

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 16

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it pays to watch it**

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Source: Nielsen, October '85

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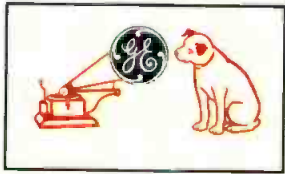


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Broadcasting Dec 16

General Electric buys RCA State of the art in Journalism Character issue cutbacks at FCC



NIPPER GETS NEW MASTER

□ General Electric makes Fifth Estate history with record-breaking \$6.28 billion acquisition of RCA. **PAGE 43.** Industry

reaction is generally positive, although NBC affiliates express hope that move will not slow momentum of first-place NBC-TV. **PAGE 45-47.**

CHARACTER CHANGE □ FCC moves to reduce the scope of its character qualification inquiries. **PAGE 49.**

JOURNALISM 1985 □ Proliferation of hostage-taking and hijacking crises in 1985 prompts newsmen to rethink press's proper role in such situations. **PAGE 54.** Networks keeping tighter rein on expenses, causing some to be concerned. **PAGE 60.** Proliferation of satellite newsgathering services is bringing changes to the network-affiliate relationship. **PAGE 62.** On the radio front, AM stations increase their output of news while there are cutbacks on the FM side. **PAGE 74.**

FOR THE KIDS □ Group W is focusing on children's programming as part of public service effort. **PAGE 82.**

STEPPING DOWN □ Ben Hoberman retires from ABC Radio. **PAGE 88.**

TWO-SIDED COIN □ Financial study finds that revenue is strong among Fifth Estate companies

although operating margins are increasing just as rapidly. **PAGE 96.**

NEGATIVE RECOMMENDATION □ FCC Mass Media Bureau recommends against approving settlement agreement between NBMC and Philadelphia stations. **PAGE 104.**

MEETING OF MINDS □ FCC officials and satellite operators meet to discuss satellite interference problems. **PAGE 104.**

MONEY FUND □ Conference committee sets FCC and CPB funding levels. **PAGE 106.**

BACK TO THE COURTS □ CBS says it will appeal libel decision against WBBM-TV's Walter Jacobson. **PAGE 108.**

ON HOLD □ Poll closing bill won't be acted on until next year. **PAGE 110.**

OPEN EAR □ NCTA's Jim Mooney says cable is willing to talk about must carry, but new rules must meet "basic tests." **PAGE 121.**

BOUGHT AND SOLD □ Jones Intercable buys nine cable systems from Tribune for \$237.5 million. **PAGE 123.**

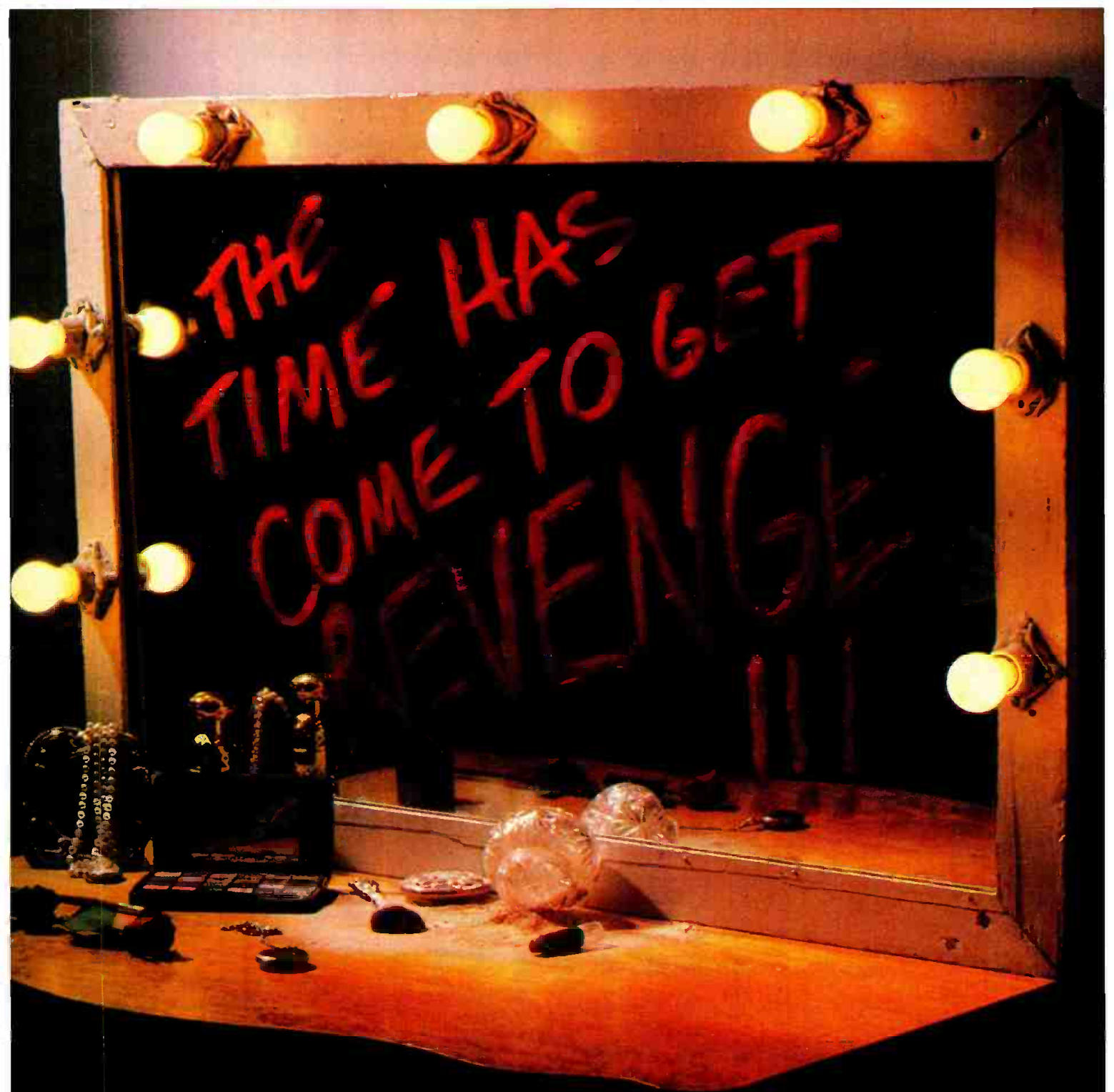
MAN FOR ALL STATIONS □ Peter Fannon, president of National Association of Public Television Stations, sees new possibilities in public TV. **PAGE 143.**

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In and out

SFN Companies is selling stations once again. Two ABC affiliates, WJBF-TV Augusta and WTVM(TV) Columbus, both Georgia, are on block, and Goldman Sachs is believed to be already reviewing offers. Glenview, Ill.-based SFN didn't even have broadcasting group until last year but has already turned around WFTV-TV Orlando, Fla., at \$60 million profit. TV properties remaining, assuming Georgia stations are sold, are WAPA-TV San Juan, P.R., and 28% interest in KBSC-TV Corona (Los Angeles), Calif.—with option to purchase remainder.

Oh, how money rolls in

Doubt that it's seller's market in TV broadcasting? Gannett management meeting was told last week that after three TV stations owned by Detroit's Evening News Association (which Gannett is buying) were put up for bids, more than 150 expressions of interest came in and 45 money-on-barrelhead offers. Knight-Ridder won KTVY(TV) Oklahoma City; WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz., at \$160 million (BROADCASTING, Nov. 18).

Go-slow signal

Report filed late last Friday on budget reconciliation package containing FCC authorization (see page 106) is expected to contain language directing FCC to proceed cautiously in granting waivers of its ownership rules. Expression of concern by Congress is result of FCC's decision to grant waivers to Rupert Murdoch (BROADCASTING, Nov. 18). Language may also affect General Electric's decision about asking for waiver regarding ownership of grandfathered NBC radio stations in three markets where radio-TV combinations under FCC rules must be broken up (see "Top of the Week").

New accession

It appears all but certain that Trygve Myhren, chairman and chief executive officer, American Television & Communications, will be elected new chairman of National Cable Television Association at next board meeting prior to annual convention in Dallas next March. Need to devote time to management reorganization at ATC prevented Myhren, then vice chairman, from stepping up to post at last convention. Reorganization is completed, and Myhren feels he'll be able

to find time job requires.

Because of Myhren's inability to run for top job in June, Ed Allen, president of Western Communications, was re-elected chairman for second term and William Strange, vice president, corporate development, Sammons Communications, elected vice chairman, taking over from Myhren. At March meeting, Strange is expected to step down and James Cownie, president, telecommunications group, Heritage Communications, and current treasurer of association, to make run for vice chairmanship as heavy favorite.

Glimmering hopes

NBC walked away from Western Cable Show two weeks ago with commitments from cable systems for carriage of its cable news service into two million homes—good first step toward its do-or-die goal of 13.5 million homes by end of January. Nonetheless, betting among cable operators seems to be against NBC's achieving goal. One top-10 MSO chief put current odds at two-to-one against.

One reason odds are getting long is Ted Turner, who views NBC cable venture as threat to his CNN and CNN Headline News. In effort to keep affiliates happy, Turner is offering volume discounts for news services starting in 1987. Another is loss of Tele-Communications Inc., largest MSO, as customer. TCI encouraged NBC to get into business, but it has become among first to tell NBC, 'No sale.' According to TCI executive, NBC showed little flexibility in negotiations. What's more, he said, Turner showed himself to be "cable friendly" by shucking plans for programers-only C-band direct venture and extending C-band direct rights to TCI.

No ho-ho

Santa Claus will skip ABC this year. ABC department heads are passing word that raises for employes earning \$30,000 annually or more who are also part of bonus program will be deferred until March 31, for those making \$30,000 or more but not receiving bonuses, until Feb. 17. Raises for employes with restricted stock options will be on ice until next June.

Average raise for employes getting one will be 5%. Raises are usually awarded to ABC employes at beginning of calendar year. Deferments are said to reflect combination of network's performance and soft advertising climate. ABC

spokesman said deferments and caps were instituted "to keep costs growth more in line with inflation."

Off-screen talks

National Association of Broadcasters' decision to ask FCC to extend its deadline for comments on must-carry rulemaking (see story in "Top of the Week") indicated private discussions between broadcasters and cable are going on, and they are. Last week National Cable Television Association President James Mooney met with John Summers, NAB executive vice president for government relations. NAB is known to be looking for viewing test acceptable to cable. Likely starting point for test was provision in 1982 cable copyright legislation that would have required cable systems with 36 or fewer channels to carry any station having 1% or more share of viewing hours in noncable homes or 2% share in all TV houses.

Birdsnatching

Satellite industry, concerned over trade press talk of deliberate interference to satellite signals, has another worry—whole satellites themselves may be vulnerable to hijackers attempting to break into computer-controlled radio telemetry channels used to run space stations. Hypothetical account of such disruption, moving satellite or taking over its transponders, was floated to home satellite trade magazine and eventually quashed. But its achievability was confirmed by at least one satellite industry expert, Taylor Howard, head of SPACE, director of research and development at consumer satellite manufacturer, Chaparral Communications, and member of NASA-Galileo Jupiter project. Howard confirmed hijacking could be done, and added it would most likely result not in illegal control, but in destruction, of satellite.

Breaking up

In response to trend toward regionalized buying and selling in spot television, Blair Television will open its 18th office in next few weeks at Denver, responsible for business there and in Salt Lake City areas. Denver has been handled for Blair out of Dallas and Salt Lake City out of San Francisco. Approximately 40% of national spot television industrywide now originates outside New York, Chicago and Los Angeles.

Celeb





ratings!

WHAT'S HAPPENING NOW!!

AN OVERNIGHT SENSATION!

			RTG/SH	YEAR-AGO RTG/SH
NEW YORK	WNEW-TV	SAT - 6:00 PM	12/26	8/17
LOS ANGELES	KTLA	FRI - 7:30 PM	7/11	5/9
CHICAGO	WFLD-TV	SAT - 5:00 PM	11/23	9/18
PHILADELPHIA	WTAF-TV	SAT - 7:00 PM	10/20	8/15
SAN FRANCISCO	KBHK	SAT - 4:30 PM	5/13	4/11
BOSTON	WLVI-TV	SAT - 7:00 PM	5/8	3/5
DETROIT	WKBD-TV	SAT - 11:00 PM	6/9	3/5
WASHINGTON	WDCA-TV	SAT - 6:30 PM	7/15	5/11
DALLAS	KTVT	SAT - 4:30 PM	6/15	6/13
HOUSTON	KHTV	FRI - 4:00 PM	3/8	1/4
MIAMI	WTVJ	SAT - 7:30 PM	8/14	6/14
11 MARKET AVERAGE.....			7/15	5/11

Source: Nielsen; weekend of 11/23/85 versus November 1984 time period (ARB-CH, PH, DC, DA) Demographics

RENEWALS AVAILABLE NOW!



in association with LBS Communications, Inc.

Sounds reasonable

As a way out of the must-carry morass, the Community Antenna Television Association has suggested that cable systems decide which local television station they want to carry and then enter into long-term agreements to carry them for a nominal amount, for instance, \$1 per year (see story, page 122). It may be a good idea, but it's not a novel one.

American Television & Communications, the nation's number-two MSO, has been toying with the idea of local carriage agreements for several years. According to Trygve Myhren, chairman and chief executive officer, ATC broached the idea to CBS four years ago. The carriage contracts would have required each ATC system to carry at least one CBS affiliate, he said, and would have precluded either party from charging the other for carriage. CBS discussed the proposal and variations of it with ATC, he said, but, in the end, rejected it.

ATC has now resurrected the scheme in the wake of the elimination of the must-carry rules by a federal appeals court last summer, Myhren said. In the upcoming weeks and months, he said, ATC officials will approach group broadcasters and individual stations with the promise of carrying

their signals on ATC systems for little or no money as long as there is "no major change in the business environment" such as the elimination of cable's compulsory copyright license.

"I think putting something down in writing . . . would calm the waters a bit," Myhren said. There has been "massive paranoia" among broadcasters ever since the must-carry rules were eliminated, he said. The broadcasters' "paranoia," he said, may stem from their abuse of the must-carry rules when they were still in effect, forcing cable systems to carry duplicative signals and all signals in hyphenated markets without any concern for the impact it had on the systems and their subscribers. "Maybe the broadcasters feel that if they could be that unreasonable, cable operators could be that unreasonable," he said.

"The key here is it's got to be our decision [on what signals ATC systems carry]," Myhren said. "We must protect our First Amendment rights—our right to decide."

Myhren believes that broadcasters who are offered the contractual guarantees will jump at the opportunity. "What can they possibly lose," he said. "For them not to take advantage of this would be the height of ignorance."

Even though cable operators have the up-

per hand as a result of the appeals court decision, ATC has no intention of bleeding broadcasters. "All I want to do," Myhren said, "is make sure ATC systems are signed up with appropriate programming and make sure our systems and the broadcasters in their markets are friendly."

Philadelphia connection

Comcast and Cable Adnet said last week they have formed the Philadelphia Cable Interconnect, a new regional cable advertising sales company to sell advertising on cable systems in the Philadelphia market. There are 750,000 cable subscribers in that market, a number expected to grow by at least 250,000 if the city itself ever gets wired. Comcast will act as the managing partner of the venture and will be responsible for the interconnect's day-to-day operations, while Adnet will supply its cable sales expertise. The interconnect will also place cable spots in distant markets for Philadelphia-based advertisers.

Scrambling for legislation

Representatives of the home satellite industry, fearful of the impact the scrambling of cable services' satellite signals may have on their industry, are pushing bills in Congress to impose a two-year moratorium on scrambling or guarantee home dish owners access to scrambled programming at "fair and reasonable" prices.

Although the bills have attracted a number of sponsors, the industry's lobbyists have been unable to find a sympathetic ear in one of the places that matters most—the House Telecommunications Subcommittee. At the Western Cable Show, Tom Rogers, senior counsel to the subcommittee, indicated that the home satellite industry would have to prove a need for legislation before Congress would act. Complaints that the prices some of the cable services plan to charge on an a la carte basis are too high have "fallen on deaf ears," he said. It's hard to be concerned about CNN charging \$20 a year for a subscription, he said, when *Time* magazine charges between \$50 and \$60 a year. Rogers called Tele-Communications Inc.'s announcement of a package of at least 15 scrambled cable services at prices comparable to those it charges its cable subscribers a "positive development."

It wasn't all bad news for the home satellite crowd. Rogers reiterated the subcommittee's promise to hold hearings on scrambling next year, when the home satellite industry will be able formally to make its case. He also said Congress will watch closely to see whether competition develops in the distribution of cable programming in the home dish market. "The government has a role in encouraging competition," he said. The home satellite market "cannot be allowed to become an exclusive arm of the

Cable's scrambling plans

The chart below comprises the major basic and pay-per-channel cable programming services committed to scrambling their satellite feeds. Most, but not all, have settled on when they will begin scrambling—some are waiting to see how many of their affiliates are willing to buy headend descramblers. Likewise, most, but not all, have adopted the M/A-Com Videocipher II scrambling system. Because of its popularity, Videocipher II has become a de facto industry standard and it's likely that services that have not already adopted a system will adopt Videocipher II. The chart also shows those services for which Tele-Communications Inc. has acquired the home satellite rights. TCI plans to offer the services to home dish owners within its cable franchises and in surrounding areas at prices comparable to those it charges its cable subscribers. TCI plans to launch the project early next year, even though most of the services will not yet be scrambled. Superstations WTBS(TV) Atlanta and WOR-TV New York cannot assign their home satellite rights to TCI or any other packager until copyright law can be clarified or reformed to permit it.

<u>Service</u>	<u>Start date</u>	<u>M/A-Com system</u>	<u>TCI</u>
Arts & Entertainment	—	—	yes
BET	—	yes	yes
CBN	Fourth quarter	yes	yes
Cinemax	Jan. 15	yes	yes
CNN	July 1	yes	yes
CNN Headline News	July 1	yes	yes
Disney Channel	mid-year	yes	yes
EMI (WOR-TV)	March	yes	—
ESPN	—	—	—
Home Box Office	Jan. 15	yes	yes
Lifetime	Dec. 31	—	yes
MTV	July 1	yes	yes
Nashville Network	—	yes	yes
Nickelodeon	July 1	yes	yes
Satellite Program Network	Third quarter	yes	—
Showtime	May	yes	yes
SSS (WTBS)	Third quarter	yes	—
The Movie Channel	May	yes	yes
USA Network	Fourth quarter	yes	—
VH-1	July 1	yes	yes

**“Some People
Are Timid And Shy,
Quiet And Reserved,
And Never Speak
Above A Hush...”**





..And Then There's

Maude

The Original - Why Wait?

**When Bea Arthur and
Rue McClanahan get together,
these girls are as good as gold.**

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for 141 half-hours.**



EMBASSY

cable industry," he said. "The more people serving the market, the better."

Weekend Playboy

Playboy has started testing a three-day version of the Playboy Channel in selected markets. The trial service has been dubbed Playboy Weekend, although it will actually run on Thursday, Friday and Saturday nights, usually between 8 p.m. (EST) and 6 a.m. the following day.

The first system to go with the three-day service was American Cablesystems' suburban Chicago system, which has 28,000 basic subscribers. American, like most of the franchisees in the 15 markets in which the test will be rolled out over the next month or so, had not carried the seven-day Playboy Channel. Eric Schultz, vice president, American Cablesystems, said the Chicago system launched Playboy Weekend on Nov. 8 and in a month's time had signed over 1,000 subscribers. "We're using low-key marketing" to promote the service, said Schultz, including the use of print ads, mailers and direct sales pitches, but no on-air promotion. American is charging \$4.95 for the Weekend channel.

The seven-day service, said a Playboy Channel spokesman, is usually priced at retail between \$7.95 and \$11. The spokesman declined to say how much it charged operators for either edition of the channel, but it's understood that American's Chicago system is grossing "better than 50%" of the retail price for the three-day service, according to one source at the system. The 15-market test of the three-day service will last at least three months and perhaps longer, a spokesman said, so that management may analyze connect and disconnect rates for the service.

Playboy has been plagued with one of the highest churn rates in pay television, one reason it is exploring the viability of a part-time channel. Research has also indicated that Playboy Channel subscribers watch the service more heavily during weekend hours than any other time of the week.

Cable crackdown

The cable industry's pursuit of unauthorized SMATV operations continues. The latest targets: the Covered Bridge Condominium Association, Lake Worth, Fla., and Johnson House motel, Lubbock, Tex. Both were charged in federal suits with illegally intercepting cable programming in violation of the antipiracy provisions of the Communications Act.

The suit against Covered Bridge, which oversees a 962-unit condominium, was brought by Showtime/The Movie Channel and its two local cable affiliates, Sunbelt Cable Ltd. and Sunbelt-Dentronics Cable Ltd. The suit against Johnson House was brought, by HBO, Showtime/TMC, ESPN, Cox Cable Communications and Transvideo Corp.

Free dishes

RCA Americom is giving away satellite earth stations to the first 100 cable systems that apply for them. But there are a few catches. To qualify for a dish, the cable system must have 2,500 or more subscribers. It must not already be receiving programming from RCA Americom's Satcom IV satellite, but must have a contract with one of the

Satcom IV programmers to begin doing so. And it must promise to keep the free dish aimed at Satcom IV.

The whole idea of the give-away program is to give the cable services on Satcom IV a boost in their marketing efforts and, perhaps, attract additional cable services to the bird. In announcing the program at the Western Cable Show, Kurt A. Thoss, vice president, video/audio services, RCA Americom, said the satellite offers cable systems some 20 different cable services, "which means that accessing the satellite provides outstanding opportunities for system operators to increase their penetration in their franchised area and increase their revenues per subscriber."

According to RCA, Satcom IV programming now reaches 1,300 cable systems serving some 13.5 million homes.

PPV order entry

Showtime/The Movie Channel Inc. said last week that it would start a test next June, with AT&T and CableData Inc., of a pay-per-view order-entry system at Viacom's Milwaukee cable system. The order-entry system would be based on AT&T's automatic number identification technology (ANI) and, if successful, could be used nationwide. The technology enables PPV subscribers to dial a toll-free 800 number to place a PPV order.

In the test, calls will be processed through AT&T's switched packet network and routed through a customer verification center in Cleveland. From there, computerized instructions will be transmitted back to the system, either authorizing or rejecting transmission of the requested event. Showtime/TMC's Scott Kurnit said the company was optimistic. "We think we like the 800 technology," he said last week, "because it can process orders in a big way and very quickly." Each transaction takes only a few seconds, and the test will try to verify how many calls the system can handle in a short period. CableData's role in the test is to feed all of the ANI data from AT&T into its own billing computer, interpret the data and produce instructions for program delivery and billing.

PPV producers

A new angle to pay-per-view services—multichannel PPV—is the basis of two new services unveiled at the Western Cable Show (BROADCASTING, Dec. 9). They are the World Video Library based in Fort Worth, and the Los Angeles-based Telstar. WVL, which has spent the last two years developing technology for an impulse PPV system, has signed an agreement with United Cable to select one of its systems as WVL's first affiliate. If WVL's PPV service, dubbed Home Video Club, meets United's expectations, a second United system will launch the service later in 1986, said WVL President John Ratliff. Ratliff said systems would get 35% of the net revenues generated by HVC. He said operators would have the option to either buy or lease the PPV equipment, or, as a third option, have it installed for a service fee. HVC will offer four to six movie titles each month, tailored to individual markets, and rotated among four PPV channels. Subscribers will receive a box to

enter their orders for the films.

Telstar President Joe Corazzi said two of Telstar's four planned channels would run the same first-run movies each month (between four and six, on average). A third channel, he said, would offer some of those same films in addition to other "high demand" films that aren't new releases. The fourth channel would be used solely to promote the service. Corazzi said Telstar was developing a national 800-number order-entry system that would relieve system operators of added customer service representative costs. He said operators (none have signed on yet) would receive 40% of the gross PPV revenues while Telstar (which will be carried on Telstar) and the program suppliers would split the rest. He said "all the major studios" had agreed to supply films to the service but that no deals had been signed.

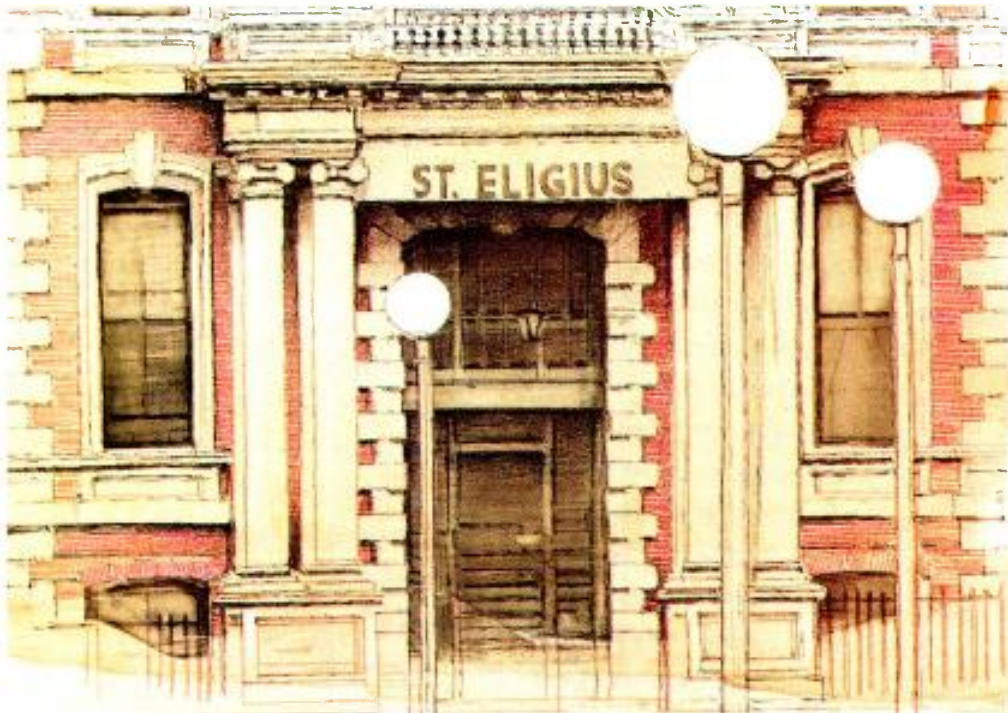
X-Press update

X-Press, the Boulder, Colo., financial information service, said it has acquired commitments to carry the service from cable affiliates with a total universe of two million subscribers. It will launch X-Press, a general text information service with an emphasis on business and financial news, some time this month or in the first quarter of 1986, said Paul Maxwell, X-Press president. The service, said Maxwell, is now compatible with Apple personal computers. (Previously, subscribers needed IBM-compatible PC's.) Cable systems committed to launching X-Press include Tele-Communications Inc.'s Pittsburgh system and Oceanic Cable in Honolulu, owned by American Television & Communications Inc. Launches are also scheduled for systems in Miami, the Detroit suburbs and systems in New York, California and Indiana. The service debuted in Boulder earlier this year. Three new features being added to X-Press include McGraw Hill Express, Business Week Summary and Standard and Poor's Market Scope, news summary services owned by McGraw Hill, which has a minority interest in X-Press.

