dawson, Jim Quello and Dennis Patrick, rarely share. Without him, it simply means that the vote is often 4-0 instead of the 4-1 that used to emerge from the chamber. Dissents these days tend to be on particulars instead of main issues.

The guess is that the selection process to fill a seat that cannot be Republican has been waiting for the appearance of a Democrat who shares Ronald Reagan's and Mark Fowler's admiration of deregulation, who will elevate the average vote to 5-0 and who can survive the Senate confirmation process. The last may be a more difficult criterion to satisfy than the first two.

The unexpired portion of Rivera's term runs out June 30, 1987. Reagan will have another crack at a selection if the one he makes now disappoints him. He also will have a chance to reappoint Fowler and Dawson, or name their successors, while he is in office. Quello and Patrick were his nominees for terms that end in 1991 and 1992, respectively. The Reagan FCC could go on long after he is gone.

Buck stops at newsroom

The behavior of juries in recent court cases brought against television journalism must provoke disquieting thoughts among news executives. Does a reservoir of rancor steam and bubble out there in television land? If so, is it in any part television's doing?

Last week a jury in a federal court in Chicago assessed \$5.05 million in libel damages against the CBS-owned WBBM-TV Chicago. The winning plaintiff manufactures cigarettes. When a maker of a commodity that has been officially described by the U.S. surgeon general as a primary menace to the public health can win a libel suit against a first-line practitioner of journalism, the process of selecting juries may be open to question. So also may be some practices in television journalism.

Last November a jury in a Louisville, Ky., court voted 9-3 to award \$2.09 million in libel damages to a local businessman who had been the subject of a WLKY-TV news series on the removal and storage of recycled sewage. Afterward the Louisville *Courier Journal* quoted one juror as saying that "at least two jurors had said they wanted to take the media to task for indiscretions they perceived in the past, including what they cited was reporters' responsibility for the U.S. defeat in Vietnam" (BROADCASTING, Nov. 11) The *Louisville Times* quoted another juror as saying some members of the panel "seemed to be on the side of the small-business man versus the big media conglomerate."

Last June a federal court jury in New York awarded \$1.25 million in damages against WCBS-TV for invasion of the privacy of the subject of an unwanted television interview (BROADCASTING, June 10).

None of these cases have been tested in the appellate courts which in recent years have reversed vastly more jury verdicts against news media than they have confirmed. But whatever their final outcome, broadcast news officials must be wondering whether the burdens they carry are unfair (residual resentment against Vietnam coverage), beyond their power of correction

(resentment against "big media conglomerates") or to some extent self-induced (people being pushed around by clamorous camera crews and correspondents, omission or underplaying of reports that would take some of the bite out of investigative news).

The basic problems will not disappear as television broadcasting companies get bigger and the prices of television stations head for the stratosphere. More than ever, the television journalist has reason to make sure that his job is being done right.

Historic moment

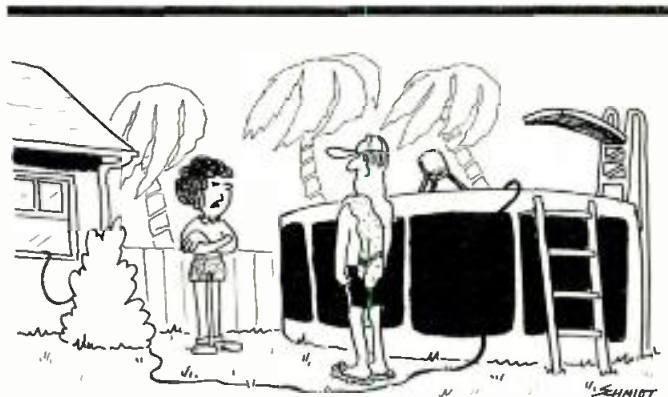
The news at last week's Western Cable Show came down to three issues: must carry, pay per view and scrambling. From our vantage, the last was the first among those equals.

One year ago, scrambling was so remote from the concerns of cable operators that it didn't command a place on the convention's agenda. This year, by contrast, progress has been so swift that 17 of the nation's leading programmers—beginning with HBO in January—have enlisted M/A-Com to scramble their signals (and provide the descrambling mechanisms for cable headends). Before many in the Fifth Estate have begun to pay attention to this new phenomenon it is virtually a *fait accompli*.