Computer feeding

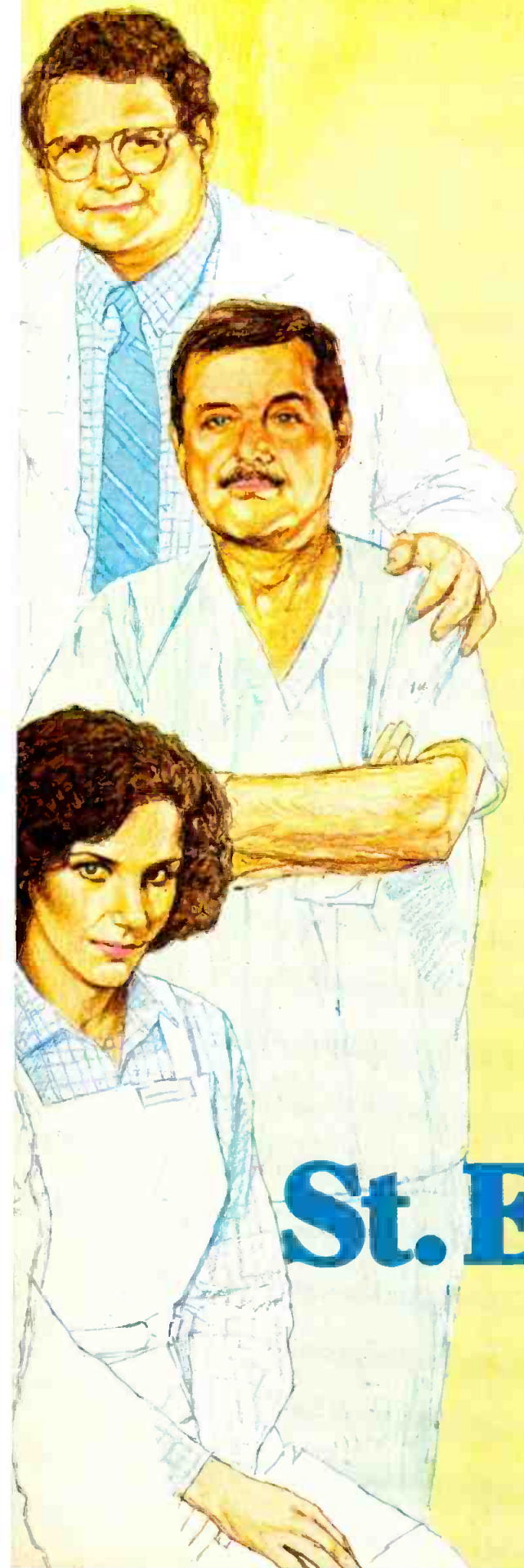
Data Broadcasting Corp., a Vienna, Va.-based venture owned by Merrill Lynch, Financial News Network and others, will launch three financial information services to a narrow target of cable subscribers—FNN viewers with personal computers. The services are a market summary, delayed market quotes and "real time" quotes. DBC will process financial data from Merrill Lynch in New York and feed it to FNN's Santa Monica, Calif., headquarters. From there, the data will be inserted in the FNN vertical blanking interval and fed to cable systems via Satcom 3-R. Subscribers, which pay from \$35 to \$100, depending on the number of services they take, may receive the DBC services through a box controlled by the company's proprietary technology. The box feeds the data into the subscriber's PC. Currently, the DBC receiver must be used with IBM PC's, but DBC executives said they are working to make the technology compatible with other PC lines. DBC said it will pay affiliates \$1.50 per month per subscriber, and expects 1%-3% penetration of the subscriber universe.

**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.

TV ONLY

Celentano Brothers Inc. □ As part of \$1-million advertising budget in first quarter of 1986, advertiser will begin using spot TV in January in New York, Philadelphia and Houston to introduce line of light gourmet Italian frozen food. Commercials will be shown in all dayparts. Target: adults, 21-54. Agency: Margeotes Fertitta & Weiss, New York.

Toro Manufacturing □ Snow thrower will be advertised in two-week flight starting in late December in about 30 markets throughout U.S. Commercials will be placed in news programming. Target: men, 35 and older. Agency: Campbell-Mithun, Minneapolis.

Wilkinson Sword Blade □ Company will launch six-week flight in about 20 markets in late January. Markets include Cleveland, St. Louis, Pittsburgh and Pensacola, Fla. Commercials will be slotted in prime and fringe periods. Target: adults, 25-54. Agency: Burton-

Tobacco ads attacked. In line with its goal of a "tobaccoless society" by the year 2000, the American Medical Association's 371-member House of Delegates voted last Tuesday (Dec. 10) to support a ban on advertisements and promotion for tobacco products ("In Brief," Dec. 9). Passed by a "definitely overwhelming" voice vote, the resolution encompasses advertisements and promotion for all tobacco products; sporting activities sponsored by tobacco companies; handing out free samples or coupons for cigarettes, outdoor billboards and skywriting, an AMA spokesman said. (Cigarette ads have been prohibited on the electronic media since January 1971.) In other action, the AMA also voted to refer consideration of a ban on beer and wine advertising to the AMA board of trustees for further study, to be voted on perhaps as early as June, the spokesman said.

Campbell, Atlanta.

Coca-Cola USA □ Current campaigns for Mello Yellow and Sprite soft drinks, running in three markets, will be expanded in early 1986 to about 25 markets. Spots will feature actor Jim Varney as Ernest P. Worrell ("Hey Vern"). Commercials will be carried in all dayparts. Target audiences for Mello Yellow, 12-24; for Sprite, 12-34. Agency: Carden & Cherry Advertising, Nashville.

RADIO ONLY

Land-O-Lakes Agricultural Services □ Various fertilizer and feed products will

be spotlighted in first-quarter 1986 campaign in large number of markets in Iowa, Minnesota and North and South Dakota. Commercials will be placed on farm programs or those appealing to farmers. Target: men, 18 and older. Agency: Kenrick Advertising, Minneapolis.

Delta Airlines □ Schedule for 1986 is being planned with advertiser slated to use general market radio, starting in mid-January, for 40 weeks in Washington, Philadelphia and Boston and for more than 20 weeks in more than 20 black markets. Commercials are slated for all dayparts. Target: men, 25-54. Agency: BDA/BBDO Inc., Atlanta.

Kuppenheimer's Men's Clothes □ Retail outlets will be promoted in post-Christmas campaign for two weeks in large number of markets including Baltimore, Denver, Detroit, New Orleans and San Francisco. All dayparts will be used for commercial messages. Target: adults, 25-54. Agency: BDA/BBDO Inc., Atlanta.

Toyota Trucks □ Four-week flight is set

TVB report. TVB figures show that total television advertising for the first nine months climbed by 4%, to \$13.95 billion, with national spot TV increasing by 9%, to \$4.13 billion, and local spot TV gaining 12%, to \$4 billion. According to TVB, network TV advertising dropped by 4%, to \$5.81 billion. Roger D. Rice, president of TVB, is optimistic about prospects for the balance of 1985 and for 1986. He pointed out that political advertising in 1986 congressional, state and local elections will add an estimated \$170 million to \$200 million in commercial television advertising revenues, all placed with national spot or local television. He believes that national spot TV will benefit from greater emphasis on targeted advertising by clients. Rice also noted that without the Olympic advertising distortion, network television will "have more favorable comparison in both fourth quarter of 1985 and in 1986."

21 Years in Sound

Since 1965, the Associated Press has produced annual recordings, highlighting the year's top stories. They feature the voices of the past's most powerful, prophetic and profound newsmakers, including draft resisters, presidents, and men on the moon.

They'll take you back to places that will live forever in American history with on-the-spot reports from Vietnam, to the Democratic National Convention in Chicago, to the Congress that deliberated the

impeachment of a president.

And now you can have it all — all 21 years — in a single collection of cassette tapes, and all for one specially reduced price. Purchased separately, the cassettes would cost \$500. But now, you can have them for your production archives for just \$295.

To order yours, send a check or money order to: The Associated Press, 21 Years in Sound, 1825 K St., N.W., Washington, D.C. 20006. Attention: Mark Huffman.

AP Associated Press Broadcast Services. Without a doubt.

Marlo Thomas is **THAT GIRL**

136 HALF-HOURS IN COLOR

She's a girl with proven appeal: five prime time and three daytime seasons as one of the top performers on the ABC Network, consistently attracting young women, teens and children.

And friends? She's got some of the funniest in the business, including Carroll O'Connor, Jerry Van Dyke, Richard Dreyfuss, Rob Reiner,

Robert Alda, Sid Caesar, Penny Marshall, George Carlin, McLean Stevenson, Danny Thomas, Carl Reiner, Cloris Leachman, Dick Van Patten and Milton Berle, to name just a few who are always dropping by to add to the fun.

Make a date with **THAT GIRL** today, and she'll give you something to smile about!



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Source: NTI/NAC Sept. 1966-April 1971



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TELEVISION SWEEPSTAKES

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**ALICE HOMEMAKE
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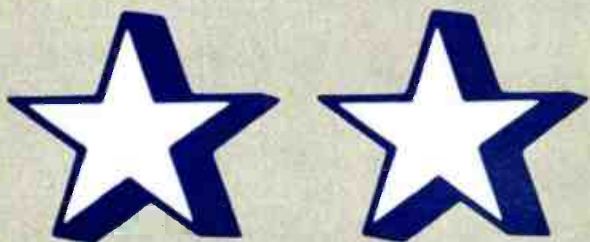


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**SUPER
SWEEPSTAKES**

9866517892

ID ONLY KES... N DOLLARS.

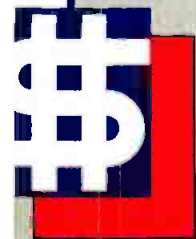


SWEEPSTAKES

8437611520

6972195315

Void Where Prohibited By Law.



WinAmerica Sweepstakes
—the new, first-run, half-hour strip where home viewers will win 6 million dollars...and studio contestants can win prizes and cash totaling as much as another 6 million dollars.

Beginning July 1, 1986, 20 million WinAmerica Sweepstakes cards will flood the country by mail. Additionally, millions more will be made available through major publications, and national retail and fast food outlets to give everyone in America the chance to share in the WinAmerica Sweepstakes*.

- WinAmerica Sweepstakes is fascinating and fast-paced. It's fun to watch and fun to play. And winning is a snap. It's as easy as not having to be there.
- The host, M.G. Kelly is a fresh talent. He's M.C. of America's #1 adult contemporary radio show heard on over 300 stations with a giant following of women 25-54.
- WinAmerica Sweepstakes will be supported by a multi-million dollar consumer advertising and promotion campaign from MCA TV.

See for yourself how simple it is—and how well it works.



**INTV Century Plaza Hotel
Suite 622-628
NATPE The Westin Canal Place
28th Floor**

MCA TV

*No Purchase Necessary.

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to kick off in early February in about 12 markets. Commercials will be positioned in all time periods. Target:

men, 18-34. Agency: Dancer Fitzgerald Sample, New York.
Republic Airlines □ Six-week

AdVantage

Reflections on 15's. Research study completed by Doyle Dane Bernbach, New York, acknowledges clear trend toward increased use of 15-second TV commercials, but there is also strong evidence that consumers may not be ready as yet to accept change. In fact, study points to consumer preference for fewer/longer versus more/shorter by 3-to-1 ratio. Study was conducted for DDB among 1,000 adults by R. H. Bruskin Associates. DDB also observed that about one-half of television viewers overestimate amount of commercial time in typical prime time television hour, believing that 15 or more minutes are devoted to commercials during hour. DDB says that in 1986 there will be greater on-air competition from more commercials competing for viewers' attention, and possible viewer resistance to what may be perceived as increased impingement on entertainment time. Agency concludes there will be stronger demands on marketing teams to identify significant single messages that can be accommodated in 15 seconds; there will be greater demands on agency creative teams for effective communications, and pressure on media for creative commercial placement.

Test-market cities. Dancer Fitzgerald Sample has released 1985 edition of its "Guide to Test Marketing," which lists 42 cities it considers superior for new product try-outs. Each of DFS's 42 recommended test market cities met following criteria: acceptable availability of strong local media; minimal spill-out and spill-in of media into and from surrounding cities; age, education and income averages comparable to national averages; manageable size (between 150,000 and 1.3 million households) and reasonable media values. Copies of 400-page guide are available from DFS at 405 Lexington Avenue, New York 10174. Price is \$350.

Long-term alliance. Procter & Gamble Co. has extended its association with Miss Universe Inc., covering sole sponsorship of Miss Universe, Miss USA and Miss Teen USA Pageants through 1991. P&G has been exclusive sponsor of Miss Universe and Miss USA since their start on television in 1960; Miss Teen USA was added in 1983. Pageants have been telecast continuously over CBS-TV since 1960. P&G is represented by Leo Burnett USA, Chicago.

IN TV SALES TODAY, BEING SMART AND AGGRESSIVE IS NOT ENOUGH.

Companies all over the country are realizing a third ingredient is necessary.

Professional training. To raise performance to the higher levels demanded in today's competitive world. That's why companies all over the country are turning to the Antonelli Media Training Center. Antonelli-trained people know how to sell specials and sports and how to increase share.

They know how to develop selling strategies, set up vendor programs and make persuasive presentations.

They produce because they know the business from local sales to the rating book to closing the sale.

To get salespeople and managers with this kind of intensive training working for you, do one, or both, of two things.

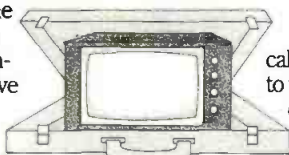
You can hire our graduates the way Katz, Storer, HRT, MMT, Seltel, Taft, Metromedia, WBAY, KWGN, WXON, and WVAH have done. Just call us with your job opening.

Or you can hire us. We'll train any level of your current staff from salesperson to sales manager.

Many of the industry's smartest, most bottom-line oriented companies such as KWGN, KRLD, WDAF, WSOC and KTVT have benefitted from this investment in their staff's productivity. Either way, we believe you'll see the dramatic improvements

many others have seen.

For more information, call today. After all, if you want to travel at full-speed, you can't have an engine going at half-speed.



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Founded 1931. Broadcasting-Telesharing * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1985 by Broadcasting Publications Inc.

**The One
Place
To Be**

MCA TV

INTV

**Century Plaza Hotel
Suite 622-628**

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The One to Be Place to Be

MCA TV



KNIGHT RIDER David Hasselhoff stars in this high-powered adventure hour with the perfect demographics for syndication.



UNIVERSAL PICTURES DEBUT NETWORK II The only group of theatrical movies, making their broadcast debuts, that could possibly match and, even, surpass the excitement, promotability and ratings power generated by the enormously successful Debut Network I.



SIMON & SIMON The action series with the light touch. A favorite among young adult audiences—especially women 18-49.



THE A TEAM One of television's top-rated series, with all the fast-paced action and rousing humor needed to make it big in syndication.

COMING SOON

**Kate
& Allie**



Jane Curtin and Susan Saint James star in this fun-loving half-hour sitcom.

The One to Be Place

MCA TV



UNIVERSAL'S MARVELOUS 10 The comedy is free-wheeling, the action is non-stop, and the fantasy is out-of-this-world in this superb group of feature films with special appeal to kids, teens and young adults. They're the perfect way to generate giant numbers in the all-important 4-8 p.m. time block.



UNIVERSAL PICTURES EXPLOITABLE 13 & PRESTIGE 13

Top box-office stars and extraordinary production values combine to deliver two highly promotable groups of theatrical motion pictures making their broadcast debuts.

2nd BIG YEAR



FTV This outrageous, first-run, weekly, half-hour, music-comedy series is soaring into a hilarious second year. Advertiser-Supported.

3rd BIG YEAR



PUTTIN' ON THE HITS This season's top-rated weekly, first-run, half-hour is coming back for a third year. Advertiser-Supported.

BLACK SHEEP SQUADRON



Robert Conrad battles, laughs and loves his way through this high-spirited WWII off-network action hour. A giant syndication hit.

The One To Be Place To Be

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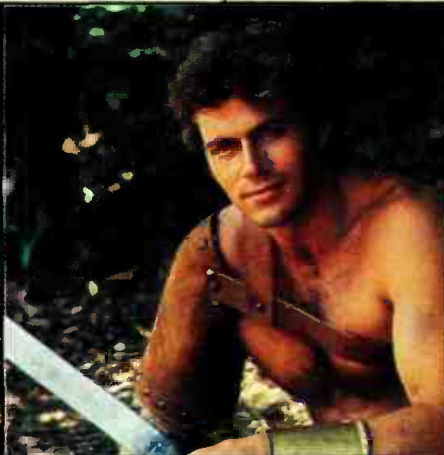
OPERATION PETTICOAT John Astin and Jamie Lee Curtis star in this zany half-hour, off-network sitcom about a pink submarine in Japanese waters during WWII.



HARPER VALLEY Television superstar Barbara Eden is busy turning small town life upside-down in this engaging half-hour, off-network sitcom.



STREET HAWK Rex Smith wages a high-tech battle against crime in this action packed, off-network hour. Advertiser-Supported.



VOYAGERS!/WHIZ KIDS 52 weeks of off-network action targeted to young adults, teens and kids: *Voyagers!*—exciting sci-fi fantasy. *Whiz Kids*—follows the adventures of a group of computer-happy teenage detectives. Advertiser-Supported.



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A catalog of some of the finest and most successful series from Universal Television, including such favorites as...



- Wagon Train
- Switch
- It Takes A Thief
- Best Sellers
- The Men From Shiloh
- Five Star Mystery
- The Bold Ones
- Ironside
- Rod Serling's Night Gallery
- Run For Your Life
- The Deputy
- The Name Of The Game
- Mickey Spillane's Mike Hammer
- Boris Karloff Presents Thriller and Dead End Kids Movies

campaign is planned for January start in about 30 markets. Commercials will run in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Associated Milk Producers Inc. □
Campaign on radio will begin this week for three weeks in 35 markets,

complementing two-week TV effort that started last week in 33 markets. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Crume & Associates, Dallas.

Monday Memo

A broadcasting industry commentary from Martin Rubenstein, consultant, Washington

Moving forward by going back to basics

Two articles in a recent edition of *The Wall Street Journal* spelled out a dichotomy that many believe defines the communications industry today. One article reported yet another industry acquisition carrying a megamultiple price. The other reported on the combination of television and telephone technology to bring a higher quality of education to Dime Box, Tex. The fortuitous juxtaposition of these two stories illustrates our past and our future—although the former will be prologue to and can provide a vital foundation for the latter.

Broadcast properties have no doubt been undervalued for too long. The recent spurt of transactions, for the most part, gives just recognition to valuations based on past performance and expectation of future growth. Recently, the long dormant economic value of cable systems has also been recognized.

These transactions recognize the continuously expanding opportunity that commercial broadcasting has afforded. Broadcasting revenues—a direct product of the explosion of advertising that has marked American commerce since World War II—have provided surreal opportunities for economic gain. Broadcasters who provided the media for the advertisers' messages have prospered mightily.

Unquestionably this country has spawned the most creative and innovative communications system in the world. The plethora of choices in news and entertainment is not matched anywhere else. The diversity in electronic communications is likewise unparalleled. Whether it is via over-the-air broadcasting, cellular telephone, hard-lined cable or video/audiocassette recording, the consumer has a vast range of choices. And each of these choices is of the highest technical quality.

Similarly, the quality of production and the diversity of choice in broadcast programming are unmatched. In public or commercial broadcasting, the American audience has the opportunity to be informed accurately or entertained as nowhere else in the world. Others in the global communications community—both friend and adversary—can see and often envy our diversity, freedom, access and skills as satellite transmissions allow them to witness how we operate.

Yet a reappraisal in this country is appropriate, particularly with regard to advertiser-supported programming. First there are new



Martin Rubenstein is a communications consultant in Washington. He was formerly president/chief executive officer of the Mutual Broadcasting System (1979-1984) and vice president/general manager of ABC News (1969-1978). During his presidency Mutual became the first commercial radio network to be distributed by satellite.

players—barter syndication and advertising on cable, among others—that are affecting national video dollars. A lot of what is happening in video is a replay of what happened in radio when the number of stations and networks grew faster than the available advertising dollars, even though radio advertising was growing in geometric progression.

In addition, TV advertising is not increasing at quite its former rate. As the economy slows, as the audience is fractionalized by alternative communication forms, some of the assumptions concerning future television growth will have to be re-evaluated.

Does this mean our industry will dissolve or come to a grinding halt? Not at all. It just gets us back to Dime Box, Tex.

In Dime Box, high school students are receiving classes broadcast live and relayed via satellite from San Antonio, Tex. This enhances the education of students in rural school districts that could not otherwise afford the quality of instruction that the satellite brings to them. Tied into a cordless telephone technology that allows them to converse with instructors, students are getting a pedagogic experience that until now was unobtainable.

What this means is that we are moving forward by going back to basics. What was

then a newer technology, started our industry; it will be other newer technologies that will move it forward and have it prosper further. And there's no limit to the fields in which these new technologies can be applied. If the educational applications are extended to mobile museums or new methods of helping the handicapped, one begins to recognize some of the possibilities. This also affords new revenue opportunities for both public and commercial broadcasters.

No one can confidently predict when or how these new technologies will produce great profits. We can be certain nonetheless that it will happen, and we already can identify some of the vehicles. We knew the potential of satellite distribution for a long time, but that potential went largely untapped for many years. Suddenly we have "instant networks" for syndicated programs; these, by the way, are also eating into the traditional networks' revenues. New ways of doing the old business are beginning to produce solid revenues, while rendering obsolete many of the assumptions upon which the "old" forms are based.

Some may see an analogy in FM radio, which languished for a decade without commercial success. People literally gave away FM licenses. Today the long-revered AM stations are hurting as FM prospers.

VCR's and MTV seemed to have come out of nowhere to become electronic economic superstars. The Conus, Group W and Comsat news gathering services have the potential of changing the way news is distributed and perhaps even caused some to re-evaluate the manner in which traditional network news divisions operate.

And we haven't begun to exhaust the possibilities that exist for low-power television (a terrible name for a potentially profitable industry), SCA's and additional uses for cassette technology that are exciting and lucrative. For instance, the full potential of cassette distribution is still being worked out.

Thus our dichotomy. While the older technologies are reaching full economic maturity, the newer technologies, fired by the same creativity and entrepreneurial spirit that created the old, are fighting for their place in the spectrum. As we've seen, some enjoy almost instant success, while others, such as FM and cable, take more time to succeed. Fortunes will be made and much money lost. Somehow, it always seems to take longer and cost more than anticipated. But the end result will be the same. The American public will be better served, informed, educated and entertained.

Datebook

This week

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." NAB, 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. 9-12—International winter consumer electronics show, sponsored by *Electronics Industries Association/Consumer Electronics Group*. Las Vegas Convention Center and Hilton and Sahara hotels.

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. 10**—Deadline for reply comments on *FCC*

docket 85-108, FM/aviation interference. FCC, Washington.

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 Isacson, Young and Rubicam; David Poltrack, CBS/Broadcast Group. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Jan. 15**—*International Radio and Television Society* newsmaker luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Waldorf-Astoria, New York.

Jan. 15—Deadline for entries in fourth annual JC Penney-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: Sidney 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 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: AWWT, 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 Orleans.

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. 24**—Deadline for entries in *Broadcast Designers' Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

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;

ation 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.

■ **Sept. 10-13, 1986**—Radio '86 Management and Programing Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

■ **Oct. 2-5, 1986**—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

■ **Oct. 14-16, 1986**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

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. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

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

Major Meetings

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 Feder-*

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The Jeffersons



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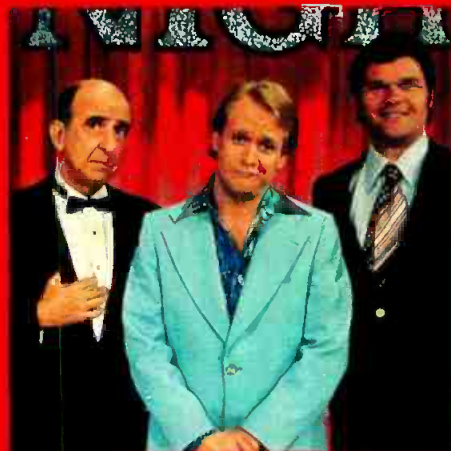


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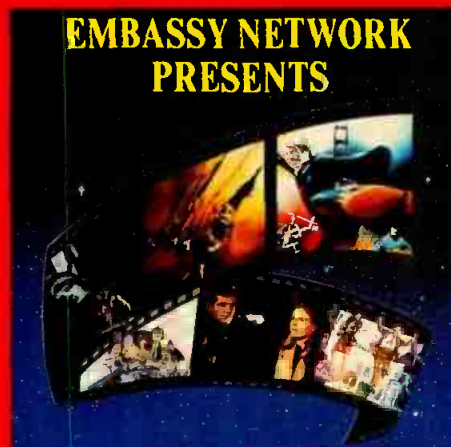
Fernwood 2night



Sanford & Son



Maude



Embassy Night

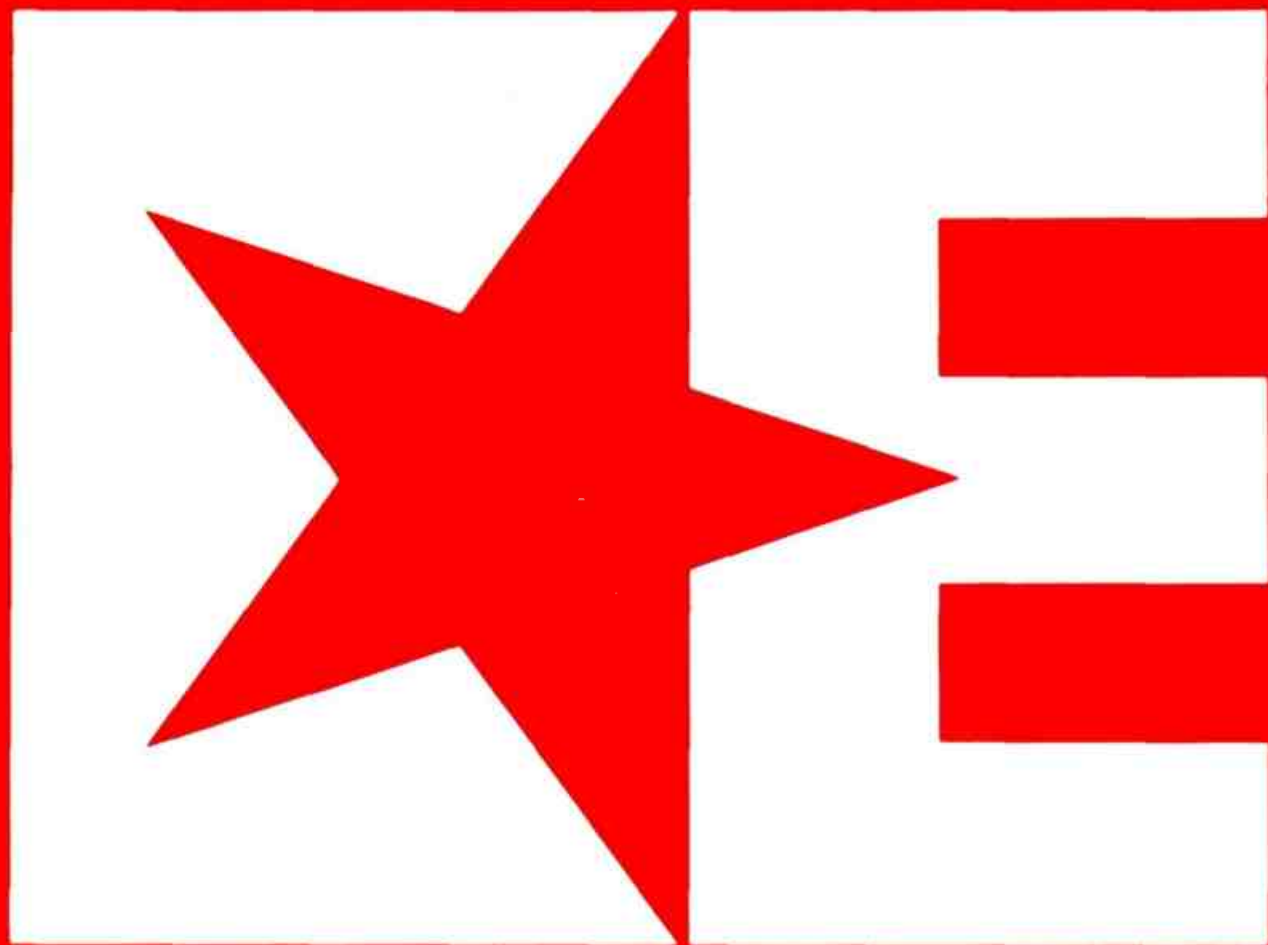


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Stay Tuned

A professional's guide to the Intermedia week (Dec. 16-22)

Network television □ **CBS:** *The Adventures of Santa Claus* (animated special), Tuesday 8-9 p.m. **NBC:** *A Letter to Three Wives* (drama), Monday 9-11 p.m.; *Andy Williams and the NBC Kids Search for Santa* (musical adventure), Friday 8-9 p.m. **PBS** (check local times): *Treasure Houses of Britain* (three documentaries), Monday 9-10 p.m.; Dec. 23, 10-11 p.m., and Dec. 30, 9-10 p.m.

Network radio □ **CBS Radio Network:** *Douglas Edwards at the North Pole* (14-minute holiday broadcast), fed Tuesday and Dec. 25 at 1:30 p.m. (check local air times). **NBC Radio Entertainment:** *Billy Crystal's Countdown to Christmas* (12-part music special), 45-minute programs continuing daily through Dec. 24.

Cable □ **Arts & Entertainment:** *The Mikado* (comic opera), Friday 8 p.m.-midnight; *Aznavour: Breaking America* (portrait), Sunday 9-10:30 p.m. **Bravo:** *Handel's Messiah* (oratorio), Monday 9:30 p.m.-midnight. **The Disney Channel:** *A Magic Kingdom Yuletide Special*, Thursday 9-9:30 p.m.; *Christmas at Walt Disney World*, Sunday 7-8 p.m. **HBO:** *The Sportsman of the Year* (tribute), Tuesday 8-9 p.m.; *Not Necessarily the Year in Review* (comedy revue), Saturday 10-10:30 p.m. **The Learning Channel:** *Anglers in Action** (fishing series), Saturday 11:30 a.m.-noon. **Showtime:** *Shelley Duvall's Tall Tales & Legends** (weekday anthology series), Friday 4-6 p.m. **WTBS(TV) Atlanta:** *Season's Greetings from the Honey-mooners*, Tuesday 10:20 p.m.-12:20 a.m.



"A Christmas Carol" again on CBS



Baryshnikov again on PBS

Play It Again □ **CBS:** *The Gift of Love: A Christmas Story* (drama), Tuesday 9-11 p.m.; *Kenny & Dolly: A Christmas to Remember* (entertainment special), Wednesday 9-10 p.m.; *A Christmas Carol* (drama), Sunday 8-10 p.m. **PBS** (check local times): *Baryshnikov by Tharp with the American Ballet Theatre* (dance special), Friday 9-10 p.m. **HBO:** *The Bells of Fraggle Rock* (children's special), Monday 7:30-8 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **Discovery:** *I Remember Mama*, 18 episodes of popular domestic comedy *Mama*, airing in 90-minute segments three times daily, beginning with "Three Stages of Mama—Radio, Live and Film," Tuesday through Saturday at 12:05, 1:45 and 3:30 p.m., through Dec. 21, and including "Mama Reunion and Seminars" Tuesday at 5:30-7:30 p.m. and Wednesday at 12:30-2 p.m. *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.

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

(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 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, School of Communications*, 15th annual communications conference. Theme: "Communications: A 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, San Jose, Calif. Information: (212) 705-7647.

■ **Feb. 18-19**—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wash.

Feb. 20—Presentation of Angel Awards, for excellence

**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 RIDERTM

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

MCA TV

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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 awards dinner, including presentations of annual Sol Taishoff 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. 26—Television Bureau of Advertising** regional sales conference. Hilton Airport, Tampa, Fla.

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 Hal-laday, 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 As-

toria, 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 18—Television Bureau of Advertising** regional sales conference. Red Lion Sea Tac, Seattle.

■ **March 20—Television Bureau of Advertising** region-

al sales conference. Sheraton Palace, San Francisco.

■ **March 25—Television Bureau of Advertising** regional sales conference. Amlac East-Airport, Dallas.

■ **March 27—Television Bureau of Advertising** regional sales conference. Denver Marriott City Center, Denver.

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 convention, 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.



Interference rebuttal

EDITOR: In the Dec. 2 issue of BROADCASTING there was an article covering the problems of intentional satellite interference. The article was entitled "Star Wars? The Specter Looms Over Cable" and treated the subject in an objective and thorough manner.

I would like to point out, however, an apparent contradiction in a statement attributed to Steve Shulte of Showtime/The Movie Channel. Mr. Shulte was quoted as saying: "These people did the communications industry a major disservice by publishing an article like that. . . hostile would be a mild word for what they did. It was scandalous. It was inviting terrorism."

Mr. Shulte's statement is at the least an overreaction, but more important, it represents a double standard. Showtime and most of the other movie channels have aired two movies that graphically demonstrate the intentional misuse of satellite communication. "Used Cars" has a scene showing the use of a portable uplink to override and interrupt a major league football game to air an illegal unauthorized ad for used cars. The second movie, interestingly enough, was aired twice by Showtime on Dec. 6, only four days after his comments were published in BROADCASTING. This movie was entitled "Videodrome" and portrayed a "pirate" television station using a satellite transponder to transmit programs depicting torture and other inhuman atrocities, including mind control. The movie graphically displays the equipment used to transmit the program via satellite.

Where was Mr. Shulte's concern about scandal and terrorism when his movie channel was airing "Videodrome"? I could also ask Mr. Shulte whether he expressed public concern when a major programmer aired the movie "Hijacking" only a week before the fateful hijacking that resulted in the death of 50 innocent human beings.

Perhaps Mr. Shulte should take a long hard look at his values and put his own house in order before criticizing others.—*Christopher J. Schultheiss, editor and publisher, STV Magazine, Shelby, N.C.*

Record straightener

EDITOR: First of all, let me say congratulations to all of the recipients of the recent Capitol Press Awards (BROADCASTING, Dec. 2). However, as relates to the Public Service Award recipient [the National Association of Broadcasters' Dwight Ellis], association records will reflect that Elbert Sampson, the NAB's first black director of community affairs, was the founder of the broadcast job clearing house for minorities seeking career opportunities in the industry under the auspices of the NAB. It was conceived in 1970-71 and was originally known as the NAB Employment Clearinghouse. It served as a national umbrella for broadcast skills banks around the country. Mr. Sampson is currently an entertainment lawyer in California.—*Patti Grace Smith, former director of community affairs, National Association of Broadcasters, Washington.*

Separatist

EDITOR: I read with interest the FCC proposal to eliminate restrictions on AM-FM simulcasting (BROADCASTING, Nov. 25). I believe this is a classic case of "the cure being worse than the disease."

Students of broadcast history will remember that in 1965, when the FCC imposed the 50-50 rule on simulcasting, FM owners turned to innovative programming to separate their AM and FM stations, thus setting the scene for FM's growth. The same type of innovation will come to AM as the ratings continue to drop. To allow 100% duplication will kill AM. Nobody will listen to the exact same music programming on AM when it's available on FM. If the rules are not changed, owners will be forced to innovate to lure listeners. Failing to do this, they will probably sell the station, thus bringing new blood and ideas to the medium.

I hope that broadcasters, Congress and public interest groups, who seem to understand broadcasting better than the FCC, will lobby against this proposal in order to save the AM band.—*Stewart Riegler, West New York, N.J.*

Errata

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

□ Seller of KKUA(AM)-KQMQ(FM) Honolulu ("Changing Hands," Dec. 9) was **Pat Lannan** not Cannan.

□ Buyers of WLYF(FM) South Bristol Township, N.Y. ("Changing Hands," Nov. 25), Arnold Lerner and Ronald Frizzell, **do not own WKSZ(FM) Media, Pa.** It is principally owned by Lerner's brother, Dan Lerner.

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KBHK-TV, San Francisco

WLVI-TV, Boston

KTXA-TV, Dallas-Ft. Worth

WDCATV, Washington, D.C.

KRIV-TV, Houston

KSTW-TV, Seattle-Tacoma

WGNX-TV, Atlanta

KMSP-TV, Minneapolis-St. Paul

KPLR-TV, St. Louis

KTXL, Sacramento

WXIN, Indianapolis

KPTV, Portland, Or.

KFMB-TV, San Diego

WOFL, Orlando

KTVX, Salt Lake City

KMOL-TV, San Antonio

KSEE, Fresno

KVVU-TV, Las Vegas



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Broadcasting Dec 16

Vol. 109 No. 25

TOP OF THE WEEK

RCA + GE: Marriage made in takeover heaven

Another broadcasting institution succumbs to year's financial pressures; \$6.3 billion deal will create industry sales giant with \$40 billion annually; NBC big part of attraction

In any other year it would have been inconceivable: RCA, the oldest and among the largest of broadcasting companies, was sold last week, virtually in a wink, to General Electric, one of the nation's leading industrial giants, for \$6.3 billion. The deal made a financial grand slam of broadcasting's big three in 1985, with ABC having preceded it as a friendly takeover and CBS having successfully fought off a hostile one. By the time of the GE-RCA announcement last week the industry was prepared to believe anything.

If the sale goes through, RCA's broadcasting subsidiary, the National Broadcasting Co. (NBC), would become a slice of what would be the second largest industrial corporation in this country (excluding the auto companies), with sales of over \$40 billion. And according to statements made last Thursday by John F. Welch Jr., GE's chairman and chief executive officer, NBC is not going to be lost in the shuffle. He said the network will definitely be kept by GE and there were even indications that NBC's predictable and sizable cash generation was one of the major reasons GE had sought out RCA.

The Fairfield, Conn.-based manufacturer said it would offer \$66.50 for each of RCA's 94.4 million shares. But because the sale is not expected to be completed until the fourth quarter of 1986, the investment community was giving the offer a current value of about \$59 per share.

Welch said that he first made an approach to RCA Chairman Thornton F. Bradshaw over a month ago: "On Nov. 6 we had a half-hour meeting. It was very social." The proposal was not revealed to the full RCA board until last Friday, and top NBC executives, other than NBC Chairman Grant Tinker, who sits on the RCA board, did not find out about the proposed merger until Monday.

The merger has been approved by the boards of both companies and now awaits antitrust review and the approval of other regulatory bodies, including the FCC and, possibly, state insurance regulatory commissions. The Department of Defense will likely examine the proposed merger as both RCA and GE are sizable defense contractors. A copy of the definitive merger agree-



RCA President Frederick, GE Chairman Welch, RCA Chairman Bradshaw

ment is expected to be filed this week with the Securities and Exchange Commission.

At a Thursday morning press conference Welch said that he, Bradshaw and RCA President and Chief Executive Officer Robert R. Frederick had earlier that morning flown to Washington to talk with "high government officials" on a "courtesy visit... Without exception we found encouragement for this effort." Welch refused to identify the officials who had been visited. GE's chairman also said he did not think the government would require any divestitures from either company as a result of the merger. NBC has radio-TV combinations in New York, Chicago and Washington that have been allowed to continue under a grandfathering provision that avoids the divestiture that would normally be demanded. That protection ordinarily would be lifted when the licenses are transferred.

From an antitrust perspective the companies share similar activities in the general business of home appliances and aerospace and are involved in building radar systems. Both have large installation and maintenance organizations to service their products and both companies sell television sets—RCA's

market share is significantly larger—although most of the manufacturing is done overseas. Both companies have insurance subsidiaries.

GE and RCA are also involved in information and communications. GE provides electronic mail, data processing and other communications services. RCA operates satellite, private line and telex services. Both companies have shown an interest in videotex. GE within the past few months announced a general data base accessible by personal computers, and RCA and Citicorp have been looking for a third partner for their videotex development project.

GE currently owns only one broadcasting property—KCNC-TV Denver—which NBC had previously tried to acquire. Welch said it will now become the sixth NBC television station. Two years ago GE sold its other broadcasting properties—eight radio stations and two network television affiliates in Nashville and Schenectady, N. Y.—saying at the time that it would be "focusing on other businesses."

Welch was asked at the press conference if GE had a change of heart about the broadcasting business, and, if not, whether it

might not consider spinning NBC off, either wholly or making a partial stock offer to the public, in order to help finance the acquisition. Welch said there was no chance of NBC being divested.

Although the 50-year-old GE chairman was affirmative about NBC's future at GE, he said that plans for RCA in general, including the possible divestiture of other operations, would be made over the next nine months. Also to be worked out during this period are the new responsibilities of current RCA management, including the 59-year-old Frederick, who was recruited by RCA from GE. Welch said that the top management structure of GE "won't change at all." The other two top executives at the company are 50-year-old Lawrence A. Bossidy and 55-year-old Edward E. Hood Jr., who share the title of vice chairman of the board and executive officer.

Bradshaw announced at the press conference that he would continue to serve as RCA chairman until the merger is completed, after which he would serve as a consultant to GE for three years. Welch said that approximately 60 RCA executives have special severance agreements (commonly called "golden parachutes"). He declined to comment on the value of those agreements, except to describe them as "very traditional," and said that the cost would depend on how many of the executives continued with GE.

Trading inquiry

The surge of trading in RCA stock and options, prior to last Wednesday evening's merger announcement, will be the subject of an inquiry by the New York Stock Exchange (NYSE), it was reported last week. On Monday, RCA stock closed at 49%, up 2 1/4 on 1,052,900 shares; on Tuesday, the stock closed at 53 1/2 on volume of 2,518,000, and by 4 p.m. Wednesday, 5.2 million shares of RCA common stock had already traded before the exchange halted activity with the stock at 63 1/2. The trading was not halted at the company's request, but because the influx of buy orders exceeded the exchange's ability to fill them. Several million shares were also traded during those three days outside the exchange. Both NYSE officials and John Shad, chairman of the Securities and Exchange Commission, expressed concern about the trading and rapid price increase, which could indicate that advance word of the negotiations between RCA and General Electric executives had leaked and was used by some investors to reap illegal profit. The SEC does not announce its investigations but, unlike the NYSE, it has power to subpoena trading records. The announcement last March of the proposed merger of American Broadcasting Companies and Capital Cities was also preceded by unusually active trading. The Pacific Stock Exchange conducted an investigation at the time and the SEC made inquiries, but no charges were ever filed.

For Frederick, the merger would mean a return to the company for which he had worked for 34 years. It was a little over three years ago that RCA approached him about becoming its president—at the time his title at GE was executive vice president and sector executive, international sector. For several years he reported directly to Welch.

Why does GE want to buy RCA? In a prepared statement Welch said that in the last five years, services and technology moved from about 50% to about 70% of GE's earnings. He also talked about the worldwide competition in manufacturing and said that the company needed a strong profit base at home to enable it to compete effectively against the Japanese, Koreans, Chinese and other expanding industrial powers: "We need all the resources we have here as we move around the world markets."

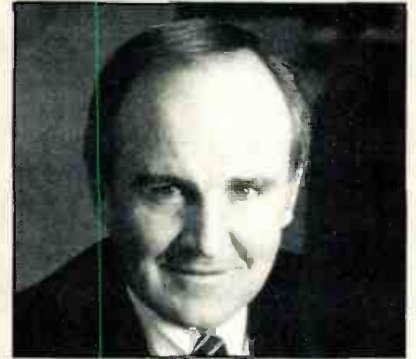
GE has had several billion in cash and other liquid assets for several years, and with five professional staff members doing nothing but looking at merger and acquisition possibilities, it is not surprising that the GE name surfaced frequently in rumors involving other companies, including, earlier this year, CBS. A question to Welch as to whether RCA was, in fact, a second choice for an acquisition, received no answer from the GE chairman.

In a letter to shareholders more than a year ago, top GE management wrote, "...some have wondered why we haven't made the big acquisition. Frankly, the temptation—and in some ways the easiest route—is to pay too much too fast.... We believe a large acquisition may, in fact, take place; but, at the time of this writing, we've been unable to find the one that would clearly provide real value to GE shareowners beyond the transitory excitement it might create in the marketplace."

Welch said last Thursday that this "big" acquisition meets certain pre-established investment criteria, in that it is not expected to reduce GE's earnings per share by more than 5% and that earnings will again grow in less than three years. GE will go to the banks for between \$4 billion and \$5 billion to help finance the transaction.

James Magid, a securities analyst for L.F. Rothschild Unterberg Towbin, accepted the thesis stated by GE as to why it wanted RCA. "NBC is a stabilizing aspect, a bulwark for GE against the dumping by foreign manufacturers of products in America. GE has been driven out of a number of businesses. Labor is cheaper overseas and the U.S. government continues to encourage imports. GE recognizes this and has correctly tried to turn the future of the company into services and technology and avoid the manufacturing businesses where they are, but even having reduced their manufacturing with enormous cutbacks and restructurings over the past few years they are still too vulnerable. The advertising-driven network business is immune from that; it's something the Japanese can't get into."

RCA's reasons for accepting GE's offer are a little less certain, Magid said. Clearly there was the fact that GE is offering a 40% premium over the \$47 range in which RCA stock had been trading in recent months. There



John F. Welch Jr., the 50-year-old chairman of General Electric, was rapidly promoted through the leadership ranks of that company before becoming, at age 45 in 1981, its youngest chief executive officer. Welch has left a consistent impression, as informal, bright and a doer. His reportedly "aggressive," "brash" side has ruffled some feathers, but the results the company has achieved during his four and a half years are generally favorable, including a steadily increasing operating margin.

Raised in Salem, Mass., he played hockey and golf. Welch joined General Electric in 1960 in "chemical-related operations"—he has a PhD in chemical engineering—and eight years later became general manager of the company's plastic business department. His climb up the corporate ladder included a two-year stint as senior vice president and sector executive, consumer products and services. Following that he was named vice chairman of General Electric in 1979. Welch is married, with four children, and works at the company's Fairfield, Conn., headquarters, which has a staff of about 500 people.

Among his outside activities is a directorship with the Federal Reserve Bank of New York.

was also the fact that, although RCA had recently undertaken some defensive measures, the company might still have been vulnerable to a takeover. Magid noted that RCA management may have received pressure to accept the offer from RCA's investment bankers, Lazard Freres, and outside legal counsel, Wachtell Lipton, after they both failed to protect Revlon against a hostile tender offer by Pantry Pride a little more than a month ago.

Any idea that RCA's various divisions will benefit greatly from the merger with GE should be discounted, Magid said. He noted that virtually all the company's major businesses are profitable, and that even in some areas where RCA management is still working to improve a business, such as semiconductors, the merger with GE would provide little benefit.

Some observers said that the Federal

Trade Commission, rather than the Justice Department, would most likely be responsible for reviewing any possible antitrust problems from the proposed sale. The last time a major industrial concern requested permission to acquire a network—ITT's proposed purchase of ABC in 1966—it was the Justice Department, led by then newly appointed Attorney General Ramsey Clark, that was credited with helping kill the deal by challenging the approval already given by the FCC.

Objections to that proposed merger included the suggestion that ITT might shy away from developing competing technologies to broadcasting if it bought ABC—GE

products include two-way radios, and the company has developed cable headend equipment and converters. It was also said at the time that ITT might pressure its suppliers to advertise on the network and that ITT might pressure the network's news division on stories that threatened the company's relationship with customers and foreign governments that previously had granted it concessions.

If last week's proposed merger does run into problems, GE has negotiated an option that will allow it to buy 28 million shares of RCA at \$53.12—a fall-back position that would leave it with something less than half a loaf of RCA's future. □

the value of the stations. "The key word is growth," the source said.

NBC executives talked about the GE-RCA merger in glowing terms, reflecting comments made by GE and RCA executives. NBC Chairman Grant Tinker said that NBC would be better off because of the merger "in one significant way: In our future there are probably things—not yet identified—which we want to do that will call for a large investment. Now we will never be blocked on reasons of unaffordability." Other than that kind of financial muscle that the combined GE-RCA parent can bring to NBC, Tinker said: "I don't see any change at all."

Tinker also put aside any speculation that GE would in any way attempt to influence NBC's entertainment and news programming. "In this day and age there is no managed programming and certainly no managed news," he said in reference to outside interference. Admitted Welch: "We don't think we bring a lot to NBC's programming."

(Welch's comment that corporate level GE executives would stand clear of internal NBC affairs was similar in tone to a remark made by Capital Cities Chairman Thomas Murphy when the Capcities acquisition of ABC was announced. Murphy told a press conference that as chairman and chief executive officer of the combined company he "wouldn't be reading any scripts.")

In a letter to NBC employees, Tinker said

NBC greets GE with open arms

Prospect of a generous bankroll and assurances of independence quiet any fears of takeover

The mood at NBC appeared calm in the wake of the news that its parent RCA had agreed to be purchased by General Electric, a company almost three times its size. Unlike the Capital Cities acquisition of ABC 11 months earlier—in which both companies were broadcasters—most NBC executives and employees didn't know much about their new owner. But senior NBC executives were putting out the word that RCA executives assured them that GE intended to run NBC like any other successful division it controls—on its own and without interference. GE's chairman and chief executive officer, John Welch, lent support to that view by saying at a press conference: "We know how to let good teams win. That's our strength."

In some ways the NBC that GE acquires may not be the same NBC that exists today. FCC rules require that when grandfathered radio-television station combinations change hands those combinations must be broken up. NBC owns grandfathered radio stations in three markets where it also owns television stations: New York, Chicago and Washington.

NBC's radio interests are WNBC(AM)-WYNY(FM) New York; WMAQ(AM)-WKQX(FM) Chicago; WJIB(FM) Boston, and KNBR(AM)-KYUU(FM) San Francisco. It also owns three radio networks: NBC Radio Network, The Source and Talknet. In addition, early this year it started a new programming unit called NBC Radio Entertainment.

Although GE might ask for a waiver on grounds that control of the licensee was not changing, since NBC is a separately run company with its own board of directors, sources indicated it probably would not because revenues produced by the vulnerable radio stations pale in comparison to GE/RCA's combined \$40 billion in annual sales, and seeking a waiver would not be worth it.

Expanding radio properties has not been a priority of RCA: NBC tried to buy KTKS(FM) Dallas (formerly KIXK(FM)) but was prevented when the RCA board declined to give the go-ahead. (In the early 1970's NBC had even drawn up a plan to sell all its radio

properties and get out of the business altogether when radio was at its nadir.) The last radio property NBC bought was WJIB(FM) Boston from GE in 1983.

Whatever the fate of the NBC radio stations and radio networks, sources said the decision was clearly in the hands of GE. An NBC strategic planning committee has already met to begin evaluating the worth of the radio stations. But one NBC source said the decision to sell or ask for a waiver will depend on what the strategists determine is the value of the stations. "The key word is

GE-RCA regulatory outlook

General Electric's \$6.3-billion proposed acquisition of RCA is expected to encounter no difficulties at the FCC.

The commission last month approved Capital Cities Communications' \$3.5-billion acquisition of ABC (BROADCASTING, Nov. 18). That purchase—with ABC already holding a portfolio of choice broadcast properties and Capcities owning cable systems, broadcast stations and newspaper properties—presented a host of conflicts with commission ownership rules. But the FCC, with its can-do philosophy, worked that one through its processing lines in four and a half months, even though in the process it had to grant an unprecedented permanent waiver of its duopoly rule to permit Capcities to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York.

GE's situation before the FCC appears routine by comparison. It owns KCNC-TV Denver (an NBC affiliate)—that's it, as far as media interests are concerned. And ownership of that station present no conflicts with any of NBC's broadcast stations, WNBC-AM-TV and WYNY(FM) New York; WJIB(FM) Boston; WKYS(FM) and WRC-TV Washington; WMAQ-AM-TV and WKQX(FM) Chicago; WKYC-TV Cleveland; KNBR(AM)-KYUU(FM) San Francisco, and KNBC(TV) Los Angeles.

NBC's crossownership of radio and television stations in New York, Chicago and Washington was grandfathered when the FCC adopted its one-to-a-market rule. That grandfathered protection is supposed to elapse when ownership of the stations is transferred. So GE, according to an FCC official, will either have to sell the radio or television stations in those markets, seek a temporary waiver to retain the combinations for some period after FCC approval or seek a permanent waiver of the rule to retain them.

Because of the companies' nonmedia interests, how the proposed merger will be viewed from an antitrust angle is unclear. A spokesman for the Department of Justice provided little guidance. He said either that department or the Federal Trade Commission would determine whether the merger would result in anticompetitive problems. The spokesman said it had not been determined as of last Thursday (Dec. 12) which of the agencies will do that.

It was also being said that Grant Tinker, NBC chairman and chief executive officer; Robert Frederick, RCA president and chief executive officer, and John F. Welch Jr., GE chairman, are planning to make a courtesy call on FCC Chairman Mark Fowler today (Dec. 16).

the merger agreement was "good news for all of us at NBC. It means that our parent company, which has always been supportive and will continue to be, will be even stronger in the future." Indeed, the notion that bigger is better was echoed in other corners of NBC. "TV stations cost a great deal of money," said NBC Group Executive Vice President Ray Timothy, "and now being part of a bigger entity I think we'll have an easier time of raising money for purchases. There's a certain value in being part of a more powerful company."

One direct benefit for NBC from the RCA-GE merger agreement is that NBC will gain a sixth additional owned television station—KCNC-TV Denver, the NBC affiliate owned by GE. GE and NBC executives said that station will be folded into NBC after the merger is completed. At present, NBC has five owned television stations covering 19.79% of the nation's television homes and is ranked third behind Capcities/ABC and

CBS. But with the addition of KCNC-TV, NBC stations will cover 20.32% of the country and rank ahead of CBS (after CBS sells KMOX-TV St. Louis that group will cover 19.37%). The FCC cap on TV penetration by a single owner is 25%.

According to sources, NBC proposed to buy KCNC-TV 16 months ago from GE for \$300 million, but was turned down because GE said the price was too low.

Welch declined to say what the new senior executive structure at GE would be after the merger with RCA. Tinker at present reports to RCA chief executive officer Robert Frederick. Tinker told BROADCASTING that he has been given no definite word from GE, but he assumed the current framework would continue under the new owners with the chairman of NBC reporting to the chief executive of GE. "I now report to the CEO of RCA and [expect] to report to the CEO of the resulting company."

Questions were raised how the merger

would affect NBC's plans to launch a cable news service to compete with CNN. NBC is waiting on commitments from cable operators and is scheduled to make a decision in January about moving ahead or not. Tinker and NBC News President Larry Grossman said the merger could only help the venture as GE could bring substantial capital resources to the party. One NBC executive, who asked not to be identified, counted it as a plus too since the capital that will be required to start up a cable news service would be enormous and RCA, as it did with the Entertainment Channel, might not have the patience to stick it out until it becomes profitable. A company the size of GE might be able to sustain losses long enough for the service to become profitable. Grossman said that NBC News would be run the same way under GE as it has been under RCA: "With a tradition of independence." That, he added, is as it should be. "Nobody in his right mind would change that." □

RCA and NBC: The Way They Were

RCA and its subsidiary NBC are among the earliest pioneers in the communications and broadcast television fields, and both have a half-century-plus history of industry firsts and other major advances. The following are a few:

RCA Corp.

1919—The Radio Corp. of America is incorporated, with interests held by General Electric, Westinghouse, AT&T, Western Electric Co. and United Fruit Co, and using radio patents of RCA's precursor, American Marconi.

1920-21—Entered the merchandising and broadcasting fields, selling amateur radio equipment manufactured by GE and Westinghouse and joining Westinghouse as a half-partner in wuz Newark, N.J..

1923—Vladimir Zworykin filed for a patent on an all-electronic TV system.

1925—Bought WEAF(AM) (now WNBC) New York from AT&T for \$1 million.

1926—Inaugurated network service with the National Broadcasting Co. (see below).

1929—Took over tube manufacturing from GE and Westinghouse, and purchased the Victor Talking Machine Co. of Camden, N.J.

1932—Settled a pending antitrust suit brought by U.S. government, with GE and Westinghouse divesting themselves of control of RCA.

1934—Elected David Sarnoff chairman of RCA and purchased the defunct DeForest Radio Co. to begin the manufacture of radio transmitting tubes.

1939—Launched RCA television service at the New York World's Fair in April, culminating seven years and an estimated \$5 million to \$10 million of research, development and field testing.

1949-50—Color TV system rejected by FCC, which approved a competing mechanical color system of CBS. RCA developed the 45 rpm recording system, and marketed it against Columbia Records' 33 1/3 rpm records.

1953—Color TV system approved by the FCC, after RCA research and implementation costs had exceeded \$40 million. RCA and Bing Crosby Enterprises develop the use of magnetic tape to record live TV performances (the first practical VTR was introduced by Ampex in 1956).

1958—Established the Astro-Electronics Products division for the production of satellite and space vehicle systems. RCA made its full-scale entry in the computer industry and produced its 10,000,000th black and white TV set.

1962—CMOS integrated circuits were invented, with eventual application in consumer items such as digital watches and hand-held calculators.