Well, perhaps not quite. All those TVRO owners out there, variously estimated to be as many as two million, can be counted on to loose a roar of outrage to be heard, if not around the world, at least all the way to Washington, once those signals begin to go undecipherable before their eyes. Recipients until now of perhaps the biggest electronic free lunch in history, they will suffer dyspepsia matched only by the injustice of their cause. There will be sound and fury, but in the end, they will accept the inevitable and pay the price all other legals do in the cable programming universe.

But those two million will not go away. Indeed, there are predictions that seven million TVRO's—of increasingly sophisticated design—will be in the field within five years and that there may be as many as 25 million before the market peaks.

What it all means, of course, is that the era of direct broadcast satellites has been born again, forced upon the professionals of communication by a public so committed to television but so impatient with its progress that it took things into its own hands. The Anaheim convention that gave satellites to cable in 1973 may one day be credited with having launched DBS in 1985.



Drawn for BROADCASTING by Jack Schmidt
 "Nice going, but I bet HBO finds that dish within a week."



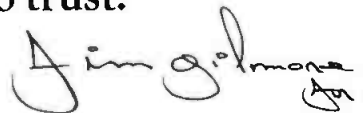
WHAT TURNS FEAR INTO TRUST?

We Americans assume the right to freedom from fear. Yet the potential for fear is strong because we are a nation of constant change. Change brings the unknown. The unknown breeds fear.

Freedom from fear depends on eliminating the unknown.

That's why the free and unhindered transmission of information is so important.

Information illuminates the unknown, gives birth to trust.



James S. Gilmore, Jr.
Chairman and
Chief Executive Officer



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WHO'S CHANGING THE PICTURE IN AMERICA'S #1 TELEVISION MARKET?

The trend is unmistakable. New York market viewers are changing their pattern of viewing. And, with an ever-expanding variety of viewing options, the ratings show they're switching to WOR-TV.

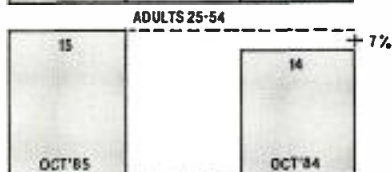
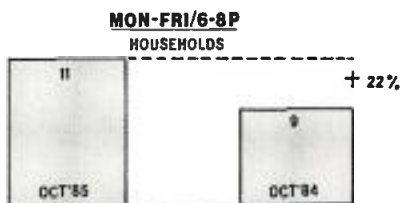
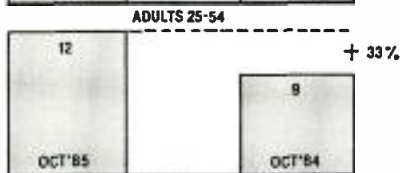
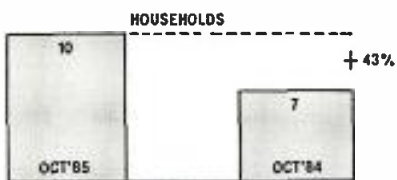
WOR-TV is changing the New York market's viewing profile with a dynamic—and marketable—mix of hard-hitting news, exciting sports action, winning game shows, first run and classic films, and some of America's favorite television series.

The October 1985 Nielsen figures give a clear indication of just how strongly viewers are

switching to WOR-TV. Indications of growth can be seen in the Sun.-Sat. 9AM to midnight households and adults 25-54 demographic groups as well as the Mon.-Fri. 6-8PM households and adults 25-54 audience segments.

NEWS 9: PRIMETIME has experienced a 50% share increase from October 84 to October 85. Industry watchers are noting that major changes in New York's TV viewing trends have begun. And those interested in the direction these new trends will take, will keep a close eye on WOR-TV.

**WOR-TV SHARE GROWTH
OCTOBER 1985 vs OCTOBER 1984
SUN-SAT/9A-12M**



Source: NSI.
Audience data are estimates, subject to the qualifications established by the measurement service.



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