1963—For the first time, annual revenues from the installation and



M.H. Aylesworth



Fibber McGee and Molly



RCA Chairman David Sarnoff appears before TV camera at 1939 World's Fair service from color TV receivers surpassed revenues from black and white sets.

1964—NASA's Ranger 7 reached the moon and sent back photos of the lunar surface with a six-camera payload designed and built by RCA.

1965-66—Undertook its largest domestic capital expenditures to date, with \$198 million for plant construction and expansion. Color TV annual retail sales and computer hardware sales each exceeded \$3 billion.

1967—Combined TV and laser technology for the transmission and the recording of images, in the SelectaVision laser disk project.

1969—David Sarnoff was succeeded as chairman of board by his son, Robert W. Sarnoff. The company name was changed to RCA Corp. RCA produced the man-pack radio used by astronaut Neil Armstrong as an electronic link to earth, carrying man's first words from the moon.

Merger reaction: hopes for an unchanged course

Observers hope that new owner won't alter the momentum the company how has

As more than one NBC affiliate put last week, in the best of all worlds, with NBC's resurgence this year under Grant Tinker's leadership and RCA's unconditional support, a merger is not the greatest thing that could have happened to the network at this time. Concerns were expressed that the process of being absorbed by General Electric could distract NBC from the business of winning a prime time program season for the first time. It hasn't been this close in more than a decade.

On the other hand, NBC affiliates last week suggested that if their network has to undergo an ownership change at this time, better it be "friendly" and by a company that both RCA and NBC appear to have great

confidence in. Executives at both companies have stressed to affiliates their belief that GE will continue to give the network the kind of hands-off support given by parent RCA under the leadership of Thornton Bradshaw. GE has a reputation as one of the best managed companies in the country, sources said last week, tending to let individual businesses under the corporate umbrella operate fairly autonomously. And with NBC's surging momentum over the past couple of years, said one NBC affiliate last week, GE executives would "be fools not to" adhere to that policy after acquiring NBC.

Most of those commenting last week stressed that their remarks were based on the sketchy details of the merger that were available at press time. "My greatest hope," said Francis Martin, president of Chronicle Broadcasting, which owns NBC affiliate KRON-TV San Francisco, "is that NBC not

take its eye off the ball. A merger like this can be very disruptive as GE puts its imprimatur on RCA and NBC." Completion of the acquisition would be a "poor result" if NBC's activities were disrupted, "or if it were to hasten the departure of [NBC chairman] Grant Tinker. But he added that the chances of that happening are diminished by the fact the proposed merger appears to be friendly and thus should be "far less disruptive than the hostile takeover attempt of CBS last summer."

While no one is sure what G.E. has in mind for the network, most of the affiliates contacted last week sense that the Fairfield, Conn.-based conglomerate will let NBC pursue its own course as long as it proves to be as successful as the one followed over the past year. "They'd be fools not to," said Ken Bagwell, who heads the broadcast division at Storer Communications, which includes



Dave Garroway live on "The Today Show"



Uncle Miltie pushes RCA TV sets Johnny and Ed on the "Tonight Show"

1971—David Sarnoff died. The company withdrew from the general purpose computer business, writing down a one-time after-tax charge of \$250 million. Introduced the Emmy award-winning TCR-100 videotape cartridge recorder/player.

1973—Developed liquid crystal display technology for numerical readouts on clocks, calculators and laboratory instruments.

1974-75—Profits dropped by \$65 million, down to \$113 million in 1974. Robert W. Sarnoff resigned. His successor, Anthony L. Conrad, resigned less than a year later, after admitting to not filing income tax returns for the previous five years. Edgar H. Griffiths was appointed president and chief executive officer in 1976. The company left the

audio products business and made other major divestitures. RCA introduced the first portable color TV camera for electronic journalism and the Emmy award-winning circularly polarized TV transmitting antenna. The first Satcom domestic communications satellite was launched, and RCA began distributing Home Box Office programming by satellite.

1976—Entered the home videotape market with the SelectaVision videocassette recorder supplied by Matsushita of Japan, while SelectaVision videodisk system remained under development.

1979—Completed the erection of the world's largest multiple TV antenna on top of the 110-story World Trade Center in New York for use by 10 TV and 15 FM stations.

1981—Thornton F. Bradshaw succeeded Edgar Griffiths as chairman and chief executive officer. The VideoDisc system was introduced [player sales were discontinued within three years]. RCA won an Emmy for a broadcast color TV camera and developed the broadcast half-inch ChromaTrack recording technology with VHS videocassettes for use with one-piece recording camera.

1982—Robert Frederick joined RCA as president after 34 years at GE.

1983—Experienced losses of \$74 million in the Broadcast Systems division, which ceased to make FM transmitters, sold its FM antenna line and began marketing videorecorders and telecines of former competitors.

1984—Introduced the Emmy award-winning CCD (charge coupled device) camera for broadcast and developed TV receivers with built-in capability for stereo reception.

1985—Closed the Broadcast Systems division in October.

NBC

1926—Organized a radio network with RCA-GE-Westinghouse stations (later known as NBC Blue) and a chain of AT&T stations (NBC Red). The first president, Merlin H. (Deac) Aylesworth, began program service in November with a four-hour special carried by 25 stations.

1927—Formed Pacific Coast network and began regular coast-to-coast service in 1928.

1930—Began experimental TV transmissions from the Empire State building in New York.

1933—Moved to a 400,000-square-foot headquarters at Radio City in New York.

1936—Ended 10th year as the largest radio network group, with 15 stations owned or managed under lease, and \$35 million in gross receipts for Red and Blue networks.

1940—Held the first "network" TV broadcast, linking WNBC-TV (now WNBC-TV) New York and GE's WRGB(TV) Schenectady, N.Y.

1941—Separated the Red and Blue networks by order of the FCC. The Blue network was established as an independent company, and in

Continues on page 48.

two NBC affiliates (KCST-TV San Diego and WTVG-TV Toledo, Ohio). "The guys on the manufacturing side [of RCA] may have more to worry about," said Bagwell, in terms of changes that GE may impose. RCA's troubles within some of those divisions have been well documented, the most recent example being the dissolution of the company's broadcast products division.

LIN Broadcasting Chairman Donald Pels said he didn't think GE would tamper with NBC, at least in the short term. "I would guess that things would be very much the same for NBC and its affiliates," said Pels, whose company operates four NBC affiliates, "and we look at that as positive." RCA Chairman Bradshaw has "installed a wonderful management team at NBC," Pels said, "and I wouldn't expect that to change." Chronicle's Martin added: "I would hope that NBC remain the way it is. My guess is that GE management would come to the same conclusion, that you don't fix it if it ain't broke." James Lynagh, president of Multimedia's broadcasting division (which includes two NBC affiliates) and chairman of the NBC-TV affiliates association, concurred. "I can't imagine they would meddle [in NBC's affairs] in the short term. I don't foresee any changes at NBC except those made independently by Grant Tinker."

But that aside, Lynagh indicated that a merger now has to be a little unsettling. "We are very happy with the way things are going at NBC under RCA's ownership." But he said that in a teleconference with NBC executives last week, they seemed "very enthusiastic about the change." And because of that, he said, "I'm enthused." Under the guiding hand of Bradshaw and current RCA Chief Executive Officer Robert Frederick, said Lynagh, NBC's Tinker has been given the financial support and autonomy to steer NBC on a winning course. It's a chemistry between parent and subsidiary that had long been missing before Bradshaw's arrival at

RCA in July of 1981, he said. If such support continues under ownership by GE, said Lynagh, the network should continue on track. "Clearly we want GE to provide that support as well," he said. "And I have no apprehension that they won't."

William McReynolds, president of Meredith Corp.'s broadcast group, based in Des Moines, Iowa, and including two NBC affiliates, said his initial reaction to the announced merger was "one of surprise but not concern." He said he had a "high regard for RCA and the way it has allowed NBC to function. And I have no reason to think it will change at this point."

On Capitol Hill last week, most legislators were preoccupied with budget and tax reform legislation and had little time to focus on the GE-RCA merger. However, Senator Howard Metzenbaum (D-Ohio), a member of the Senate Judiciary Committee, called for an intensive investigation by the Justice Department. "Before approving this merger, the administration must make certain that there are no areas of competitive overlap," Metzenbaum said. "The effect on consumers is too great to allow this administration to continue its hands-off policy. If the merger is not stopped, I will insist on full hearings by the Senate Judiciary Committee and demand that the administration explain why it provided antitrust clearance," he added. The senator expressed concern that a major defense contractor, "whose every decision is at the forefront of American policy, should control one of the three major TV networks," an aide said.

News of the deal also was greeted with interest by House and Senate Commerce Committee staffers who indicated there would be close congressional scrutiny. Some Republican members of the House Telecommunications Subcommittee, which also has jurisdiction over the Securities and Exchange Commission, are likely to ask the SEC to monitor the merger closely for any

possibility of insider trading (see page 44).

"Obviously who ultimately controls a network licensee is a very important question for the FCC," said Tom Rogers, senior counsel for the House Telecommunications Subcommittee. "No immediate public policy questions seem to jump out as a result of this transaction," he said, but it is something the subcommittee will look at.

The multiple ownerships raised by the merger will have to be examined, said an aide to Senator Ernest Hollings (D-S.C.), ranking minority member of the Senate Commerce Committee. And he suggested that Congress will continue to be interested in seeing that ownership waivers are the exception not the rule.

What did the network's competition think of the proposed merger? Only one competitor agreed to offer a statement by deadline—Gene Jankowski, president of the CBS/Broadcast Group—and his statement was one sentence and delivered through a spokesman. "The announced combination of those two excellent companies," said Jankowski, "speaks to the belief in the continued strength of our industry." Does CBS think the GE-RCA combination will make NBC an even stronger competitor than it has proved to be this season? "I don't know how we can answer that because we obviously don't know what their plans are for NBC," said a spokesman. The merger, he said, "speaks to the vitality and attractiveness of the [broadcast] business." ABC President Frederick Pierce could not be reached at deadline, nor could Ted Turner, who in the past has expressed his determination to own one of the three broadcast networks. Turner's chances of doing so may have run out. He failed in his bid to take over CBS last summer. Capital Cities Communications has claimed ABC for itself, and GE, barring a collapse of the deal announced last week, has a grasp on NBC that far exceeds Turner's reach. □

Continued from page 47.

1943 sold for \$8 million to Edward J. Noble, owner of Lifesavers candy company, who formed the American Broadcasting Co.

1946—Hosted the first TV network sponsor, Gillette, and the first network TV series sponsor, Bristol-Myers.

1947—Had four of five top-ranked radio shows, comedy programs *Bob Hope*, *Fibber McGee & Molly*, *Charlie McCarthy* and *Amos 'n' Andy*, and had 167 radio affiliates at year's end. Much of the network's top talent was bought over the next two years by CBS, which sought to transfer the stars' popularity from radio to the new medium of TV.

1948-49—Debuted *Texaco Star Theater*, which became 1948's top-rated TV show, and in following year—the network's 10th in telecasting—NBC's Milton Berle and his *Texaco Star Theater* became the most popular TV show.

1951—The TV network operated at a profit for the first time.

1953—Aired the first NBC network color program, *The Colgate Comedy Hour*, with well over 100 affiliates equipped to broadcast in color.

1954—Sold more TV time than radio time for the first time. The first television special (NBC's color "spectacular") aired in September.

1956—Celebrated its 30th anniversary as a network, and announced plans to increase the evening schedule of color TV programming to one major color program each night.

1963—Push for color increased number of stations equipped for network color to 406, and network's annual color programming to 2,000 hours.

1966-67—Broadcast its full TV schedule in color, excluding black and white theatrical features. NBC-TV announced \$115-million agreement with United Artists giving it access to 94 feature films over a nine-year period.

1970—Estimated its weekly audience at more than 400 million people in 83 countries for its most popular TV series, *Bonanza*.

1976—Covered a record 30 presidential primaries using minicameras and videotape, made the first projection of President Carter's victory and attracted the largest election night audience. The network fell to third place in the prime time ratings as ABC-TV moved to number one. NBC Radio, after two years and \$10 million in losses, decided to terminate its News and Information Service.

1978—The *Holocaust* miniseries became the most-watched entertainment program in the network's history.

1980—Canceled coverage of the Moscow Olympic games following the U.S. decision to boycott, resulting in a \$33.7-million net loss.

1981—Named a new management team in June, with Grant A. Tinker of MTM Enterprises as chairman and chief executive officer.

1984—By the end of the year, NBC-TV advanced from third place to second in the prime time ratings, aired the first network TV broadcast in stereo and was the first to use CCD slow-motion camera technology during the 1984 World Series.

1985—Put into operation a \$300-million Ku-band satellite distribution system and extended its stereo TV programming schedule to more than a dozen hours weekly.

FCC no longer wants to be judge of character

Commission votes unanimously to confine reviews of violations of Communications Act or FCC rules; in other actions, Geller renewed, L.A. sheriff gets UHF channel

Moving its deregulatory knife a bit closer to the bone, the FCC last week voted unanimously to dramatically curtail the scope of the character examinations it will permit itself and future commissions to conduct.

In other actions, the FCC reversed itself and renewed the license of Simon Geller, the sole owner of WVCA-FM Gloucester, Mass.; it also gave the Los Angeles county sheriff the UHF television spectrum he has been seeking ("Closed Circuit," Dec. 2).

■ Under the FCC's old scheme of things, just about any form of misconduct could be considered relevant to an individual's character qualifications to be a broadcast licensee. Under the new scheme, the FCC said it will confine its interest to misconduct involving violations of the Communications Act or FCC rules and policies; misrepresentations or lack of candor before the FCC, and fraudulent programing. Beyond that, the FCC said it generally only will consider as relevant adjudicated fraud cases before another government agency; criminal fraud convictions; adjudicated cases of broadcast-related antitrust and anticompetitive misconduct, and felony convictions that, according to David Donovan, legal assistant to James McKinney, Mass Media Bureau chief, "are substantially related to carrying on and operating consistent with our rules and policies."

The FCC also "clarified" the way it will consider the character qualifications of corporate applicants. According to an FCC official, relevant non-FCC-related misconduct by a corporate parent will generally be held against a broadcast subsidiary only if there is a close relationship between the parent and subsidiary and the parent and subsidiary share principals involved in the day-to-day operations of the broadcast subsidiary. All FCC-related misconduct by a corporate parent may generally be held against a broadcast subsidiary, however. The relevant non-FCC-related misconduct of one subsidiary will generally be held against a second subsidiary only if the two subsidiaries share principals. FCC-related misconduct by one subsidiary will generally only be held against a second subsidiary if there is a "meaningful involvement" between the two subsidiaries. Relevant non-FCC-related misconduct by an individual working for a corporate parent may be held against a broadcast subsidiary if the individual has an attributable interest in the parent and is involved in the day-to-day operations of the subsidiary. FCC-related misconduct by an individual associated with the parent and responsible for the operations of the subsidiary in the course of his employment may also be held against the subsidiary, the FCC official said.

The FCC also said the only character is-

ssues it will continue to consider in comparative proceedings are those that raise concerns about the basic qualifications of an applicant. In addition, the commission adopted a rule prohibiting broadcast permits and licensees from making misrepresentations in response to commission inquiries.

Although the character decision was being described by FCC officials as a "compromise" or "consensus" effort by the commissioners, the sole aspect of it that commissioners disagreed about publicly concerned how best to deal with renewals or other applications when allegations that could undermine an applicant's character qualifications were pending somewhere besides the FCC, say in a court, while an application was before the FCC. Both Commissioner James Quello and Jack Smith, FCC general counsel, said they believed the commission would be on "safer" legal grounds if it adhered to precedent and conditioned such grants upon whatever action the FCC deemed appropriate after that outside litigation had been resolved. But Chairman Mark Fowler opposed conditioning such grants. Fowler, whose view appeared to prevail at the meeting (although there was some talk of trying to work the issue out later in private), noted that the FCC could instead rely upon its power to initiate revocation proceedings to deal with those kinds of situations. (FCC officials, however, said the commission had left itself the leeway to condition grants when it was alleged that an applicant was engaging in behavior that would "shock the conscience" of the commission.) Fowler conceded that revocation proceedings were "administratively more complicated" for the commission to use than conditioning grants. But Fowler said he couldn't understand why the FCC should condition grants because "mere allegations" were pending. "If indeed there is some adjudicatory matter that is finally adjudicated, and it comes within the ambit of the things we say in this item we are concerned about, it seems to me then, and only then, should this commission look at that, and then, if it has to, begin revocation proceedings," Fowler said. "But to put a cloud on a license based upon a mere allegation filed in some court on some matter, it seems to me, is going too far."

At a press conference, McKinney said the primary reason the FCC had wanted to reconsider its handling of character had to do with the comparative process. "We did in fact find that people were bringing forward charges in the context of a hearing, greatly lengthening the time of a hearing, thus keeping service from the public, by using arguments that were in many cases quite specious," said McKinney. "It's those kinds of arguments that we would like to lay by the side and not consider because we don't think they're relevant in today's television and radio marketplace."

■ That the FCC reversed itself to grant Geller renewal for WVCA-FM did not come as a big surprise ("Closed Circuit," Dec. 2).

When the FCC, in 1982, voted to deny Geller renewal and to grant the competing application of Grandbanke Corp. (BROADCASTING, May 24, 1982), Quello and former Commissioner Abbott Washburn were the sole dissenters. Since that vote, both Fowler and Commissioner Mimi Dawson had indicated they were having second thoughts about their votes with the majority on that issue.

In its original decision, the majority said Geller, who was broadcasting mostly symphonic music, didn't warrant renewal expectancy for his past programing record, which was short on nonentertainment programing, and found Grandbanke preferred on comparative grounds. The majority said that Geller deserved preferences for diversity (Geller, unlike Grandbanke, owned no other media interests) and for integration of management into ownership, since Geller was the station's sole owner and employe. But the FCC majority ruled that those preferences were diminished because of Geller's failure to provide "adequate" informational programing and to ascertain community needs. The commission then found that Grandbanke's proposed programing and comparative coverage put it ahead of Geller.

In remanding the case to the FCC, the court of appeals in Washington affirmed the finding that Geller did not warrant renewal expectancy (BROADCASTING, June 18, 1984). But the court was sharply critical of the FCC's diminishing Geller's preferences for diversity and integration.

Last week, the FCC, in a 3-0 vote (with Commissioner Dennis Patrick not participating), gave Geller full credit for his integration and diversification advantages. Said David Senzel, an FCC attorney: "Under the best practicable service criterion, Grandbanke's advantages for proposed programing and comparative coverage are at least partially offset by Geller's integration advantage, resulting in a moderate preference for Grandbanke. Geller's substantial preference for diversification outweighs Grandbanke's moderate preference for best practicable service and thus Geller's application should be granted."

Quello said he was glad "to see justice finally prevailing here."

Dawson said she wished she had listened to Quello the first time around. "I think we're all pleased with the outcome of this proceeding," Dawson said. "I think we have taken an appropriate course."

Fowler said he thought the court had made the "correct" analysis. "I think we do stand corrected here," said Fowler.

Commissioner Dennis Patrick did not vote because his wife, from whom he is legally separated, had been involved as an attorney in the Geller proceeding.

Geller, 65, is still running the station by himself. He's offering anywhere from 30 to 45 minutes of "talk" programing each day along with the symphonic music. Geller said he was "pleased" by the FCC's action. For

the time being, he'll be waiting to see whether there will be an appeal and hoping that there won't be a need for him to be interviewed by BROADCASTING again. "Not on this subject, anyway," Geller said.

John Bankson Jr., Grandbanke's attorney, said he wouldn't be able to say whether Grandbanke will appeal until after he read the FCC's order. He charged, however, that with this decision, the FCC, without rule-making, had "just completed the total deregulation of radio because now a radio licensee doesn't have to do anything for his local community and can still win renewal."

■ Proving that good things can come to those who lobby persistently, the Los Angeles sheriff was also given the UHF channel 16 spectrum he had been seeking, even though California Broadcasting Corp. and Channel Islands Television Corp. have been vying for that same channel for a TV station in nearby Ventura, Calif., since 1979.

Under the FCC's order, according to an FCC official, the sheriff will get first crack at slightly more than half of channel 16 for his purposes, with the remainder being made available for other public safety use in the Los Angeles area.

In the most recent variation of his request

for spectrum, the sheriff was seeking either channel 16 or 19. He said he needed the spectrum to provide his officers with portable hand-held radios and to communicate with other law enforcement agencies.

The FCC determined that channel 16 was the reallocation of choice because, among other things, reallocation of channel 19 would have caused "substantial" interference to the existing service of KSCI(TV) San Bernardino, Calif.

"The other alternatives either raise serious concerns about interference to existing services, or would result in undue burdens on the sheriff to develop customized equipment for new technologies," said Julius Knapp, chief of the FCC's frequency allocations branch.

Also as reported, the FCC proposed to offer the Ventura broadcast applicants inferior substitutes for channel 16 ("Closed Circuit," Dec. 2). One option would be to permit the prevailing broadcast applicant to use channel 25 at the present antenna site. But that would result in short spacing of 26.2 miles to KTBN-TV (ch. 40) Santa Ana (Los Angeles), Calif. "The choice is perhaps not an equal trade-off, but we don't believe it's going to be a devastating loss of service,"

said William Hassinger, engineering assistant to McKinney. (According to the FCC, only the Ventura station would be affected by interference.) Another option would be to use channel 51. But Hassinger said that to use that channel, the applicants would have to find another antenna site at least 15 miles away from the present site and from the affluent communities north of Los Angeles that the applicants were apparently hoping to reach.

Quello said he would withhold his vote until he was sure the final order made it clear that the commission was not opening the door for similar spectrum reallocations elsewhere. "I will now concur," said Quello. "I initially was going to dissent, and then our colleague from California [Commissioner Patrick], in a very persuasive mini-presentation, saw me over," said Quello.

Patrick, the lead commissioner on this item, said the commission's notice of proposed rulemaking had concluded that the sheriff's need for portable radios and the capacity for "interoperability," combined with a "number of very unique circumstances in the Los Angeles basin," had established a need for additional spectrum. "Nothing in the comments that we have seen has dissuaded us from that conclusion," said Patrick.

"I think in the final analysis, channel 16 became the only viable option from a technical perspective, from an interference perspective and from an equipment perspective," Patrick added. "Channel 16 is not without its drawbacks. This commission, and I in particular, recognize the equity, the down side of reallocating channel 16 at this time. But I believe, Mr. Chairman, that the commission is well within its legal rights to allocate channel 16 for use by public safety ... after having made, as we do in this item, a public interest determination that that reallocation is required.

"I think it well serves the public interest by, in the first instance, protecting the lives of police officers, who are now 8,200 of them serving in Los Angeles county, substantially without portable radios," Patrick said. "And in the second instance, therefore, following from the first, protecting the lives and property of citizens in Los Angeles county."

Robert Jacobi, an attorney for Channel Islands, said he wasn't in a position to comment. "After we see the memorandum opinion and order and send it on to our client, maybe we'll be in a position to comment," Jacobi said.

Gardner Gillespie, an attorney for California Broadcasting, said that company was "not about to accept a substantially inferior channel, and we don't believe they can give us an inferior substitute."

Greg DePriest, vice president for the Association of Maximum Service Telecasters, said that organization was not happy about the short-spaced allotment but was pleased that the commission had opted for channel 16, which DePriest said presented the least potential for TV interference among the proposed alternatives. □

Must-carry comment deadlines extended

The FCC last Friday pushed back the comment deadlines in its controversial notice of inquiry/notice of proposed rulemaking on must carry. With the extension, comments will now be due on Jan. 29, while all reply comments must be received by Feb. 25.

In granting the extension, the FCC bowed to the desires of the National Association of Broadcasters and pressure from House Energy and Commerce Committee Chairman John Dingell (D-Mich.). In a filing at the FCC earlier last week, the NAB had requested the extension. The Association of Independent Television Stations, however, opposed NAB's request.

In its filing, NAB said the 40-day comment period the commission had originally provided was "inadequate for many interested parties to do justice to the complex questions involved." NAB, noting also that the comments period fell during the holidays, said various studies and analyses intended for the proceeding record are now underway but couldn't be completed by the Dec. 30 comments deadline the FCC had originally provided.

NAB also said it was discussing with representatives of the cable industry "the feasibility of proposing a compromise resolution," and that an extension would allow for a "more orderly completion of these discussions."

In an opposition filing, INTV, which, unlike NAB, has already proposed a specific substitute rule at the commission, countered that the "harm and uncertainty faced by local independent television stations all over the nation while this proceeding remains unresolved dictates expeditious action, and requires avoidance of the substantial delay that would result from grant of NAB's request."

INTV added that it agreed that the studies and analyses NAB referred to could be important, but that if those could not be completed by Dec. 30, they could be submitted in reply comments after that.

"Moreover, in the absence of any clear indication at this point that discussions between broadcast and cable industry representatives concerning a possible industry 'compromise' will indeed bear fruit, an extension of time is unwarranted," INTV said. "If anything, the commission's current comment schedule should act as a spur to these discussions. If these discussions do lead to an industry consensus, the results could be presented to the commission in the reply comments phase or before the commission's adoption of a report and order in this proceeding."

The National Cable Television Association didn't join the NAB in requesting the extension. But an extension would be "all right with us," said James Mooney, NCTA president. "It certainly doesn't damage the prospects of working something out," Mooney said.

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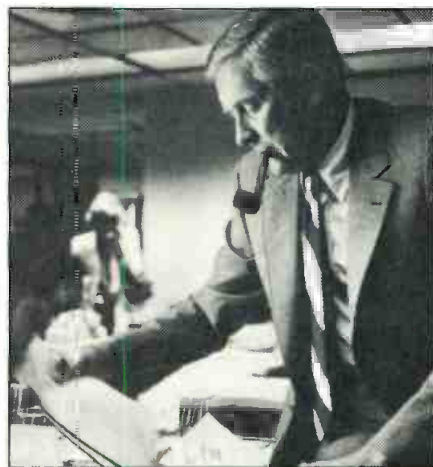
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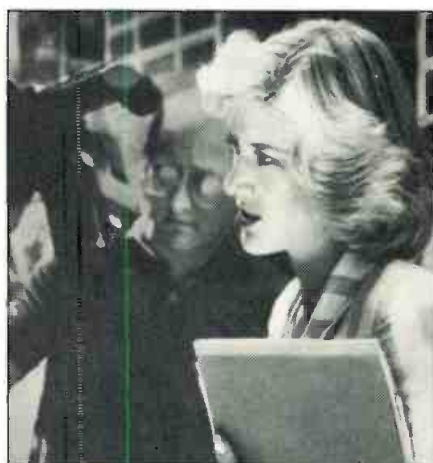
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CHICAGO SUN-TIMES 9/16/85

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CHICAGO SUN-TIMES 11/28/85

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7/17

1985 RATING/SHARE
9/22

1984 RATING/SHARE
8/16

1985 RATING/SHARE
10/21

1984 RATING/SHARE
11/18

1985 RATING/SHARE
12/20

1984 RATING/SHARE
13/23

1985 RATING/SHARE
16/26

WLS-TV CHICAGO



STATE OF THE ART

JOURNALISM

This has been an eventful year for the journalism practitioners of the Fifth Estate. Natural disasters in the U.S. and around the world, terrorist actions on land, sea and particularly in the sky and Soviet-American negotiations are just some of the events that sent broadcasters and cablecasters circling the globe. ¶ But not all the news appeared in front of the cameras and microphones, some was behind the scenes. Television stations in growing numbers turned to portable satellite uplinks to extend their coverage. And the networks began to respond by setting up their own SNG operations. The networks faced increasing credibility problems evidenced by a number of libel suits and heated meetings with Congress over election predictions. ¶ The state of the journalistic art is chronicled in words and pictures on pages 54-82.

Journalism in 1985: bolder and wiser

Ease in tensions seen as networks rethink hijack and other coverage; stations go it alone—or almost—with new SNG capacity; next step local news anchored from space?

As 1985 winds down, there are signs it may be remembered—at least by those who like to review things in such terms—as something of a watershed in the development of broadcast journalism. There is a new, perhaps less confrontational, approach on the part of the networks as they go about the business of covering the news. There is also their growing awareness of competition, not so much among themselves as with broadcast groups and even individual stations around the country that are offering increasingly aggressive and sophisticated news coverage. And, although the sound is still no louder than, say, a roll of distant thunder, there is heard the concerns of those who warn that broadcast journalism had better start looking to its next frontier—space. Times are changing.

None of this is to suggest that familiar problems are fading. The Reagan administration is still seen by many in the media as being as determined as ever to shut off the flow of information, through them, to the public. And the media's fence-mending problems with the public remain serious: After a Jefferson county, Ky., jury awarded a plaintiff in a libel suit against WLKY-TV Louisville \$2.9 million in damages, some of its members, in talking to reporters, said they voted as they did because they were still angry over the media's coverage of the Vietnam war (BROADCASTING, Nov. 11).

Still the media were not as beleaguered in 1985 as they had been during the Nixon administration or in some years since Watergate. Rather, 1985 was a year in which the networks—and they continued to dominate broadcast news—appear to have been sensitized by the criticism to which they had been subjected, and by the uncomfortable realization that, in their head-to-head conflicts with the administration, they were perceived by the public as the bad guys while Ronald Reagan, as always, wore the white hat. The public's support of the administration's decision to prohibit the press from accompanying the military during the first two days of the invasion of Grenada, in October 1983, had been sobering for the media generally. Not that any of that stopped the networks from calling President Reagan's sweeping election victory over Walter Mondale while the polls were still open on both coasts, thus infuriating members of Congress (BROADCASTING, Nov. 12, 1984). Nor did it get in the way of traditional, no-holds-barred competition in going for the sensational scoop in coverage of the TWA Flight 847 hijacking (BROADCASTING, June 24, et seq.). But some soul-searching was going on.

Indeed, David Gergen, who served President Reagan as director of communications for three years and is now managing editor for news of *U.S. News and World Report*, said he is "impressed" by the effort of the press, post-Grenada, to deal with what might be called its public relations problems. Fred Friendly, a former president of CBS News who is now Edward R. Murrow professor emeritus at Columbia University, for 12 years has headed a project called Columbia University Seminars on Media and Society, designed to stimulate thought on ethical issues in journalism by posing tough, hypothetical questions for discussion (on the media's rights and responsibilities in dealing with private lives of public figures, for instance, or on the relationship between the military and the media). In the past year, Friendly said, the project has been invited by a number of station group owners and individual stations to present seminars for their news staffs. Gergen himself and ABC News's Sam Donaldson have appeared together on several occasions at the War College to discuss press-military matters. And the heads of the network news operations have discussed what the diplomats would call matters of mutual interest with members of Congress and the administration. The aim has been, Gergen said, not as much to improve relations with government as to "publicize and improve the [broadcasters'] standards of responsibility."

There was more than talk. The networks struck a deal with Representative Al Swift (D-Wash.), chairman of the House Elections Subcommittee and a former broadcast newsman who has emerged as

one of Congress's leading critics of the networks' rush to judgment on election night results. The networks would refrain from projecting results of presidential contests before the polls close in return for legislation requiring polls across the country to close at the same time. A uniform poll-closing bill (H.R. 3525) has been approved by the House Administration Committee but will not be acted on until next year. The agreement deprives those who accuse the networks of arrogance of one of the principal arguments they have used to support the charge.



Representative Swift

What's more, the networks were paying attention when observers in and out of government criticized their coverage of the hijacking of the TWA Flight 847—not only the fierce competition for interviews with the hostages and their captors but the hype attending the coverage. In fact, the networks were seen as having become part of the story. As ABC News's Ted Koppel put it on a *Nightline*, the media "were on trial once again." Network news executives were not admitting error, at least not major error. But NBC News President Larry Grossman said at the time that a post mortem his organization had completed of its performance revealed "a lot of things that should be done differently" in the event of another hostage story, and a couple of weeks later he circulated a memorandum designed to make sure things were done differently in the future.

And the network news operations generally seemed on a shorter leash in their coverage of the two terrorist actions since Beirut—the takeover of the Italian cruise ship, *Achille Lauro*, and the hijacking over the Mediterranean of the Egyptair airliner that resulted in a rescue effort in which 57 persons died. (Of course, those operations did not have the same compelling interest to American news organizations as did the seizing of an American airliner loaded with American passengers.) Then there was the coverage of the Reagan-Gorbachev summit. While at times the sheer numbers of journalists present and the money spent seemed to overwhelm the event itself (which produced no significant agreement), the media won praise from some observers. Gergen, for one, felt that the networks and the press generally avoided raising excessive expectations and, moreover, used the two-day summit as a vehicle to explore East-West relations in depth, an exploration that began on the networks more than a week before the event. Ordinarily, Gergen said, the press is too often guilty of "parachute journalism," jumping into foreign news stories only as they break. But that was not the case in Geneva.

Had the criticisms last summer influenced the way the networks approached those major international stories? If network news executives other than Grossman last summer were reluctant to indicate they were having second thoughts, they are less so now. Richard Wald, senior vice president of ABC News, five months ago appeared comfortable with the network's coverage of the TWA Flight 847 story: He talked only of slips in grammar or "minor errors of fact" (BROADCASTING, July 8). The other day he said no "major" changes have been made in the news operation. But he acknowledged an "increased sensitivity" as a result of the criticism. "All criticism and discussion has an effect. . . . Self-examination always leaves some

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residual change." And that, he suggested, is not bad. "That's why you should always face critics."

Apart from what appears to be a readiness on their part to grind down some of the sharp edges in their relations with government and public, the networks were acknowledging competition from a source that seemed highly unlikely in the days before satellite communications—broadcast groups and individual stations. Friendly called this "the most interesting development." He noted that while the networks appear to have given up on expanding their half-hour evening news shows to an hour, stations are offering up to an hour and a half of news in the early evening and a half hour at night. And, he said, they are filling some of that time with national and international news collected and broadcast by their own correspondents and anchors.

Indeed, crews from stations and groups were on the scene in Geneva last month, as they were in Colombia, when entire communities were devastated by mudslides touched off by the eruption of the Nevado del Ruiz volcano. And increasingly, stations are being offered news services as alternatives or supplements to those provided by ABC, CBS, NBC and CNN. Hubbard Broadcasting's KSTP-TV Minneapolis, for instance, an ABC affiliate, chose to preempt Peter Jennings's coverage of President Reagan's post-summit address to Congress. The station's broadcast of the speech, the anchor on its air, the analysis it offered and the comments of members of Minnesota's congressional delegation in an hour-long broadcast were all part of a local production, made possible by Conus Washington Direct, a service of Hubbard's Conus Communications. Washington Direct and the parent service offer 30 participating stations access to stories the networks might not think worth their air time. That sort of thing is bound to get a network's attention.

And it does. The networks actually assist affiliates in obtaining coverage of events beyond—even thousands of miles beyond—their market. Grossman, for instance, said NBC provides the facilities affiliates need to feed live reports by their anchors from spots outside of their service area—Geneva, for one. But he also said that kind of enterprise by affiliates affects the way networks cover the news. "We're moving away from headlines to do more background," he said. "It's a healthy development; it creates a more diversified source of news for the public." And, he said, "it will help enrich the quality of network news." ABC-TV's Rooney Arledge also talked of rethinking the networks' role. In his interview in BROADCASTING's Dec. 2 issue, he said the network "is trying to provide a service that local stations can't provide." And that, he said, requires staffing the organization with correspondents who have the necessary expertise to handle any major story. "We have to be able to enlarge what people can find on local news or cable news."

Friendly would regard those remarks as perceptive, but he is not convinced the networks are acting on them. "I think the biggest challenge the networks face is whether they will exist as major news services in five or 10 years—because the locals only need a news service [like the one AP provides newspapers] to offer a worldwide service to their audiences." Friendly's concern is that the networks will not remain "serious—not somber," he said, but "serious." If they don't, he said, "local stations will take their job away." For he sees a kind of rot setting in, "a certain lightness" in the evening news programs. "The last 10 minutes are devoted to let-up pieces, and the locals feel they do that as well."

(But Grossman, for one network news executive, does not regard the demise of network news as a real possibility. He said it is not likely that the nation's television's stations "will cover the whole world." The networks, he said, have the resources to do a better job in a given location "than an anchor from Detroit.")

If the networks are concerned about staying ahead of stations and groups in covering the news, there is, now, space. Not simply communications satellites relaying signals around the world, but coverage of events in space and from space. How about live pictures of a battlefield of the Iran-Iraq war? Or a raging forest fire in the north-west U.S? From an orbiting satellite? Not many people are thinking about that kind of journalism. And a host of problems—legal and political and bureaucratic rather than technical—remain to be

solved. But it may be just a matter of time until a news program is anchored from an orbiting space station.

That is if Mark E. Brender has his way. As an assignment editor for ABC News in Washington, Brender does not occupy a lofty position. But his authority comes from his dedication to his task. He is chairman of the Radio-Television News Directors Association's Media in Space Committee, which was formed earlier this year at his instigation and which now includes representatives of print as well as broadcast media. He has talked to scores of people in and out of government about the problems, and is concerned that the rules governing the first journalist in space be compatible with First Amendment values written into the Constitution 200 years ago. In space as on the ground, precedent is, if not everything, almost everything.

The committee has already had an effect on U.S. space policy. It helped persuade NASA to settle on a journalist as a member of a future space shuttle crew. It also suggested the ground rules to be followed—among others, the critical one that the person selected function as a professional journalist and report on the training and on the mission as a member of a pool, sharing reports with all interested journalists. The rules have been accepted by NASA.

Still, Brender feels one of his and the committee's principal functions is to arouse the broadcast industry to the potential of space for the practice of journalism. Until Brender became obsessed with the subject, there seems to have been little interest by journalists in it. He feels it is important that broadcast journalism be represented in the shaping of space policy. Statutes providing for the privatization of space activities—the Space Launch Act and a measure providing for private operation of remote sensing satellites—were not written with journalism in mind. And yet, said Brender, "space is the ultimate high shot."

But if those issues are new, there are plenty of old ones confronting broadcast journalism, and journalism in general. Concern over what is seen as a determination on the part of the Reagan administration to clamp down on the release of information remains high. Media representatives cite the administration's continuing efforts to narrow the scope of the Freedom of Information Act and to require substantial numbers of government employees—even beyond those with access to sensitive information—to commit themselves for the rest of their lives to submit for prepublication review anything they intend to publish bearing on their government service. And ABC News's Donaldson, one of the sharpest (in various meanings of the word) reporters in Washington, views Reagan administration officials as expecting the press to be "an extension of what they see as the American way of life." To the extent it does not perform in that manner, Donaldson said, the press is regarded as "an enemy."

What's more, Floyd Abrams, one of the nation's leading First Amendment lawyers, sees the administration using the courts in "a more threatening manner *vis a vis* journalists than any administration since President Nixon's." He cited the prosecution of former Navy intelligence analyst Samuel L. Morison for espionage for leaking classified satellite photographs of a Soviet warship to *Jane's Defence Weekly*, a British publication. Morison was the first person convicted under the act in those circumstances, and Abrams sees the case as one that is as "threatening to journalists" as to those who provide them with classified information.

The new director of the Reporters Committee for Freedom of the Press, Jane Kirtley, sees an even greater threat when she couples that prosecution with the Justice Department's relatively easy success last summer in subpoenaing outtakes from the networks in the investigation of the hijacking of TWA Flight 847. The networks did not challenge the subpoenas in court. (They probably would have had at least as much trouble explaining such a position to the public as to a judge.) And Kirtley fears that governments at all levels will feel encouraged to subpoena press and broadcast materials with a freer hand than in the past. "Since the networks did not fight the subpoenas," Kirtley says, "local cops will feel they can subpoena the *Daily Bugle* for what they want. It's not good for the First Amendment."

If all that weren't enough, the administration now has in office an attorney general whose vision of the First Amendment does not

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appear to extend it the power to limit states from doing what they like to press freedom. Whatever that says about Edwin Meese III's ability as a constitutional scholar, it seems to say a lot about his feeling for the kind of protection the press is commonly thought to enjoy. "If we're at a stage where we can debate whether New York state can shut down a newspaper that disagrees with the governor," says Abrams, "we've retreated a long way from where we thought we always were in this country."

But it could be in the courts that the future course of press freedom is set. The media's libel law problems might have been worse if Ariel Sharon and General William Westmoreland had won their suits against Time Inc. and CBS Inc. But there appear to be more libel suits being filed seeking larger damages and consuming ever more time of the defendants. And two weeks ago, the Supreme Court heard arguments in two libel cases that could have a significant effect on how the landmark *New York Times v. Sullivan*—under which public-figure plaintiffs must prove the defendant knew the story at issue was false or published it with reckless disregard for whether it was false—is applied. In one, *Anderson v. Liberty Lobby*, the issue is whether a public figure must establish clear evidence of malice in opposing a motion for summary judgment. In the other, *Philadelphia Newspapers v. Hepps*, it is whether states may place on the defendant the burden of proving the truth of the statement at issue.

(A number of media lawyers are concerned not only about the outcome of those cases but the survivability of *Times v. Sullivan*, which they regard as an essential shield for press freedom. Abrams notes there are as many as four members of the Supreme Court who at one time or another have indicated they are ready to revise that doctrine—Chief Justice Warren E. Burger and Justices Byron White, William Rehnquist and Sandra Day O'Connor.)

But if the libel cases hold the potential of restricting press freedom, two cases broadcasting interests have filed in the U.S. Court of Appeals in Washington seek a judgment that the FCC's fairness doctrine is unconstitutional. One was filed by the RTNDA and a host of other media groups, including CBS, which is financing the effort. The other was filed by Meredith Corp. And while the odds cannot be

said to favor the broadcasters in either case, Abrams takes comfort from the findings of the FCC report on the fairness doctrine, issued in August. It held that the doctrine chills the expression of controversial views and cannot be supported on the ground of spectrum scarcity—the ground on which the Supreme Court in 1969 affirmed the doctrine's constitutionality. "This is the first time any FCC has advocated full First Amendment rights for broadcasters and said that the scarcity argument no longer justifies restrictions" on broadcasters' right of expression, Abrams said. And that, he added, "becomes a reference point for future legal consideration. So that is important."

Perhaps. But what if it is even of cataclysmic importance and the courts are finally persuaded, after all these years, that, yes, the fairness doctrine does violate broadcasters' First Amendment rights? What then? What happens after the celebrations are over and the broadcast journalists go back to work? Will they do a better job? The record seems to suggest that those who would be already the class of the profession. Certainly repeal of the doctrine would not make broadcast journalists' jobs easier (a fact recognized by some of the broadcasters who have not fought for repeal; they know increases in freedom are accompanied by increases in responsibility). So changes in that particular regulation probably should not be expected to lead to major changes in the way broadcast journalism operates.

The changes in the profession seem to be driven by other factors: Technology, of course, has always been the ultimate driving force in broadcasting. (If Mark E. Brender is right, the remote broadcasts of the future will *really* be remote.) Competition is another that is always present; it may even force the networks to expand the time they devote to news, as affiliates increasingly are able to mine the material once thought to belong exclusively to the networks. Then, too, there is the increasing professionalism of those in the business, a readiness to acknowledge faults and try to remedy them.

That could be the most important: the answer to a government reluctant to make its information available and to a public that the media sometimes regard as hostile. For even if 1985 is seen as a watershed year in journalism, the fate of the profession is, as always, in the hands of its practitioners. □

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Cost-conscious days at the TV networks

ABC, CBS, CNN and NBC are all keeping more careful watch on the dollars and cents as the era of free spending is over; most think tighter budgets have not hurt the product, but others are worried

One thing's for sure about network television journalism—gone are the days when news divisions were looked upon as perhaps the only units that could spend money freely, in pursuit of the latest story, without regard to cost efficiency, let alone profits. It's a new era in network television journalism, one marked by job and cost cutbacks that have affected morale, and by efforts on the part of all three network news divisions to do what they were not called upon to do in the past—operate more efficiently and maybe even make a buck.

That is something that CNN is expected to do this year for the first time. For the first three quarters, it earned \$10.6 million. Depending on who you talk to, it's a direction the networks began turning toward in earnest during the heat of last year's presidential campaign or as early as 1981.

All three broadcast networks are trying to develop new news shows to help put their divisions in the black. With the success of two prime time news magazines, CBS's *60 Minutes* and ABC's *20/20*, that format is the one all three networks are banking on. NBC, for example, is trying to develop *American Almanac* with anchor Roger Mudd, into a prime time ratings winner. CBS is trying to do the same with *West 57th*. Both had limited runs this year and both are being fine tuned (or redefined, in the case of *Almanac* which NBC News

President Larry Grossman says needs to get a lot harder before it's airworthy) for debut on a weekly basis in March. (CBS and NBC had originally hoped to place the new programs into their schedules by January, but decided to wait until the outcome of the prime time entertainment season is known before introducing slow-to-build-audience magazine shows into the mix.) ABC tried to develop a new week-in-review type news program for prime time earlier this year but decided to scrap the project. It has a number of other ideas for new news shows on the drawing board.

NBC News has taken the program development effort a giant step forward with its attempt to gain support for a cable news service that would compete with CNN. The motivation appears to be purely economic—amortizing the costs of the network's ongoing news gathering effort and winning enough of CNN's existing audience plus a sizeable new audience that combined will yield a handsome profit.

Earning a profit, in and of itself, is not necessarily a bad thing for network news divisions to be doing. Indeed, many broadcast journalists acknowledge that paying more attention to the cost side of doing a story can't help but lead to better story planning, and in many cases a superior end product. Perhaps the most important question is whether keeping an eye fixed on the bottom line has an impact on what gets on the air. There are some isolated exceptions, but as a rule the cost constraints have not been applied in a way that has impeded coverage of hard news stories, according to news executives, producers and correspondents interviewed last week. There is evidence that some discretionary feature pieces that otherwise might have been done were scrapped because of cost considerations. One senior source at CBS News confided that CBS has "pulled back on doing a number of discretionary pieces because of the belt tightening" that has occurred at the network. "But that hasn't affected the appearance or the quality of the broadcast," he added, and will "go away with the new [1986] budget."

However, there are network correspondents in the field who believe the increased attention to costs has influenced the news-gathering process negatively. "There's no question that it's affected how we do what we do," said one CBS correspondent who

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preferred not be identified. "I feel it's affecting the quality" of the news effort as well, the correspondent said. The source said that at CBS there was "severe pressure" applied to bureaus not to hire per diem television crews regardless of the circumstances. "But in the case of *Evening News*, the source said, "the understanding is pro forma; it's approved." However, in the case of requests from other programs and the bureaus, "frequently the answer will be no." Per diem crews aren't cheap. At a minimum of \$1,000 per day, they would seem to be a natural target for the cost conscious news manager.

The source cited one recent example of an *Evening News* producer and correspondent who were on assignment and had to cut short an interview with one key source because a news crew from a bureau was on so tight a schedule it had to leave and another crew was unavailable. "What it's going to cost to do a story is uppermost on our minds these days," said one correspondent. "Most of us think that should not be the case." The correspondent said that new outlook was an indication that the sense of mission, purpose and public interest that used to permeate television journalism has been weakened in the "age of FCC deregulation. It's very disturbing to become regarded as just another division."

Newly installed CBS News President Van Gordon Sauter responded last week that technically, the news division is not concerned with profits because it has "nothing to do with the sale of the product. Our primary goal is to be a value to our viewers and a credit to our company. We take pride in our broadcast and want it to reach the largest number of people possible." If that translates into better income, Sauter contended, so be it.

A number of producers and bureau chiefs said last week that cost containment policies have not had a negative impact on their ability to do their jobs. "Budgets have become realistic," said Steve Friedman, executive producer of NBC's *Today*. "But now they expect you to stick to them. Before they didn't." He noted that three or four years ago, for example, for *Today* to cover a space shuttle shot would put the show perhaps \$100,000 over budget for the week and it would never be made up. Now, he said, special trips like that are budgeted from special funds. "They don't care about spending the money," said Friedman, "they care about *wasting* the money."

Al Primo, an Old Greenwich, Conn.-based news consultant agreed. "There is no reason why good business practices should compromise anybody's journalistic integrity," he said. "Each of the networks has had a little fat in their operations." And over the past year, he said, they have all been forced to "tighten up." Has it affected the programing? "It remains to be seen whether the on-air product will change," said William Wheatley, executive producer, *NBC Nightly News with Tom Brokaw*. "I see no indications that we won't be able to do the stories we want." Wheatley's counterpart at *ABC World News Tonight with Peter Jennings*, William Lord, agreed. "I don't think anyone knows" whether cost constraints at the

news divisions will hurt the end product. "But I can't think of an example where we have not done a story because it cost too much money. All three news organizations," said Lord, were to some degree "bloated." In fact, he noted that all three networks engaged in a "spirited bidding process" for the exclusive rights to footage of Yelena Bonner and Andrei Sakharov that a West German magazine had acquired from Soviet sources. ABC had the high bid and aired the film last week with an accompanying piece about the Soviet's attempts to manipulate the Sakharov story.

Andrew Lack, executive producer of CBS's *West 57th*, said that the new fixation with costs is perhaps healthier than past practices when a lot of money was wasted. "I don't think it's affected the product at all," he said. "Years ago, a fair amount of money might not have been spent wisely or carefully. We used to joke about how in the field we'd shoot anything that moved [with cameras, that is]." Now, he said, "there is a much more specific game plan" for each story a program does. "People are much more sensitive to the cost factor, but I don't know of a story that hasn't been done because of it." Richard Kaplan, executive producer of *Nightline*, offered that for the big stories, the focus on costs means, "you figure out what you need and then do it. You count your pennies. In the past we weren't that careful." Kaplan admitted that some stories don't get done as a result, but said they are discretionary, such as "sending so and so off with the whales."

But according to Richard Salant, former CBS News president and former NBC vice chairman, the more business-like attitude embraced by the network news divisions has resulted in a "less responsible" performance from a journalistic standpoint. "When I was at CBS News," he said, "it was explicitly defined as not being defined as a profit center. We were the only ones. Now CBS News is just another division that makes [or should make] profits." And that fiscal responsibility, he said, "may hurt journalism." He pointed to the fact that all three networks have, to some degree, gutted their documentary units, although others maintained that that has to do more with viewership than costs per se. ABC and NBC said their number of documentary hours will remain flat in 1986 at six and five, respectively, while CBS said it will boost its output from seven this year to nine and a half in 1986.

In its six years on the air, CNN has always had an eye on costs. "We hired lean and expanded as needed," said Ed Turner, CNN executive vice president. He declined to give the network's 1986 budget, but sources put it at approximately \$115 million. That compares to broadcast network budgets of between \$250 million and \$260 million. Despite the cost-conscious times, said Turner, "I don't think anyone has been hurt in coverage of major news stories. But the marginal stories, number six or seven of the evening, that's where you see it." □

SNG altering network-affiliate relationships

Spurred by affiliate purchases of portable uplinks, networks begin equipping themselves with Ku-band trucks to offer new capabilities

Ku-band satellite newsgathering trucks have indisputably stormed onto the news scene in 1985, creating as much of a tempest for the news business as the series of hurricanes they so excelled in covering this year.

SNG has become one of the most highly coveted news resources, both for stations and increasingly for ABC, CBS and NBC. Dozens of broadcast outlets and all three networks have moved or are moving, in varying degrees, to place SNG technology at the disposal of their news operations. And for the networks, the move is as much to reassert ties with news operations of local affiliates increasingly aware of the independent newsgathering and news sharing abilities SNG can supply them, as to enhance the network arsenal.

At the network level, ABC, CBS and NBC representatives say all are moving immediately to begin equipping their own news with SNG capabilities, with buys in the works for "flyaway" transportable antenna packages.

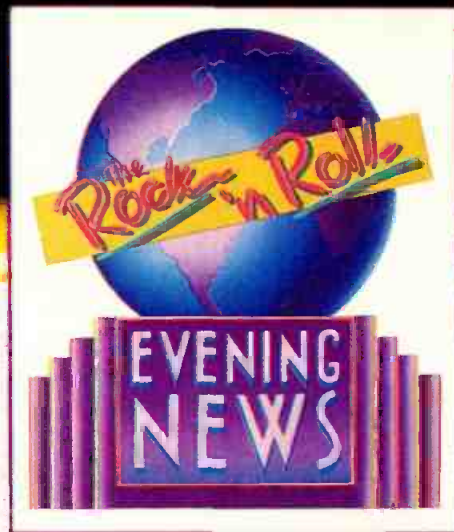
ABC and NBC owned-and-operated station news operations are also planning to purchase SNG trucks. Hubcom, the manufacturing arm of Hubbard Communications that makes the Newstar SNG truck used by Conus Communications members, is now building an SNG truck for ABC's WLS-TV Chicago, and one is set for delivery this week to NBC's WRC-TV Washington.

According to Duffy Sasser, vice president of operations and engineering, NBC Television Stations, the network's four remaining O&O's all have budgeted money in the next year-and-a-half to purchase SNG trucks and separate receive-only steerable Ku-band earth stations. NBC may also purchase a truck for network news use on the East Coast.

At the local level, ABC made its bid to put the network and its affiliates at the front of the SNG pack with its Dec. 5 announcement to establish ABSAT, a 50-SNG-van system owned by and shared with affiliates, as well as expand its syndicated news service to include five regional feeds of news, sports and features ("Top of the Week," Dec. 9).

According to ABC representatives, the \$360,000 package offered to stations would include the choice of one of three vehicle types

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along with a Ku-band receive-only 5.6 meter downlink. Cost would be shared between affiliates, which will pay the total upfront, and ABC, which will furnish half the amount over a five-year period.

The leading bidder to produce the ABC affiliates' SNG units is Hubcom, according to Julius Barnathan, president of ABC Broadcast Operations and Engineering. Stations could choose either a "lowboy" vehicle, smaller than an ENG van and compact enough to fit into a 747 jet cargo bay with the antenna (from 1.8 to 2.8 meters) folding down into the vehicle, or one of two larger SNG trucks similar to those made for CONUS members.

The basic vehicle package would include only a single, non-redundant transmission package, including test and monitoring gear and a communications system with one two-way line and a one-way IFB channel, explained Brent Stranathan, ABC director of telecommunications. All additional equipment, such as editing gear and video cameras, would be considered add-ons and also could only be used with the larger versions of the truck.

No deals have been made yet on satellite time, Stranathan added, but ABC will probably have one dedicated transponder, with the use of other transponders on a reserve time basis.

NBC representatives appeared to be taking the ABC move in stride. According to Art Kent, vice president of news operations at NBC, "We don't feel we're taking a second seat." NBC believes it can match the number of ABC affiliates with SNG trucks, Kent said, because there are already roughly 12 NBC affiliates with SNG trucks, and a recent survey of affiliates showed another 20 are going to buy vehicles, with 40 more considering the purchase.

But NBC is considering a more rapid implementation of its scheduled network of Ku-band uplinks at 50 stations after completing less than half of a trial news exchange service that began six weeks ago. "We had a much higher usage rate than anticipated," Kent said of the trial, which employed existing Ku-band uplink sites, along with SNG trucks at stations around the country.

The network will review the timetable and extent of the national roll-out with affiliate general managers and satellite news commit-



tees in a series of meetings over the next several weeks, he added. "The final roll-out depends on two elements," Kent said. "The first is the delivery of the 50 semi-portable uplink kits to affiliates, with that schedule slipping behind, I think, because of parts availability. The second is construction and implementation of the central communications system in the first part of next year."

CBS has put less emphasis on Ku-band SNG capability and is continuing the planned implementation of C-band regional services as it completes its satellite interconnect system.

Even that network, however, has made wide use of Ku-band SNG trucks, leasing them on occasion for network news use and taking feeds from CBS affiliates owning trucks. CBS is now in the midst of surveying affiliates on their SNG intentions, and according to Bob Horner, vice president, news services, CBS News, the network is considering how it might participate in its affiliates' purchases of SNG trucks, for instance, arranging a group buy.

Horner added the network is preparing to lease Ku-band transponder time for affiliate feeds. Horner declined further comment on the transponder arrangements, but added, "We'll be in a position to lease enough time to meet affiliate demand for the near future."

"Our interconnect is C-band," Horner said. "But we're using whatever is the correct means to bring material in, whether it be C-band, microwave or Ku-band. We see Ku-band not as a system itself, but as a valuable element of a larger system. Ku-band will reach its greatest potential when integrated smoothly into that system."

As part of CBS's C-band interconnect plans, Horner said, the network has now established regional news cooperatives with two daily feeds in the Southwest, Southeast, and today (Dec. 16) is adding the second daily feed to the Western regional service begun Oct. 28. Horner said Midwest feeds are tentatively scheduled to start Jan. 20,



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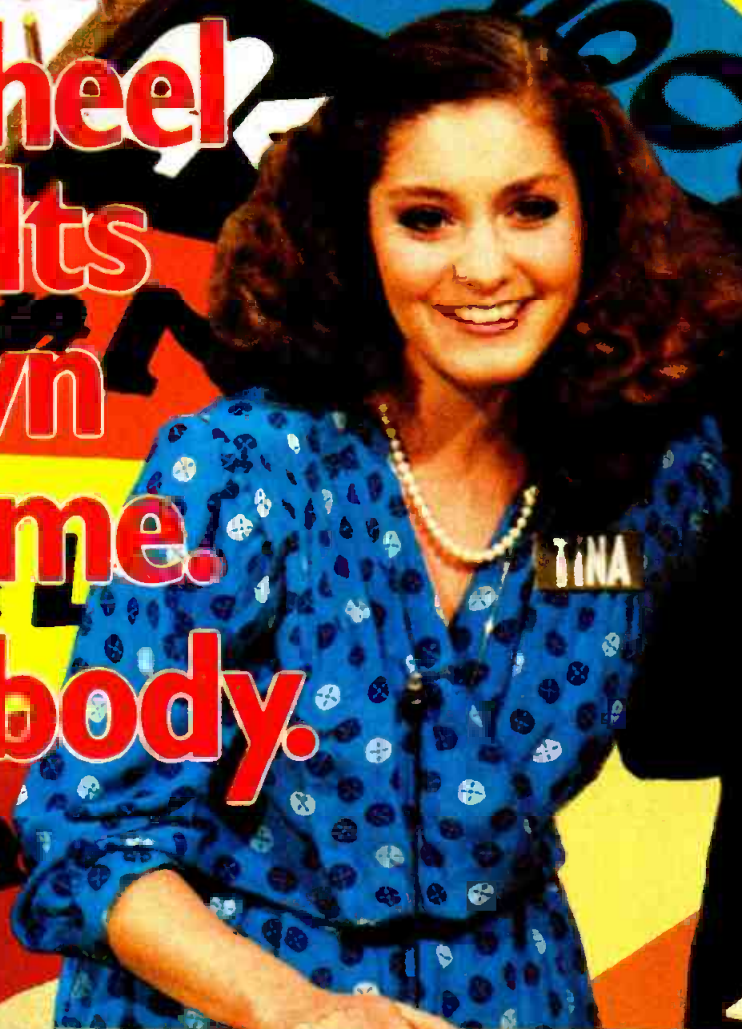
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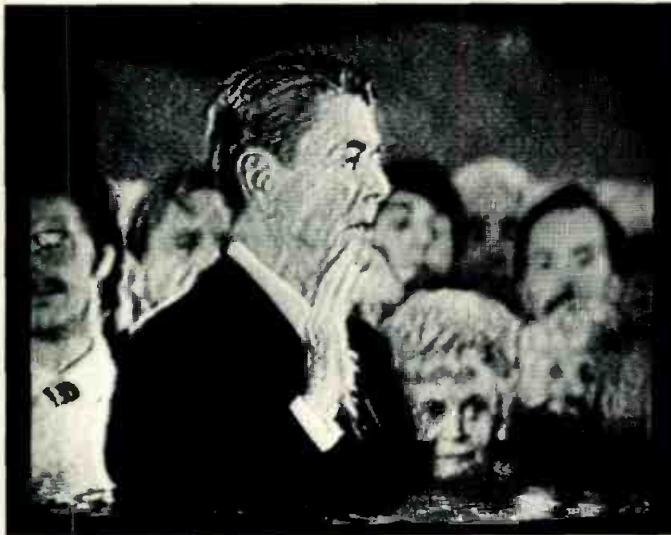
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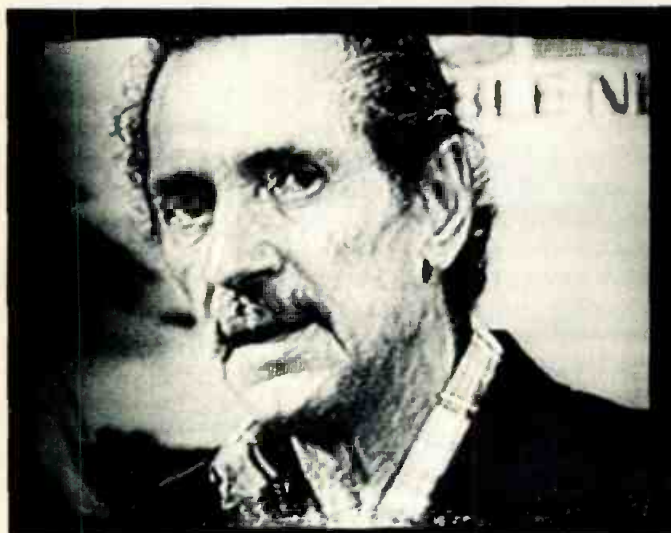
A year of hurricanes on CNN



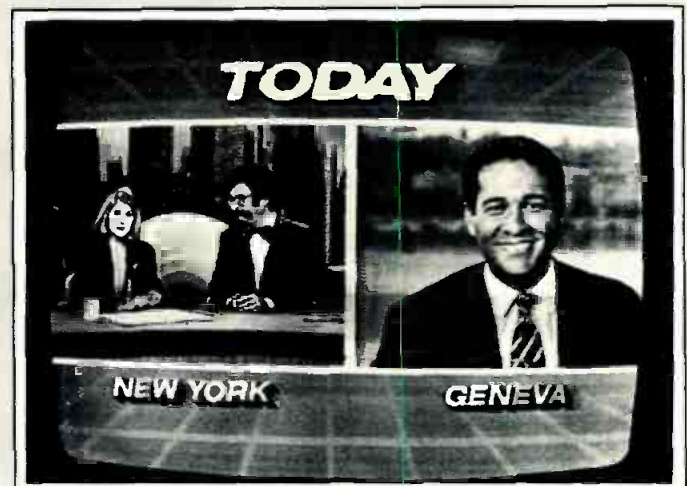
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and a Northeast service will probably get under way next March. Also scheduled to begin today is a new news service with feeds at 11 a.m. and 10:30 p.m. local times, Horner said.

Network affiliates who advocate the advantages of Ku-band SNG appear to be pleased with the growing network effort, but some still raise questions about how well the network concepts can serve local stations, which in a number of cases have found a new freedom in gathering and exchanging news with other SNG truck-owning stations.

Tom Becherer, news director at WLKY-TV Louisville, Ky., and chairman of ABC's affiliates news advisory committee, for instance, was pleased with the ABC announcement. "It sounds very exciting. The traditional news service of all the networks have been meager at best. Now they see the need exists and they will step into vacuum. All the news of my region is suddenly at my disposal; it's like I've quadrupled my news inventory," Becherer said.

Becherer noted his concern, however, about the cost-splitting arrangement for the truck, providing for the station to own the mobile unit, but gives ABC use of it on national breaking stories. "The questions about control need to be answered. I control the truck, but will I really?"

(According to ABC's Barnathan, the "pecking order on priorities" will be worked out in a "neutral" relationship between network news and station news departments. "The network doesn't have first call on the trucks, although we want to use them, like on *Good Morning America* and *Nightline*. But we're not holding an empty bag either. We want [stations] to treat this thing like a fire truck; don't use it to go on picnics.")

At NBC affiliate KPXX-TV Phoenix, Jim Willi, news director, is glad, as well, to see all the network movement toward SNG. The station is one of three owned by Gannett Broadcasting Group to use BAF Communications-built SNG trucks and is also the third to have one of NBC's Ku-band semi-portable uplinks on-line. "Satellite trucks are the last tiebreaker for local news," Willi said. "The networks had their back against the wall and have had to jump into the game because stations were forming their own consortiums."

CBS has been in for some criticism by Ku-band SNG proponents who argue the network has not reacted as quickly as the others. Mel Martin, news director at CBS affiliate WJXT-TV Jacksonville, Fla., one of the seven members of the Florida News Network SNG cooperative, said he was "thrilled" to see ABC acknowledge the importance of the technology, and added: "CBS is the last doing so. The CBS regional feed is mostly day-old material; that's fine, but they're really not supplying breaking news."

Martin, whose FNN cooperative has been in full operation since July with four mobile trucks and three other fixed uplinks, believes, however, that whatever SNG operations the networks arrange, they can't supplant a news exchange run by stations themselves. "The network systems won't

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"The networks are trying to reassert control over affiliates, and affiliates should be wary of Greeks bearing gifts," he warned, adding that the arrangement was "fine for those without the wherewithal to do things on their own, but then your partners are chosen for you. The FNN system was designed for the freedom to do what we want; we choose our own dancing partners."

NBC's Kent agreed that stations "can't be forced to work with" other network affiliates in news, but argued "the greater degree of service in Ku-band SNG is enhancing network-affiliate relations and we're trying to make it possible for NBC stations to work with each other.

"It's a very complicated world in terms of station ownership and news director-to-news director and news operation-to-news operation relationships," Kent added. "It's a lot more comfortable to deal with people from your own network; it's simpler to call a fellow affiliate to get a story."

Registering a critical opinion of network SNG plans for affiliates was Charles (Chuck) Dutcher III, vice president and general manager of Conus Communications, which currently counts 32 stations as members of its national news cooperative. "The networks are only doing this because they are afraid relations with affiliates are eroding," Dutcher commented. "They are really reacting, not from the perspective of helping affiliates, but of helping themselves.

"This is a situation where stations can do it for themselves," Dutcher added. "They have the ability to grab their news destiny. If they give that back to the networks to do for them, the networks will use it to keep them in line. On the ABC deal, though, the ABC people are really opening a Pandora's box. They are putting the tool in the hands of affiliates who want the freedom to use it as they want. In the short term this will keep stations in line, but in the long term it



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will give stations more autonomy."

One thing many agree SNG is accomplishing for those stations with the capability is the expansion of the station's news horizons beyond its immediate local market. "Geopolitical regions like Florida and the Southeast were just not being covered well," commented Martin. "With FNN, it was an idea searching for technology and our goal was to cover the state. As a cooperative we're now looking at statewide issues with a larger viewpoint than we would normally get from local stations or networks."

WLKY-TV's Becherer added: "Folks just realized in the last year what this technology could do—impact directly on content. So many news operations are now looking beyond their ADI to cover their state and region. It is not just a new technology, but a vast new source for expanded content." □

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News mixed for radio

AM's increasing, FM's decreasing news emphasis; stiff competition from television and more entertainment-oriented news are part of formula

As 1985 comes to a close, the trend of the past three to four years continues to shape local radio. Most AM stations are maintaining, if not increasing, their emphasis on news, talk and information while FM outlets are leaning more toward music and entertainment programming.

For many FM music stations, especially those with contemporary hit or album-rock formats, news is an integral part of their morning drive-time show, but little if any news is aired during the rest of the day. The perception is that, with the rise in format fragmentation, people tune to those stations for music, leading some outlets to employ only one full-time news person. For example, contemporary hit KIIS(FM) Los Angeles, the top rated station in the market, airs newscasts only in morning drive, ending at 9 a.m. "We do a headline service for major stories and focus more on local stories," said Charleye Wright, news and sports director of KIIS(FM). "We don't think our listeners want more," he said in discussing the lack of newscasts during the rest of the day.

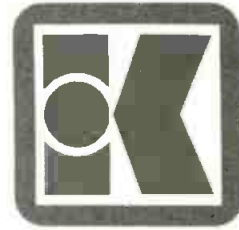
For the old-line AM stations, local news reporting remains the cornerstone of their programming. "It's the local orientation that's the most important element for these stations," said Rick Starr, vice president and general manager of MOR-formatted KDKA(AM) Pittsburgh. Starr said that since the FCC issued its radio deregulation order in early 1981, the station has added more news with a "headline package" on the half-hour.

In fact, the majority of executives canvassed by BROADCASTING last week said they are either programming about the same amount of news and information or more since deregulation. But what has

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 Dora Bordonaro WBIR-TV Sara Bornt Patrick H. Bosley KBIU-FM Richard Bouchard Sam Bowers KBJR-TV Becky Bowie Mark Bowka WBKO-TV Bud Bowlin Paul Bowlin
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Aurelius Sofia WTIX-AM Dave Sollinske Judi Solot KTIZ-FM Karen Sonderegger Gail Sorokoff WTJS Judy Sorrell Karen Sortito KTLN-FM Brenda Souder Tate South KTLN-FM Susan Specht Ron Speck WTMA-AM Michele Spector Barbara Speer WTJM-AM Jane Spellissy Beth Spencer WTNF-AM Elizabeth Spencer Arnie Spielberg WTNF-FM Mike Spiesman Linda Packer-Splitz WT0C-TV Jim St. John Susan Stakser KT0E-AM Bill Stamper Naomi Stang KTQO-FM Lis Stanley Transtar Satellite Network Barb Steffes WTRC-AM Tina Stegall Jerry Stehney WTRX-AM Jeff Stein Michele Stein WTTG-TV Michael Steinberg Eileen Steinmann WTT0-TV Bob Sterling Suzanne Sterr KTTV G. 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begun to emerge more rapidly over the past year is a different kind of news reporting that is more feature-oriented in nature, so-called "life-style" reports. They are described by one executive as information, mostly targeted to the 18-34-year-old group, that directly affects the listeners' lives.

Kent Burkhart, chairman of the Atlanta-based radio program consultancy firm of Burkhart/Abrams/Michaels/Douglas & Associates, noted that some of his client stations, both AM and FM, engaged in "topic testing"—research that attempts to measure listeners' interest in a number of news and information topics. Among the most requested subjects from listeners, said Burkhart, are health, personal finance and entertainment. International news was not of interest to the listeners, said Burkhart, except for major events.

"There is more life-style and consumer-oriented news on the air at radio stations now," said Jim Ray, general manager, KMMM(AM)-KOKE-FM Austin, Tex., who is also a former radio news director in

that market. Ray agreed with Burkhart that stations are tailoring news more to their listeners' needs "much like the way they program music." Conversely, Ray sees less hard news being provided today than several years ago. For many stations, major stories are treated in one or two sentences, with feature-oriented stories given 30 seconds of air time, said Ray.

One measure of news quantity is found in the National Radio Broadcasters Association's annual programming study. According to the latest available data, from a 1984 survey released earlier this year, the average length of a newscast, regardless of daypart, for a full-time AM station was five minutes and 48 seconds; for FM, four minutes and five seconds.

The FM figure is down from four minutes and 30 seconds in NRBA's 1982 survey—the first full year after the FCC's radio deregulation ruling—while the average length of an AM newscast rose by 18 seconds over the same period.

If there is a problem with local radio news programming today, it is that it has strong competition from television, according to Houston-based radio program consultant Ed Shane. In an article that appears in the December issue of RTNDA's *Communicator* Magazine, Shane notes that, in studies his company has conducted, radio listeners say "radio gives me headlines. Television gives me news in depth."

Shane said that, with lightweight ENG equipment, microwave links, Ku-band satellites and aggressive promotion, "television has stolen radio's position of immediacy and flexibility."

Part of the problem with local radio news is that it isn't promoted enough, Shane told BROADCASTING. "And more stations need to research the news needs of their listeners," he said. "We have to find out what is today's definition of news." Shane also observed that there seemed to be fewer news people working at radio stations in 1985 than in years past.

Shane's comments on radio's stiff competition are underscored by findings from the RTNDA-commissioned Frank Magid study, conducted in mid-1984, that centered on the public's attitude toward news. It showed television as the major source for news, followed by daily newspapers and radio.

But a study commissioned by the Radio Advertising Bureau (RAB) and conducted by R.H. Bruskin & Co. in September 1984 showed the aural medium as the number-one source of news in the morning and a major source of news in times of emergencies.

Of 1,009 people interviewed, 52% said radio was their first choice for news between 6 a.m. and 10 a.m., followed by television (30.9%) and newspapers (12.8%). (The remaining respondents said they listen to no news in that time slot or they had no opinion.)

For emergency news, 56% of those surveyed said they tune to radio first for "up to the minute" reports. "The Magid study ignored the fact that people use different news sources at different times of the day," said Bob Galen, VP-research for the RAB, in a memo sent to association members following release of his association's study.

An emerging trend among many small- and medium-market local stations this year is the growing reliance on major networks for actualities and other "raw" news material such as short correspondent reports from the major networks. And with the advent of sat-

■ The Gannett Center for Media Studies invites applications for its 1986-87 fellowship program. Fellows will implement individual projects and participate in the general activities of the Center, which is an institute for the advanced study of mass communication and technological change.

■ *Terms of fellowships:* Fellows will be in residence at Columbia University for three to 12 months. Stipend based on present salary, office space, clerical and research assistance and other benefits will be provided.

■ *Types of fellowships:* Fellowships are designed to attract media professionals from print and broadcasting, scholars from communications and mass media disciplines as well as from other academic fields. Twelve to 15 fellowships will be awarded.

Fellowships

■ *Application procedure:* Applicants should submit a letter of application, a brief summary of their project, a resume, references, and publications or work samples. Applications are due February 1, 1986; appointments announced in March 1986.

■ *Selection criteria:* Appointments will be based on (a) the proposal's significance and quality (b) the applicant's ability to carry out the work and (c) relevance of the project to the resources of the Center and its New York location.

■ *Requirements for fellows:* Fellows must be in full-time residence and not engage in outside employment or consulting. Participation in weekly seminars and dissemination of fellowship projects is required.

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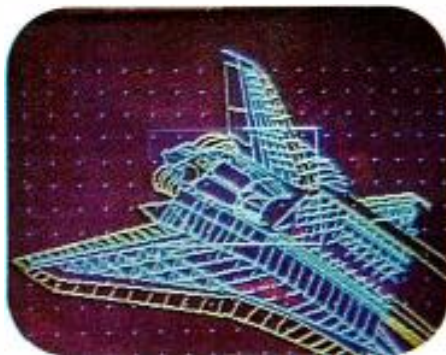
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In-depth news when it's hot LPN stations were fed an unforgettable series on the growing tragedy of AIDS produced by San Francisco's award winning KRON—the day stricken actor Rock Hudson came home from a Paris hospital. (And LPN is now introducing an even more timely Story Source which you can localize!)



Highly promotable high tech LPN's hi-tech series provides three glossy 90-second stories every week, bringing viewers fascinating news from the frontiers of science and technology. From computer assisted design to nuclear fusion research, this series keeps viewers on top of new developments.



Features on medicine and health Story Source is expanding its formidable menu of health and medical coverage with the introduction of a unique ongoing series. These medical reports, timely as the morning headlines, will give viewers information they can use every day.

COVERAGE THAT COMPLEMENTS. Story Source isn't out to replace the networks. And it can't be a substitute for your local excellence in news. But it can provide an important added dimension that complements them both,

and puts you one more step ahead of the competition. Story Source. It's coverage that complements.

For information about Story Source and other services of the Local Program Network, call (612) 330-2557.



Coverage that complements



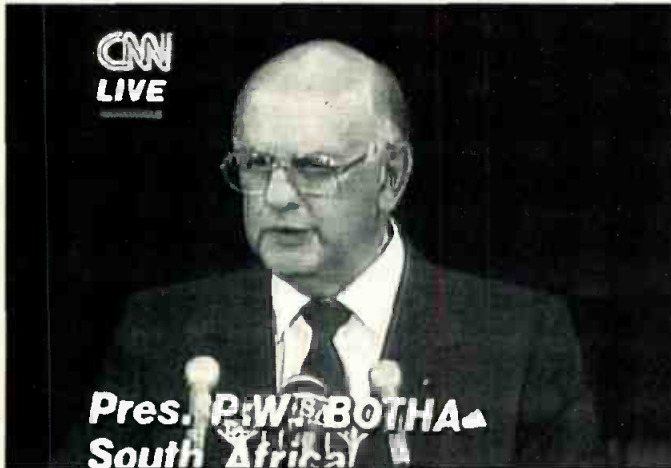
That Was The News That Was



The hijacking of TWA flight 847



NBC's Brokaw in Mexico City



South Africa explodes



Devastation down south on CNN



Achille Lauro victim on ABC



Dan Rather reports on "Westmoreland vs. CBS"

HOW LESS LEAD IN GASOLINE WILL AFFECT YOUR CAR

USE OF ALCOHOL-GASOLINE BLENDS REQUIRES YOUR CAREFUL SELECTION

The Environmental Protection Agency is reducing the amount of lead allowed in leaded gasoline by more than 90%. General Motors supports this effort to reduce lead in the atmosphere. But our customers need to know how this action may affect their vehicles.

In simple terms, continue with the same gasoline you've been using. You probably won't notice any difference at your service station. Just be sure your gasoline meets the requirements below.

For post-1974 model cars and light trucks (less than 6,000 lbs.). Continue to use *unleaded* gasoline only. The new lower-lead limits for leaded gasoline *are still too high*: lead in gasoline will harm the emission-control system.

For 1971-74 model cars and light trucks. Use either unleaded or the new lower-lead gasoline. These vehicles were designed to run on either one.

For all pre-1971 model cars and trucks. Use the new lower-lead gasolines. These vehicles need leaded gas to lubricate exhaust valves. The lead raises octane ratings and helps to avoid "knocking" and "pinging." The lead is most impor-

tant during continuous high-speed, high-load conditions such as towing a heavy trailer or large boat over a long distance. In a pinch, you can even use unleaded gas for normal driving.

Tip: Use only enough octane to avoid frequent knocking. An occasional "ping" won't harm the engine.

The new lower-lead gasolines should *always* be used in:

- 1971-78 trucks over 6,000 lbs.
- post-1978 trucks over 8,500 lbs.

The effect of alcohol blends. To meet the new regulations, oil refiners will turn to other methods to maintain or increase octane ratings. Some will elect to refine gasoline more intensively. Others may add octane enhancers such as ethanol and methanol (more informally known as grain alcohol and wood alcohol).

General Motors supports the use of such alternative fuels to lessen our nation's dependence on imported oil. But to avoid operating and other problems, don't use gasoline containing more than 10 percent ethanol or 5 percent methanol. And in the case of methanol, be sure it contains cosolvents (to prevent

separation of the alcohol from the gasoline) and corrosion inhibitors.

General Motors is taking steps to ensure that its future vehicles can operate problem-free with gasoline containing alcohol. For now, you should know the contents of the fuel going into your gas tank. That's why we support the requirement that gas pumps show the alcohol content of the fuel. Such labels are being used in some states, but they are needed nationwide.

To get the efficiency, driveability and performance we design into your GM vehicles, be sure you use the right fuel. The proper identification and use of gasoline is good for both GM customers and GM cars and trucks.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.



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Oldsmobile • Buick
Cadillac • GMC Truck



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**Dempsey
scores with women.**

Atlanta/WGNX/8:00PM	Women 25-54	+178%
	Women 18-49	+115%
	Women 18-34	+ 57%
Boston/WCVB/12:00AM	Women 18-49	+135%
	Women 25-54	+135%
Chicago/WGN/7:00PM*	Women 25-54	+165%
	Women 18-49	+ 86%
	Women 18-34	+ 29%
Cleveland/WUAB/10:00PM*	Women 18-34	+100%
	Women 18-49	+ 20%
Dallas-Ft. Worth/KTVT/5:00PM*	Women 25-54	+105%
	Women 18-49	+ 28%
Denver/KWGN/8:00PM	Women 25-54	+267%
	Women 18-49	+163%
	Women 18-34	+ 75%
Houston/KHTV/7:00PM*	Women 18-49	+600%
	Women 25-54	+500%
	Women 18-34	+300%
Sacramento-Stockton/KRBK/9:00PM	Women 25-54	+300%
	Women 18-49	+100%
San Francisco/KTVU/8:00PM*	Women 18-49	+100%
	Women 25-54	+ 44%
	Women 18-34	+ 38%
Seattle-Tacoma/KIRO/7:00PM	Women 25-54	+182%
	Women 18-49	+ 32%
Tampa-St. Petersburg/WTOG/9:00PM	Women 18-49	+100%
	Women 25-54	+ 57%



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	Men 18-49	+ 90%
Boston/WCVB/12:00AM*	Men 25-54	+128%
	Men 18-49	+105%
	Men 18-34	+ 43%
Chicago/WGN/7:00PM*	Men 25-54	+ 57%
Cleveland/WUAB/10:00PM*	Men 18-49	+ 75%
Denver/KWGN/8:00PM	Men 18-34	+533%
	Men 18-49	+263%
	Men 25-54	+100%
Houston/KHTV/7:00PM*	Men 18-49	+900%
	Men 18-34	+800%
	Men 25-54	+200%
Memphis/WMKW/7:00PM	Men 18-49	+100%
	Men 25-54	+100%
Nashville/WCAV/7:00PM	Men 18-49	+100%
New York/WPIX/8:00PM	Men 18-49	+ 26%
	Men 25-54	+ 14%
Sacramento-Stockton/KRBK/9:00PM	Men 25-54	+733%
	Men 18-49	+178%
	Men 18-34	+ 25%
San Francisco/KTVU/8:00PM	Men 18-34	+113%
	Men 18-49	+ 83%
	Men 25-54	+ 74%
Seattle-Tacoma/KIRO/7:00PM	Men 25-54	+117%
	Men 18-49	+ 87%
	Men 18-34	+ 78%
Tampa-St. Petersburg/WTOG/9:00PM	Men 18-49	+ 17%

*NSI
Source: ARB/NSI October 1985 (% increase over year ago).
Subject to qualifications provided on request.

Our Success Shows



elite technology in the past two years, an affiliate has more flexibility in receiving the information. There's also a lot of shopping going on by local stations for network features, said RTNDA Executive Director Ernie Schultz.

For many major market stations, especially news-formatted outlets, the computerization of newsrooms has been on the rise this year as well as the use of cellular phones for news reports from field correspondents.

Programming

Children's programming is focus of Group W public service push

Company's owned TV stations will all produce programing, PSA's and other material in year-long project

Group W Television is launching a year-long public service campaign aimed at distributing children's programming on a national basis. The campaign, which includes full-length children's and family-oriented programing in addition to a variety of public service spots, is designed to "raise public consciousness on issues affecting the quality of life for young people today," Group W said.

Group W, through Group W Television Sales—its in-house rep firm—will launch the campaign at the NATPE International convention in January, thus marking what is believed to be the first time a station group has put into syndication a sustaining national public service campaign. Called *For Kids' Sake*, the campaign has been airing since March on Group W-owned WBZ-TV Boston and will now spread to the other four Group W-owned television stations beginning in the first quarter of 1986. Each of the five stations will produce material for the nation-

ally distributed campaign.

The campaign will include a complete package of prime time programs, on-air promotional spots, commercial vignettes that can be paired with local sponsors, PSA's, graphics, background music and supplementary material including brochures and pamphlets for public distribution.

According to Group W Television Stations President Lawrence P. Fraiberg, the campaign will deal with the problems facing youth, including teen-age pregnancy, suicide, single parent households and child abuse. "Children today are growing up in a fast-paced world that can present bewildering opportunities," he said, "it is our responsibility as broadcasters to address these issues because the next generation is our legacy."

Beyond that, Fraiberg added, the campaign is a public service effort that can enhance a station's image in its market. He said stations can also do good and make good at

the same time. "Public affairs [programing] has been forced on stations by outsiders," said Fraiberg, alluding to former FCC requirements in that area, "it was like castor oil." But when a station commits resources to a public service effort, he said, the campaign need not be a loss leader. "We're hoping to show stations the light out there. This is not a sacrifice. The payoff is good."

Stations signing up for *For Kids' Sake* will be allowed to choose a minimum of four programs from a menu of nine specials produced by Group W stations. The topics are: drug abuse; racial, religious and ethnic heritage; divorce and contemporary family life; careers; the communication gap between adults and children; fears about nuclear war; young astronauts; child prodigies, and street children.

The formats of the specials vary. For a treatment of divorce and its effect on family life, for example, WBZ-TV produced a drama written by a 12-year-old Pittsburgh play-

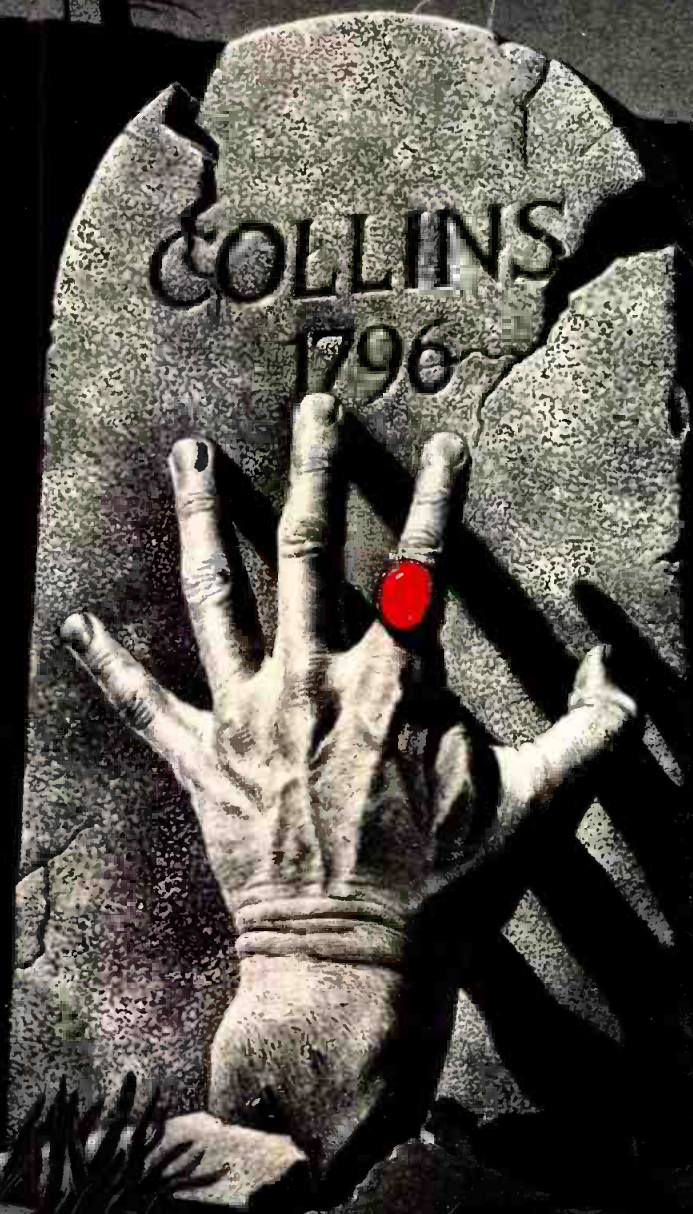


For Kids' Sake with Maureen Stapleton



CBS scenes. Sixty photos from the CBS archives will be featured in an exhibit running today through Feb. 7 in New York. The exhibit, sponsored by *Popular Photography* magazine and mounted at its fifth-floor gallery at One Park Avenue, features pictures selected from among 30 million black and white negatives of entertainment, news, music and sports figures from 1927 to 85. It will cover six decades of CBS photography, beginning with the first CBS picture taken on location, a 1929 shot of Admiral Richard E. Byrd broadcasting from Little America in Antarctica. Above, Humphrey Bogart, Bing Crosby and Lauren Bacall with a bouncing baby.

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KXTX
Dallas-Fort Worth
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Cleveland
KTRK-TV
Houston
WPGH-TV
Pittsburgh
WSB-TV
Atlanta
KCPQ
Seattle
WFTS-TV
Tampa-St. Pete
WXLTV
Sarasota
WTVJ
Miami
KITN-TV
Minneapolis-St. Paul
KPLR-TV
St. Louis
WCEE-TV
Mt. Vernon
KUSA-TV
Denver
KOVR-TV
Sacramento
WMAR-TV
Baltimore
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Indianapolis
KPHO-TV
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Nashville
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WYFF-TV
Greenville, SC
WKBW-TV
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Columbus
KOKH-TV
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WTTO-TV
Birmingham
WCFT-TV
Tuscaloosa
WTVD
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KLRT
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WPEC
West Palm Beach
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KSNW-TV
Wichita
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Great Bend
KSNG-TV
Garden City
KSNK-TV
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WHEC-TV
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Reliance
KDLO-TV
Florence
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Bryan
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WSFA-TV
Montgomery
KSBW-TV
Monterey-Salinas
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KTIE-TV
Oxnard
KAMR-TV
Amarillo
WTOV-TV
Steubenville
KTVE
Monroe
WLTX
Columbus
WTHI-TV
Terre Haute
KFDM-TV
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WJKA-TV
Wilmington
KSNF-TV
Joplin

KGBT-TV
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KIMA-TV
Yakima
KLEW-TV
Lewiston
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Macon
WWTV
Traverse City
WWUP-TV
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KTRV
Boise
KRCR-TV
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wright who won the New York City Dramatists Guild Young Playwrights Festival competition. Titled "Tender Places," it features Jean Stapleton as one of the divorced parents who is battling for possession and affection of her son, played by Frederick Koehler (*Kate & Allie*).

But for an exploration of children's fears on nuclear war, WBZ-TV produced a show hosted by actor Christopher Reeve and featuring children asking questions of a panel of experts. Another program on race relations took a group of high school students on a

retreat where they engaged in role playing to help them discover their own prejudices.

Beginning early next year the other Group W stations will begin producing programs to contribute to the campaign.

Group W said advertisers will be attracted by the campaign's theme on grounds that can't be measured on a strictly efficiency basis. WBZ-TV got McDonald's, Stop & Shop and True Value Hardware Stores to sponsor its local campaign. The promotional/commercial spots Group W has designed for *For Kids' Sake* are understated and do not

overtly pitch a product, but instead associate a sponsor with a public service message.

"We are offering the *For Kids' Sake* campaign in a form that enables television stations to tie together many programming and promotional elements," said Bob Kunuth, president of Group W Television Sales. "Through our WBZ-TV experience we have found that sponsors interested in enhancing their image are extremely attracted to the intrinsic community outreach elements of the campaign."

The way Group W officials see it, the

Syndication Marketplace

■ **Primetime Entertainment** has acquired the worldwide broadcast and domestic cable rights to "Cease Fire," a recent theatrical release starring Don Johnson, of *Miami Vice*, and Lisa Blount, who appeared in the theatrical "Officer and a Gentleman." Primetime has also obtained the cable rights to "Consenting Adult," a made-for-television film starring Martin Sheen and Marlo Thomas which appeared on ABC

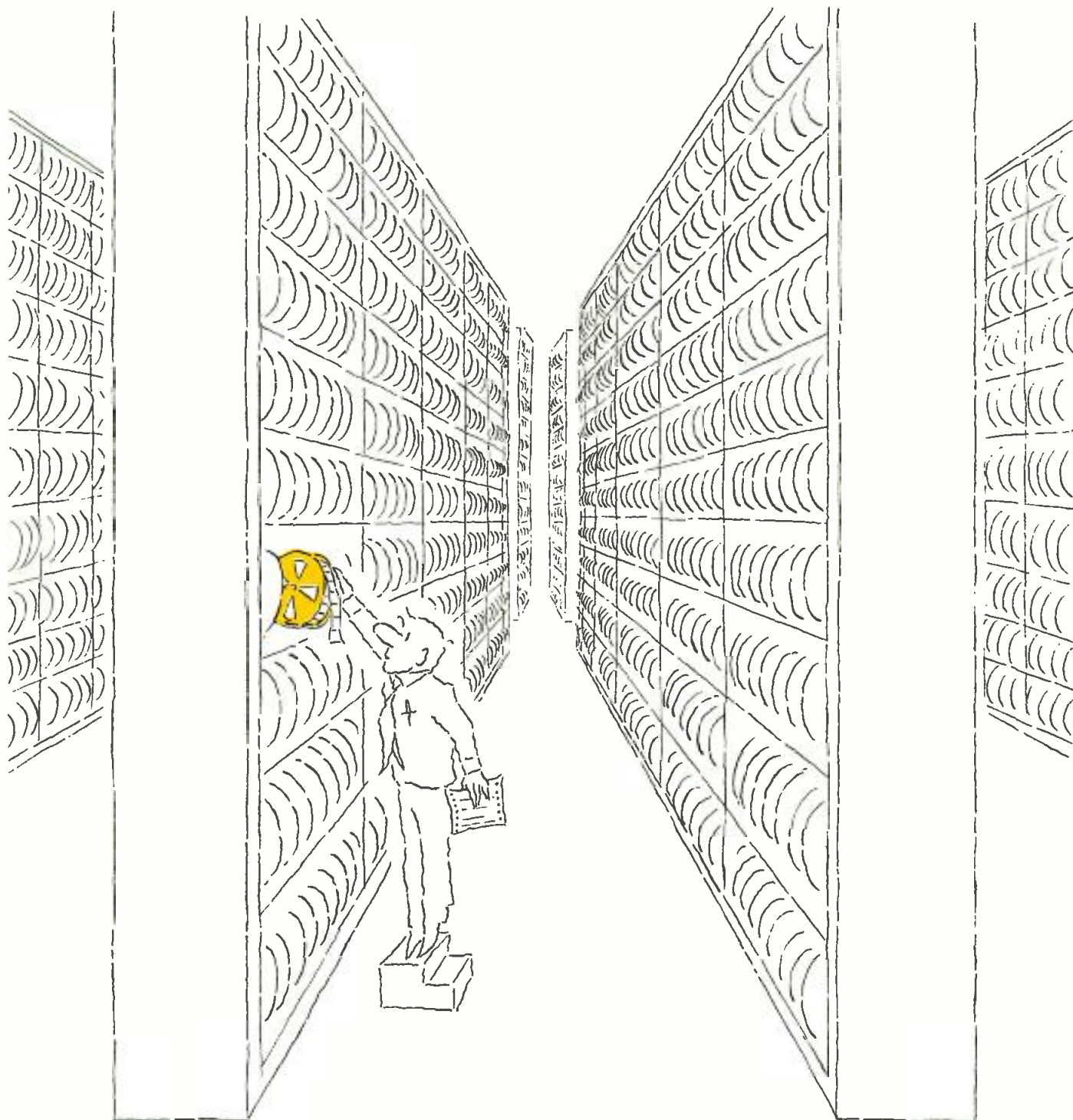


Cease Fire

this season. The two films will be sold for 1986 through individually negotiated deals. ■ Mike Weinblatt, president of **Multimedia Entertainment**, says that there is "series potential" in *Dreesen Street*, the second installment of the company's *America Comes Alive* collection of seven specials. The half-hour comedy-variety special will be hosted by Tom Dreesen and is intended for late fringe. The pilot of *Dreesen Street* was shot in Chicago by Dillon Smith Communications. *America Comes Alive* specials are cleared individually on a barter basis. Last year's eight-part package was cleared, on the average, in 90% of the country. This year's package includes the two-hour "Sixth Annual National Songwriters Awards," on Jan. 13, hosted by Barbara Eden and Roy Clark, and "The Disc Jockey Awards," on April 14. **Tribune Entertainment** says it has cleared *Rocker '85* on 85 stations covering 83% of the country. The two-hour entertainment precursor to a series of the same name airs in stereo from Jan. 6-25 and is sold on a barter basis with stations getting 14 minutes and Tribune keeping 10. Kenny Loggins and British music and entertainment reporter Paula Yates host the program, which reviews the year in popular music. Among the latest clearances are KYW-TV Philadelphia, KPFX-TV San Francisco, WBZ-TV Boston, WJZ-TV Baltimore, WXYZ-TV Detroit and KHOU-TV Houston. ■ **Telepictures** has implemented an "insurance policy" on *Catch Phrase* by offering *Perfect Match* as a no-cost replacement to more than 100 stations carrying *Phrase*. The show "showed no upside" in ratings, according to Peter Temple, Telepictures vice president. The new "comedy game" involves an element of wagering between couples as they fill in blanks in "love letters." Sales of both shows are on a cash basis (plus one minute for Telepictures) basis. Barter time from the old show will be shifted to the new. The show will begin on Jan. 13. ■ **Orbis Communications** says that it has cleared the first of seven specials sponsored by Wang Laboratories, *American Treasure—A Smithsonian*

Journey, in 81 markets covering 74% of the country. The 90-minute program, hosted by Gene Kelly and airing on March 23, 1986, is being cleared on a barter basis with Orbis and stations each getting six minutes of commercial time. The special traces the evolution of America by way of the Smithsonian's 13 buildings and 100 million specimens and artifacts. The remaining six Wang specials, which begin airing in October, come under the banner of *Challenge: Adventures of American Business*. Each are an hour long and are being sold on a barter basis with stations getting five minutes and Orbis keeping three. Orbis also says it has cleared *Defenders of the Earth*, an animated strip produced by King Features Entertainment, in 73 markets covering 70% of the country for its September 1986 premiere. The show's 65 episodes for eight runs are available on a barter basis, with Orbis getting two minutes and stations getting four. Among clearances are WPHL-TV Philadelphia, KICU-TV San Jose (San Francisco), WXNE-TV Boston, WXON-TV Detroit and WOIO-TV Shaker Heights, Ohio (Cleveland). ■

■ **Syndicast** says that it has cleared the *Gameplan to the Super Bowl* in 30 markets covering 38% of the country. Former Philadelphia Eagles coach Dick Vermeil, and Tom Brookshier, will host the program, which has a Jan. 22-26 window. Special guest for the program will be San Francisco 49er quarterback Joe Montana. Sales of the half-hour preview of the 20th Super Bowl are on a barter basis with stations getting three and a half minutes and Syndicast getting two and a half. Along with the CBS O&O's, clearances include WBZ-TV Boston; WOIO-TV Shaker Heights, Ohio (Cleveland); WPLG-TV Miami; KUSA-TV Denver, and KXTV-TV Sacramento, Calif. ■ **All American Television** says it has cleared *The Boy King* on 34 stations covering 46% of the country. Air date for the Martin Luther King special, starring Howard Rollins, is Jan. 11-Feb. 16, which includes the Jan. 20 commemorative holiday. The program will be produced at WSB-TV Atlanta. Sales are on a barter basis with stations getting five minutes and All American five. Clearances include the NBC O&O's in New York, Los Angeles and Chicago, KYW-TV Philadelphia, KTVU-TV San Francisco, WBZ-TV Boston, WKBO-TV Detroit and KRLD-TV Dallas. ■ **J and J Clearance** says it has cleared a one-hour ProServ Television Production (produced in association with Budweiser), *A Hard Road to Glory*, in 50 markets covering 50% of the country. The program traces the history of black athletes beginning in Africa, through slavery, up to modern names, starting with the boxer Jack Johnson. Arthur Ashe is on-camera host of the special, which is based on three years of his research of the Black American athlete. James Earl Jones serves as narrator and Lou Rawls performs the theme song. Sales, which began approximately seven weeks ago, are on a barter basis with stations getting six and a half minutes and J and J keeping five and a half. The program is aimed at weekends during February, Black History month. Among clearances are WNBC-TV New York, WMAQ-TV Chicago, KRON-TV San Francisco, WXYZ-TV Detroit, WRC-TV Washington and KHOU-TV Houston. ■ **Blairspan**, the Spanish-language subsidiary of John Blair and Co. which is distributing over 2,000 hours of programming, has cleared 24 series—including 17 one-hour "novela" series strips in 18 markets, and eight weekly series. The novelas, ranging from 90 to 160 hours, are produced by Blairspan at the Tele-mundo studios in Puerto Rico. The weekly series include two comedy series, three music/variety series, a one-hour astrology program and a talk-variety show. Among stations clearing the programs are WNUJ-TV New York; KVEA-TV Los Angeles; WPWR-TV Aurora, Ill. (Chicago); WBSB-TV West Chicago; WSCV-TV Miami-Fort Lauderdale; KINT-TV El Paso, and KGNS-TV Laredo, Tex. Blair owns two Spanish stations—WKAQ-TV San Juan, P.R., and WSCV-TV Fort Lauderdale-Miami.



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year-long *For Kids' Sake* campaign could evolve into a series of public service campaigns addressing other issues. *For Kids' Sake* is an extension of Group W's limited-run public service campaign, *Second Chance*, originated by KDKA-TV Pittsburgh, which attempted to educate the public on organ donors and transplants. Group W introduced *Second Chance* at last year's NATPE, and 113 stations signed up. For several years Group W has distributed among its owned television stations documentaries produced by one of its stations; the most recent examples are a documentary about AIDS produced by KPIX-TV San Francisco and a company-wide project on Alzheimer's disease. □

Hoberman retires from ABC Radio, eyes other ventures

Executive says "new era" created by Capcities merger coincided with his desire to explore other opportunities

In a move that took few in the radio industry by surprise, ABC Radio President Ben Hoberman, 63, last week announced his intention to retire from the company as soon as the pending merger of ABC and Capital

Cities Communications, Inc. is finalized, tentatively scheduled for Jan. 3. Hoberman, a 36-year veteran with ABC who has been based in New York, said he plans to return to his home in Los Angeles.

"As ABC enters a new era with Capital Cities, I felt that the time was right to set my sights on other opportunities and look for new challenges both in and outside of broad-

NBC continues winning ways

NBC had the lowest-rated winning performance of the season by any network in the 11th week (Dec. 2-8) of the season as the networks began to experience a post-November sweeps drop-off in clearances of programs. NBC scored a 16.9 average rating and a 26 average share. CBS followed with a 16.3/25 and ABC finished third with a 14.4/22.

According to Gerry Jaffe, vice president, research projects at NBC, the networks are now "running into the period of time when you're going to get low coverage" because of pre-emptions.

The week consisted of mostly regular series, with NBC's Thursday lineup was especially strong—all five shows were in the week's top 20. *The Bill Cosby Show* (36.2/53) had its highest ratings ever and ranked first for the week, and *Family Ties* (31.2/46), ranked second, posted its second highest numbers ever. NBC also was bolstered by its first Wednesday win since December 1981, despite ABC's ninth-ranked *Dynasty* (21.8/32) and *Hotel* (16.9/28).

But mitigating NBC's strength was the best-ever performance of ABC's *Monday Night Football* between the Chicago Bears and Miami Dolphins (29.6/46), which ranked third for the week. NBC, with the three-hour *NBC Monday Night Movie*, "John and Yoko: a Love Story," scored a 13.4/19 and ranked third behind its competition for the night. ABC's Monday out ranked CBS's Sunday night as the highest rated night of the week, scoring a 25.7/37. CBS pre-empted its regular series after 8 on Sunday for two specials—the 10th-ranked *An All-Star Party for Dutch Reagan* (21.5/31), from 8 to 9, and 12th-ranked *Circus of the Stars* (21.1/33), from 9 to 11. CBS had a 22.1/34 on Sunday.

That NBC's winning numbers were the season's lowest did not deter combined network ratings from rising 4%, to 50.6, from their mark last year (48.6). Combined network shares were also up, by 1%, from last year's 77.8 to 78.4. HUT levels were up 3%, from 62.9 to 64.8.

■ ABC obliterated the competition from 9 to 11 as the Dolphins

handed the Bears their first defeat of the year. From 8 to 9, CBS's *Scarecrow and Mrs. King* took top honors with a 17/24.

■ ABC also won on Tuesday, as its regular lineup swept every time period, with the exception of 8:30 to 9, when the second half of *A Team* (17/25) placed ahead of *Growing Pains* (15.8/23). *A Team* had a 16.2/24 for the night. From 8 to 9 on CBS, *Rudolph the Red Nose Reindeer* (16.4/24) ranked second overall in the time period.

■ NBC won Wednesday with the help of a strong performance from *Highway to Heaven* (21.2/31). NBC had a 16.2/24 for the night, ABC had a 16/25 and CBS a 12.8/20. From 8 to 9, CBS ran *Charlie Brown Christmas* (16.6/25) and *The Night Before Christmas* (16.3/24).

■ NBC was competitive with the 20th-ranked *Hill Street Blues* (17.7/28) from 10 to 11 on Thursday, but CBS's 15th-ranked *Knot's Landing* (19.3/31) won the time period. *Dynasty II: The Colbys*, playing opposite *Cheers* (24.4/36) and *Night Court* (21.1/32) on NBC, scored a 14.8/22.

■ On Friday ABC won at 8 with *Webster* (14.4/25) while the second half of CBS's *Twilight Zone* (13.1/22) edged ABC's *Mr. Belvedere* (13/22) from 8:30 to 9. CBS won at 9 with the seventh-ranked *Dallas* (22/35); and NBC took the 10 to 11 hour with the sixth-ranked *Miami Vice* (23.1/38). *Our Family Honor*, on ABC from 10 to 11, was the lowest-ranked program of the week with a 4.8/8.

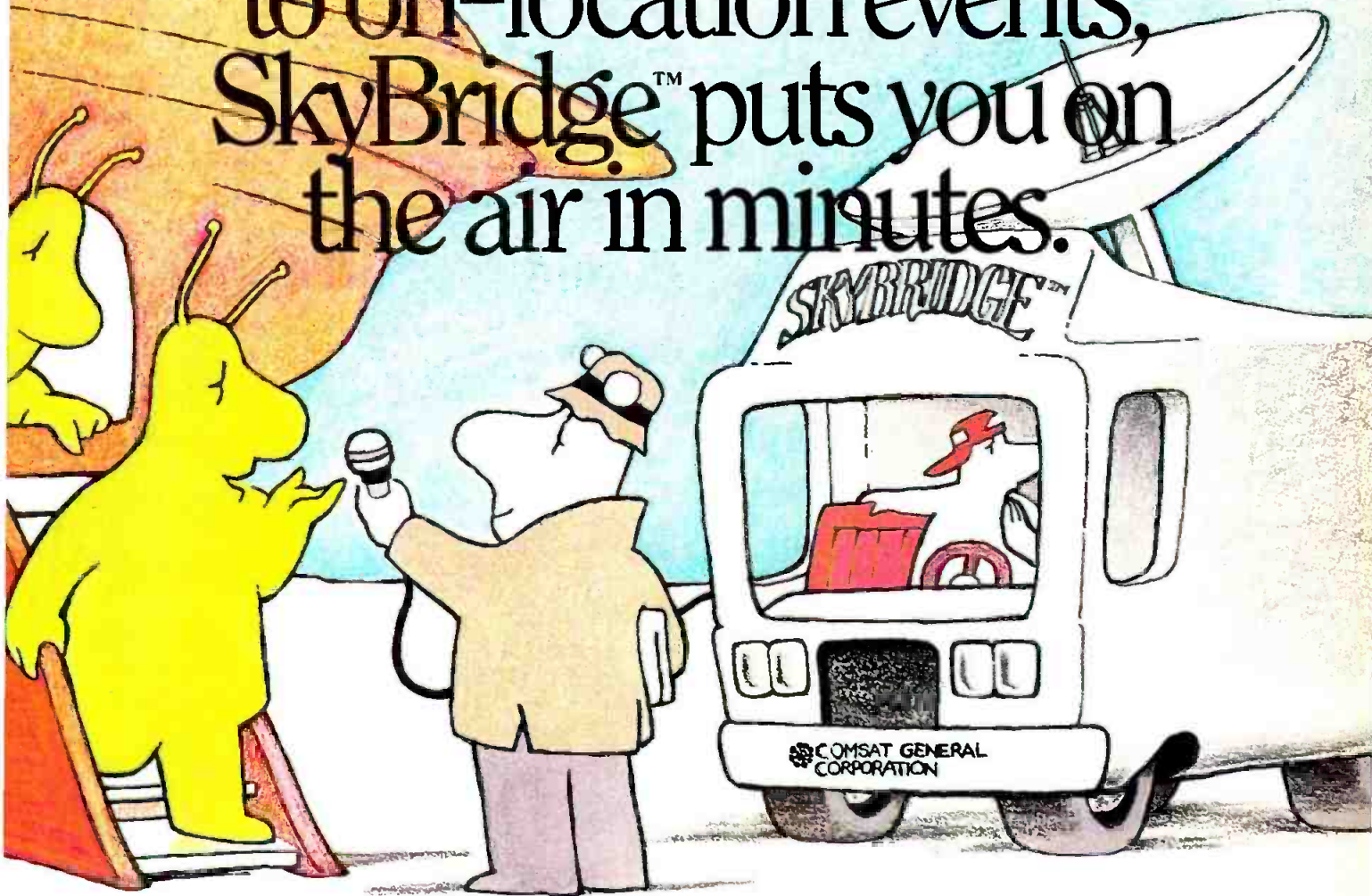
■ NBC swept Saturday with its comedy block, with the exception of 8-8:30, when *How the Grinch Stole Christmas* (13.9/24), on CBS, and *Gimme a Break*, on NBC, tied with a 13.9/24. The *CBS Saturday Night Movie*, "Victor, Victoria," scored a 9.1/16.

■ Even though its Sunday lineup after 8 was pulled for specials, three of CBS's programs for the night landed in the top 12. *60 Minutes* (24.5/37) from 7 to 8 ranked fourth for the week. An *ABC NFL Football Special*, from 9 to 12:06, scored a 13.2/22, and the *NBC Sunday Night Movie*, "Final Jeopardy," had a 16.5/26.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.2/53	26.	Hotel	ABC	16.9/28	51.	Football, Pittsburgh-S.D.	ABC	13.2/22
2.	Family Ties	NBC	31.2/46	27.	Hunter	NBC	16.8/30	52.	Twilight Zone	CBS	13.1/22
3.	Football, Chicago-Miami	ABC	29.6/46	28.	Charlie Brown Special	CBS	16.6/26	53.	Hell Town	NBC	13.1/19
4.	60 Minutes	CBS	24.5/37	29.	Final Jeopardy	NBC	16.5/28	54.	Mr. Belvedere	ABC	13.0/22
5.	Cheers	NBC	24.4/36	30.	Rudolph Red-Nosed Reindeer	CBS	16.4/24	55.	Love Boat	ABC	12.6/22
6.	Miami Vice	NBC	23.2/38	31.	Moonlighting	ABC	16.4/24	56.	Knight Rider	NBC	12.6/21
7.	Football, Sun. 7-7:20 p.m.	NBC	22.3/38	32.	Night Before Christmas	CBS	16.3/24	57.	Copacabana	CBS	12.6/20
8.	Dallas	CBS	22.0/35	33.	A Team	NBC	16.2/24	58.	Equalizer	CBS	12.4/20
9.	Dynasty	ABC	21.8/32	34.	Alfred Hitchcock Presents	NBC	15.8/23	59.	Misfits of Science	NBC	11.8/19
10.	All Star Party	CBS	21.5/31	35.	Growing Pains	ABC	15.8/23	60.	Lady Blue	ABC	11.7/19
11.	Highway to Heaven	NBC	21.3/31	36.	Facts of Life	NBC	15.7/26	61.	MacGyver	ABC	11.6/17
12.	Circus of the Stars	CBS	21.1/33	37.	Spenser: For Hire	ABC	15.6/26	62.	Silver Spoons	NBC	10.9/16
13.	Night Court	NBC	21.1/32	38.	20/20	ABC	15.1/24	63.	Diff'rent Strokes	ABC	10.7/17
14.	Golden Girls	NBC	20.3/33	39.	Hardcastle & McCormick	ABC	15.1/23	64.	Charlie & Company	CBS	10.1/15
15.	Newhart	CBS	19.5/27	40.	Dynasty II: The Colbys	ABC	14.8/22	65.	Benson	ABC	10.0/16
16.	Knots Landing	CBS	19.3/27	41.	Riptide	NBC	14.6/22	66.	Fall Guy	ABC	9.3/16
17.	Kate & Allie	NBC	19.3/26	42.	Webster	ABC	14.4/25	67.	The Insiders	ABC	9.2/14
18.	Falcon Crest	CBS	18.6/31	43.	Frosty the Snowman	CBS	14.4/24	68.	Victor/Victoria	CBS	9.1/16
19.	Cagney & Lacey	CBS	18.1/27	44.	St. Elsewhere	NBC	14.3/23	69.	George Burns Comedy	CBS	9.0/13
20.	227	NBC	17.8/30	45.	Magnum P.I.	CBS	14.3/21	70.	Ripley's Believe It Or Not	ABC	7.7/12
21.	Hill Street Blues	NBC	17.7/28	46.	Football, Post-game	NBC	14.1/23	71.	Shadow Chasers	ABC	5.3/8
22.	Simon & Simon	CBS	17.5/26	47.	Grinch Stole Christ.	CBS	13.9/24	72.	Our Family Honor	ABC	4.8/8
23.	Amazing Stories	NBC	17.5/25	48.	Gimme a Break	NBC	13.9/24				
24.	Who's the Boss	ABC	17.2/25	49.	Remington Steele	NBC	13.9/23				
25.	Scarecrow & Mrs. King	CBS	17.0/24	50.	John & Yoko	NBC	13.4/19				

*indicates premiere episode

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casting," said Hoberman. "The sale offered me a chance for re-examination," he said. "And I'm anxious to get back to Los Angeles."

Hoberman is the third major ABC executive to announce his departure from the company in anticipation of the Capital Cities merger. Everett H. Erlick, executive vice president and general counsel for ABC, plans to leave but will serve as a consultant to the new Capcities/ABC (BROADCASTING, Dec. 2) and Anthony D. Thomopoulos, president of the ABC Broadcast Group, resigned last month to join United Artists (BROADCASTING, Nov. 25).

Hoberman was appointed president of ABC Radio in March 1979 after 19 years as head of talk-formatted KABC(AM) Los Angeles. Hoberman switched the station from MOR to talk in 1960. Under his tenure it became one of the nation's most popular radio outlets, giving credence to a format that centered on discussion, interviews and listener call-ins. The station recently marked its 25th year with that format.

In his current position, Hoberman oversees the two operating units of the ABC Ra-



Hoberman

dio division: the ABC-Owned radio stations and the ABC radio networks. He leaves after accumulating a track record that includes expanding the ABC radio networks from four

to seven networks—Talkradio, however, will be offered as an ad-hoc programming service beginning in January—and purchasing Watermark Inc., the Los Angeles-based radio program production company, whose program offerings include *American Top 40 with Casey Kasem* and *American Country Countdown with Bob Kingsley*.

Additionally, ABC last year updated its network radio studios and opened what was then called the world's largest commercial radio facility (BROADCASTING, Nov. 5, 1984). "This year's revenues and profits will be at an all-time high, with operating profits significantly above last year, which was another record year," Hoberman said.

Hoberman began his career at ABC in 1950, when he joined WXYZ-TV Detroit as an account executive. In 1958, he was promoted to general manager of WABC(AM) New York and two years later was tapped to head KABC.

A successor to Hoberman is expected to be named shortly after the Capital Cities takeover date. Industry sources say a likely candidate is James Arcara, currently executive vice president/radio for Capital Cities. □

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:

New for **Worldvision Enterprises** for 1986 are four series, three mini-series and a 13-part series of specials. Two animated strips, *Rambo* ("Closed Circuit," Oct. 7) and *Centurions*, each consisting of 65 half hours, are being sold on a barter basis with stations getting four minutes and Worldvision getting four. John D. Ryan, senior vice president of domestic sales, said the series will be a "super hero," but will not look like Sylvester Stallone, the star of the movie of the same name; the cartoon will not use Stallone's voice either. The cartoon character will work for the Pentagon and will be joined by a group of cohorts, still in development. *Centurions*, set 100 years in the future, follows the adventures of three men who individually possess the ability to travel in the air, underwater and on land. Worldvision will also be selling two animated mini-series, including one starring a likeness of film tough guy Chuck Norris. Ryan also said the company will be selling 32 episodes of *We the People*, a weekly series meant for early fringe hosted by Monty Hall. He will act as an "ombudsman" who travels across the country helping people in need. Said Ryan: "This is the real thing" in charity, done by a man who has really wanted to do such a show. *Starring the Actors* is 13 half hours of interviews and outtakes of



Hackman

films of such actors as Gene Hackman, Jack Lemmon, Gregory Peck and Sissy Spacek, produced by the American Film Institute. Ryan said the programs had series potential. Sales will be for cash. The company will also be selling 136 episodes of *That Girl* for the first time on a cash basis, and 160-170 episodes of *The Love Boat*, formatted into half hours by series producer Aaron Spelling Productions.

■ **LBS Communications** has announced it will be bringing 65 half hours of *The Botts*, a live-action sitcom for stripping, produced by DIC Audiovisual. The show features a middle-class family of android robots trying to survive in the world; the characters will be played by real actors wearing masks. Short segments will be tied together through the use of the cast of characters and will be similar to *Benny Hill*. Roger Lefkon, president of LBS Enterprises, said DIC, which has produced only cartoons for LBS, came up with the idea for the show. The characters' masks were designed by Carlo Rimbaldi, creator of "E.T." Lefkon also said the show was in development prior to the debut of *Small Wonder*, the MPC production which features a young robot. Lefkon also said the show's unusual characteristics "correspond" to its cost. The show is aimed at early fringe and late night, with young adults as its target audience. Dan Greenblatt, executive vice president, said the cash distribution of the series is a first for LBS Distribution. Sale of the series on a barter basis was precluded, he said, "because realistically we don't anticipate getting deep enough [into station clearances] to make barter worth it." Greenblatt said marketing of the show will be similar to Telepictures' *Perfect Match*. The first two runs of the series will be followed by pre-negotiated renewals for year-and-a-half cycles in which LBS will retain one minute. More episodes will be ordered for the second cycle of the show.

■ In addition to the previously announced *What's in a Name*, **Lionheart** is selling three different packages for fall '86 that will all be sold for cash for not less than two runs over two years. *Britcoms* is a package of nine British sitcoms that total 143 half hours. Among the series are *Solo* and *The Rise and Fall of Reginald Perin*. *Britcoms* can play in any time period. *Prime Time* is 21 BBC-produced movies and mini-series including such former *Masterpiece Theatre* presentations as *The Citadel* and *Private Schultz*. *Family Classics* is 10 BBC and Arts & Entertainment produced titles such as "Beau Geste," "Jane Eyre" and "Little Women."

■ **Coe Film Associates** is bringing 65 new episodes of *It Figures*, a half-hour aerobic exercise show, to NATPE. The series, starring Charlene Prickett and airing on Lifetime currently, will be sold on a cash basis in syndication. Coe is also bringing four one-hour music specials, including James Galway and Randy Newman, to the convention.

Rx for troublesome time periods...

Nick Adams	Sammy Davis, Jr.	Cecil Kellaway	Aldo Ray
Luther Adler	Bruce Dern	Sally Kellerman	Cliff Robertson
Eddie Albert	Colleen Dewhurst	Mike Kellin	Cesar Romero
Dana Andrews	Bradford Dillman	Richard Kiley	Katharine Ross
Tige Andrews	Ludwig Donnath	Eartha Kitt	Charlie Ruggles
Michael Ansara	Melvyn Douglas	Jack Klugman	Janice Rule
Elizabeth Ashley	Patty Duke	Elsa Lanchester	Barbara Rush
Ed Asner	Peter Falk	Piper Laurie	Alfred Ryder
Mary Astor	James Farentino	Margaret Leighton	Telly Savalas
Lew Ayres	Glenda Farrell	Jerry Lewis	George C. Scott
Lynn Bari	Betty Field	Viveca Lindfors	James Shigeta
Barbara Barrie	Anne Francis	Robert Loggia	Everett Sloane
Richard Basehart	James Franciscus	Gavin MacLeod	Kim Stanley
Ed Begley	Edward Franz	Strother Martin	Rod Steiger
Ted Bessell	Vincent Gardenia	Lee Marvin	Stella Stevens
Janet Blair	Lee Grant	Kevin McCarthy	Barry Sullivan
Tom Bosley	George Grizzard	Roddy McDowall	Gloria Swanson
Neville Brand	Harry Guardino	Darren McGavin	Marlo Thomas
Beau Bridges	Joan Hackett	Burgess Meredith	Franchot Tone
Geraldine Brooks	George Hamilton	Gary Merrill	Rip Torn
Red Buttons	Phil Harris	Ricardo Montalban	Robert Walker
James Caan	Eileen Heckart	Chester Morris	Robert Walker, Jr.
MacDonald Carey	Arthur Hill	Patricia Neal	Jessica Walter
Jack Carter	Steven Hill	Barry Nelson	Jack Warden
Dane Clark	Oscar Homolka	Leslie Nielsen	Robert Webber
Dick Clark	Wilfrid Hyde-White	Sheree North	Tuesday Weld
Hans Conreid	Sam Jaffe	Carroll O'Connor	Jack Weston
Gary Crosby	Ann Jillian	Dan O'Herlihy	James Whitmore
Kathryn Crosby	Van Johnson	Maureen O'Sullivan	Shelley Winters
Robert Culp	Dean Jones	Michael Parks	Donald Woods
Kim Darby	Milt Kamen	Nehemiah Persoff	Keenan Wynn
Howard DaSilva	Lainie Kazan	Suzanne Pleshette	Dana Wynter...

along with the eminent Dr. **BEN CASEY** (Vince Edwards) are currently making rounds in New York (WNBC), Chicago (WPWR), Dallas (KTVT), Boston (WQTV) and markets across the country/153 hours.





Cronkite

Burnett

Jourdan

Douglas

Baryshnikov

Harrison

Chase



Starry night. Gathered for a portrait, the Kennedy Center honorees: (standing, l-r) Merce Cunningham, dancer-choreographer; Beverly Sills, singer; Bob Hope, comedian; (seated, l-r) Alan Jay Lerner, lyricist-playwright; Irene Dunne, actress, and Frederick Loewe, composer. At a dinner

following the show, held Sunday, Dec. 8, was (top left) President Reagan and CBS Chairman Tom Wyman and (bottom left, l-r) Florence Henderson, singer-actress; Gene Jankowski, CBS/Broadcast Group president, and Dr. and Mrs. Daniel Boorstin, librarian of Congress.

'Kennedy Center Honors' takes center stage on CBS

It's not a ratings winner, but despite that, *The Kennedy Center Honors: A Celebration of the Performing Arts* has become a tradition on CBS-TV, which will air the program next week (Dec. 27, 9-11 p.m.) for the eighth consecutive year. The commercial television exposure given the ceremony, considered one of Washington's hottest tickets, "breaks the performing arts out of the PBS ghetto," says George Stevens Jr., co-chairman of the American Film Institute. He is credited with originating the idea for the awards, in 1978, and with securing its place on television.

Stevens feels that even with the program's modest, but "respectable," ratings (last year, it scored a 7.8/15), it is distinguished from other award shows on television, such as the Emmys or the Academy Awards, in that it is produced as a "performance, not as a television taping. We don't treat the audience as dress extras. . . . We're putting on a performance for the President of the United States [Presidents have attended all but one of the eight years], some of the most distinguished artists from around the world and an audience that has paid dearly to be there."

Producing a television program in Washington, said Stevens, is "a little like producing a television show in Addis Ababa. Everything has to be imported—the cameras, the crews, the sets, and, most importantly, the talent. Everybody flies in from all over the world and we get them for only two days. It's an ambitious production."

Ten cameras, placed "discreetly," are used

to record the event at the Kennedy Center. An independent crew is used. Stevens and Nick Vanoff, co-producers, and Don Mischer, director, make the editing decisions in Washington, and the tape is sent to Los Angeles for completion.

CBS has no involvement in the actual production of the program. According to Stevens, CBS provides a license fee—just over \$1.5 million—to the Kennedy Center, which

engages Stevens and the others to produce and deliver the program to CBS for airing. The celebrities featured in the production, which this year included Carol Burnett, Jimmy Stewart, Kirk Douglas, Chevy Chase, Mikhail Baryshnikov, Jimmy Stewart, Rex Harrison, Louis Jourdan and host Walter Cronkite, donate their time, as do the performers in the acts. Money from the sale of tickets, which Stevens said was over \$1 million this year, also goes to the Kennedy Center. After the production bills are paid, all other profits are put toward the support of Kennedy Center artistic programs. Tickets are priced from \$75 a seat to \$2,500 a box.

General Motors, which designs special commercials for the two-hour program, is the sole sponsor, which, says Stevens, "makes a much more graceful presentation on the air, rather than having the clutter of unrelated commercials." According to Stevens, GM has a "long-term commitment with CBS and the Kennedy Center for the broadcast."

The Kennedy Center Honors is two different experiences, says Stevens. "When you see the program on television, with 10 cameras providing the pictures, you can look into people's eyes—particularly the responses of the honorees as their life passes before them." However, he said, when present in the Kennedy Center Opera House, "Frederica Von Stade's high notes can go right through your heart in a way that they don't on television." □



Stevens

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Number one in the May sweeps.
And now, number one in November.*
With bigger numbers. By wider margins. From morning 'til night.
Which proves that the only thing better than the best...
is more of the best.

EYEWITNESS NEWS 
KABC-TV • LOS ANGELES

*Source: Based on NSI (10/31/85 to 11/27/85) overnight measurements. NSI VIP reports for February 1985 and May 1985. Subject to qualification upon request.

Movie magic

Paramount's new Portfolio XI package of 22 movie titles for TV broadcasters (BROADCASTING, Dec. 2) will be available in stereo, with 17 of the previously mono-only films having been converted to stereo sound by Chace Productions, a Hollywood audio post-production facility.

According to Phil Murphy of Paramount, the package, which includes "Flashdance," "48 Hours" and "An Officer and a Gentleman," can be provided in both stereo and as mono versions. "Stations want it—demand is growing," Murphy said, explaining why the studio produced the stereo package, for which stations will pay no extra fees.

Rick Chace of Chace Productions said his company accomplished the complex mono-compatible stereo synthesis using company-developed computer software along with its existing audio recording systems. The facility, in operation for three years, began development of the stereo conversion process a year ago, after doing Spanish-language dubbing for multichannel sound TV broadcaster KTLA(TV) Los Angeles. It has also completed a series of stereo conversions for theatrical and home video distribution for Paramount, Warner Brothers and CBS/Fox, he said.

In addition to the computer/audio stereo conversion process, the company uses a system for eliminating noise and distortion present on the optical sound track negative medium used for many movies and TV programs.

A similar sound processing system, called Revectorization, is also in use at Lightning Studios, a division of Marshall Electronic of Brooklandville, Md. The studio, headed by Stephen St. Croix, has "Revectorized" MGM's re-released "The Wizard of Oz," as well as a stereo version of "Gone with the Wind" and MGM's "Easter Parade," "Singin' in the Rain" and "Meet Me in St. Louis."

The Revectorization process of removing distortion and audio noise from optical and magnetic sound tracks uses two proprietary 26-bit digital computer systems coupled with a proprietary stereo imaging computer, and, according to St. Croix, can improve a film's dynamic range from 4b db-50 db to as much as 70 db-90 db, reduce distortion by as much as 10 times and more than double frequency bandwidth.

AM blue sky

Prototypes of two advanced AM radio antennas will be field tested by the National Association of Broadcasters in a two-year, \$50,000-\$75,000 project getting under way next spring.

According to NAB's Michael Rau, the association now has blueprints for two experimental antennas, one developed by Ogden Prestholdt of A.D. Ring & Co. and the other by Richard Biby of Communications Engineering. Each design provides for separate

control over skywave and groundwave signals and could be used to extend signal strength at the horizon.

The one year of construction required for the project could start as early as next March at a leased site in Virginia, 40 miles west of Washington, Rau said. Once construction is complete, a year or more of testing and proof of performance would then be conducted on the antennas.

Standard message

Richard C. Kirby, director of the International Radio Consultative Committee (CCIR), in an address to the Tokyo International Broadcasting Symposium on technology standardization, stressed the importance of standards for the international exchange of programs, but noted that agreement is most difficult in technology touching on a diverse consumer marketplace.

"The investment of broadcasting organizations in the standards process is first-hand evidence of the importance of standards to operations, costs and technical quality of broadcasting. But often several alternatives must be accepted," noted Kirby, a U.S. citizen based at CCIR's Geneva headquarters. "Resistance to standards is intrinsic to advancing technology and competitive enterprise...Standards and conformity are not the stuff of which creativity and competition are made."

Because of the diversity and incompatibility often found in consumer products, Kirby said, the interface between broadcasting systems and the consumer market often makes international standards for broadcast particularly difficult.

"Are television system standards really necessary?" Kirby asked. "For broadcasting to the home viewer, evidently, international standards are not indispensable. This has proved to be a national or regional matter....Receiving systems have to be compatible with broadcasting in the country or the market area, but not necessarily on an international basis."

But the international exchange of programs, he stressed, has been the area where CCIR system standards for broadcasting have been "most needed and largely successful," with primary examples including standardized digital television and digital television tape recorders.

Kirby closed his talk, which ranged over such topics as satellite broadcasting, cable distribution, videocassettes, teletext and high-definition television, by quoting Alfred North Whitehead, English philosopher: "The art of progress is to preserve order amid change and to preserve change amid order."

Gearing up

The first TV stereo modulator for cable headends has been developed by **Wegener Communications** of Norcross, Ga. The series 1791 accepts left and right channel audio inputs directly from either local stereo

audio sources or Wegener series 1600 demodulators and generates a standard BTSC TV stereo signal with output at 4.5 mhz RF or at baseband audio. Shipments of the \$2,195 unit began at the end of November.

□

The cable industry's first frequency agile, 550 mhz phaselock converter is available from the **Jerrold Division** of General Instrument Corp. The \$2,100 all-channel model C4APC converter operates in the harmonically related carrier (HRC) format and uses intermediate frequency (IF) signal inputs from any headend modulator or processor, the Hatboro, Pa., company said.

□

Avantek has introduced a C-band satellite TV receiver using terrestrial interference canceling techniques. Designed by the Milpitas, Calif., manufacturer for reception of



network feeds by TV broadcasters, the AR2000C system uses a two-foot receiving antenna to obtain terrestrial signals causing interference, then processes and reverses its signal phase to cancel the interfering signal. A minimum of 20 dB of suppression of interference from terrestrial microwave signals is provided, according to the company. Single-channel units have a suggested list price of \$18,695, with 120-day availability.

□

A new 164-channel satellite receiver for C and Ku bands is being introduced by **Standard Communications Corp.** of Los Angeles. The Agile Omni unit, selling for \$1,295 and available in January, is designed for broadcasters, cable TV operators and teleconferencing-business networks. The receiver accepts up to three audio subcarriers and has selectable wide-band filters to match transponder bandwidths and limit terrestrial interference.

□

Digital Services Corp. has a new \$19,500 character generator-digital effect system. The menu-drive Alpha 2000 system has more than 400 preprogrammed wipes and color pallet animation, with composite or component output. The unit has a single-drive and additional drives available at \$1,600.

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Fifth Estate numbers come up mixed

According to investment firm analysis, revenue is strong, but operating margins don't show comparable growth

Broadcasting's recent financial numbers are both good and bad, according to John Suhler, president of Veronis Suhler & Associates (VS&A), a New York-based investment banking firm. His firm has completed its third annual study of audited results for over 50 group owners and found that while revenue for those publicly reporting members of the industry increased sharply during 1984 (18.8%), not many of the extra dollars translated into higher operating margins.

VS&A also studied nine other communications industries, including advertising agencies, and cable and pay television. It found that compared to five years ago (1980) broadcasters' operating margins—measured by dividing either pre-tax operating income or cash flow by revenue—only improved by half a percent (pre-tax income) or one percent (cash flow). This in a time of strong revenue gains, boosted in part by inflation.

The reason for the failure of margins to widen, Suhler said, was that also increasing during the period were the costs "... of what is on the screen..." Those costs, Suhler said, include the cost of programing production for the networks, the cost of syndicated programing for television stations and the cost of news programing.

The study, which surveyed over 245 companies, and which is to be released shortly, found that operating margins for some other communications industries, such as newspaper publishing or consumer magazines, were up several percent. Suhler said that "with the exception of cable and broadcasting almost all the other communications media have to deal with paper and ink and cost of other goods sold in a normal manufacturing and distribution sense. They have a different cost structure."

VS&A found that during the five-year period the operating margins of advertising agencies declined very slightly, a development he attributed to their having "...an increasingly harder time getting 15% of billings." Suhler added that over the long term, the agency business has been remarkably stable.

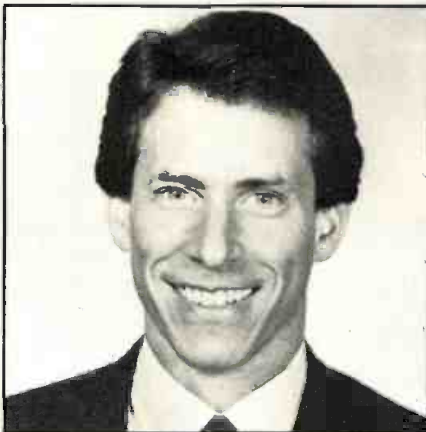
The VS&A president said the firm compiles its information on a quarterly basis but does not release it because many of the companies it follows only break out the operating results of their communications divisions on a yearly basis. He said the firm has not tried to establish separate categories for

Publicly Reporting Companies in Fifth Estate *

	1984 Total (000)	Five-year compound growth rate	Number of companies surveyed
<i>Revenue</i>			
Radio & Television	\$12,565,100	14.2%	55
Advertising Agencies	\$2,885,700	14.5%	11
Cable & Pay Television	\$4,451,200	39.5%	36
	1984 Total (000)	Five-year compound growth rate	1984 operating margins **
<i>Pre-tax operating income</i>			
Radio & Television	\$2,326,200	15.0%	18.5%
Advertising Agencies	\$294,900	12.4%	10.2%
Cable & Pay Television	\$707,100	33.8%	15.9%
<i>Pro-forma cash flow</i>			
Radio & Television	\$2,647,900	15.6%	21.0%
Advertising Agencies	\$358,700	13.3%	12.4%
Cable & Pay Television	\$1,400,500	37.9%	31.5%
<i>Assets</i>			
Radio & Television	\$11,513,900	20.9%	
Advertising Agencies	\$3,525,800	15.5%	
Cable & Pay Television	\$8,709,900	34.4%	

* As compiled by Veronis Suhler & Associates. Broadcasting revenue is generally net of agency commissions. Pre-tax operating income excludes several items, including interest expense or income and extraordinary items. Pro-forma cash flow is Pre-tax operating income plus depreciation and amortization.

** Margins are obtained by dividing either cash flow or Pretax operating income by revenue.



Management moves. Arthur Kern, vice president and general manager of Group W-owned CBS affiliate KPPIX-TV San Francisco, has resigned to become chairman and chief executive officer of American Media Inc., Patchogue, N.Y.-based owner of one AM and three FM's, of which Kern is co-principal. Kern will be succeeded by Carolyn Wean, vice president and general manager of Group W's KDKA-TV Pittsburgh, who in turn will be succeeded by Joseph Berwanger, VP, sales and marketing for KDKA-TV. American Media owns WALK-AM-FM Patchogue, N.Y.; WLIF(FM) Baltimore; KSMG(FM) San Antonio, Tex., and, subject to FCC approval, WELE(FM) Deland, Fla. American Media was formed in April 1981 with the acquisition of WALK-AM-FM, which Kern bought with former WLIF vice president and general manager, Alan Beck (three years after leaving WLIF Beck, with Kern; acquired WLIF for \$5.75 million). Beck will remain based in Patchogue as president of American Media; Kern will be based in San Francisco. Kern and Beck said in a joint statement they plan to acquire additional radio stations and expand into television station ownership.

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radio and television: "Our experience has been in hundreds of different facilities that those margins tend not to be very dissimilar."

As for results from the current year, the VS&A president said, "I think that all of the advertising-supported media will probably have a little of their growth rate taken away and that will probably have to do with the lowering of inflation." Suhler added that the cable and pay television numbers should show better-than-normal results: "I also think that cable deregulation is lifting one of the perceived long-term dampers on cable business in addition to the growth it is experiencing any way."

Paine Webber panel measures media performance

Takeover and merger activity hot topic at annual meeting; predictions for 1986 are guarded for first half of year

Assessments of the broadcasting industry heard last week at Paine Webber's 13th annual "Outlook for the Media" conference were not confined to simple discussions of financial statements and bottom lines in this and the coming year. Instead, those speaking on the broadcasting industry also shared their thoughts on the current takeover envi-

ronment with an audience of approximately 600. By mid week, those who focused on takeovers were vindicated, as the conference was a-buzz with rumors concerning RCA following a sudden rise in the price of its stock on Wednesday, Dec. 11 (see "Top of the Week").

Opening the conference was McCann-Erikson senior vice president, director of forecasting, Robert J. Coen, who said that moderation in U.S. advertising growth will continue in 1986, with the "biggest slowdown" coming in broadcast. Based on last year's experience of over optimistic estimates for a fourth-quarter rebound this year, "we'd better be a little cautious," Coen warned.

For 1986, he said that national advertising expenditures should total \$102 billion, an 8% increase over 1985's \$95.1 billion. Network revenues will be up 6% over 1985 as major national broadcast media budgets at agencies will rise 7%. Coen said that rate increases will account for "nearly all" of the increase in agency budgets. The revenue picture in the coming year will be colored by poor third and fourth quarters this year, a trend that may extend into the first and second quarters of next year. "The worst is over," Coen said, but advertising will be in a lagging situation until mid-1986. Spot television and radio will gain 8% in the coming year "due to the elections and continued strong local buying pressures." Coen said that political advertising on nonnetwork television in 1986 will account for between \$150 million and \$200 million. Coen said that cable should experience "strong continued growth" of 15% in 1986.

On the subject of television prices, Coen said that disinflation, delayed by the Olympics last year, will continue into the first half of 1986. He also said that split 30-second commercials "will be a factor" in 1986 as they help keep network prices down. Coen said that one clue to the softness this year and next could be found in a drop in key categories such as public utilities and computers, and a shifting of other categories to newspaper inserts.

Kenneth E. Caffrey, executive vice president, Ogilvy & Mather, said that consolida-

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New division. MMT Sales Inc. has established MMT Marketing Division as a unit to represent the needs of television stations in small- and medium-size markets, effective March 1. Jack Oken, president of MMT Sales, said the new division will be a separate entity for stations that "get lost in long-list firms." He told a news conference that Robert Kizer, former president of Avery-Knodel Television, has been named to head MMT Marketing but his exact title has not been determined.

Kizer said the new representative firm will begin with offices in New York, Chicago, Los Angeles, Dallas, Detroit, Minneapolis, St. Louis and San Francisco.



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tion among advertising agencies will have an "awesome affect on pricing" by increasing downward pressure. Savings reaped in advertising mergers "will be reinvested without increasing budgets," he said. The result of all of that will be "some media owners could have the jitters," and will have to move to develop better selling strategies. On the advertising horizon, he said, "if advertisers can control it," growth potential exists primarily on the local level. Also, he said, it is only a matter of time before ABC and NBC make their move in earnest into split 30's.

Predictions from David F. Poltrack, vice president, research, CBS/Broadcast Group, were concerned with spending shifts by advertisers within the weaker quarters that will persist until the middle of next year; the impact of leveraged buyouts (LBO's) and hostile takeovers, and a decline in advertising budgets. Poltrack said that television could not be singled out for poor performance among media since only radio seems to be holding up. Following "overly optimistic" predictions for 1985 that have left observers waiting for a stronger fourth quarter amid reports that consumer spending in October showed a nine-tenths of a percent decline (the largest monthly decline since 1960), Poltrack went on the record with predictions of 5%-6% growth for 1986.

He said that the downturn, which will remain until the middle of next year, is not a long-term concern. "What we see instead is short-term adjustments in response to growing financial pressures in a lackluster economic environment." Given the economic

BottomLine

Pruning and replanting. Times Mirror Cable Television has made several recent announcements as part of asset divestiture plan. Company said it is seeking buyer for half interest in Community Cable TV, 63,000-subscriber system in southern Nevada. Other half-owner is Hank Greenspun and family, publishers of *Las Vegas Sun*. Company said sale was being undertaken to focus corporate resources elsewhere. Times Mirror also recently announced decision to sell 80% of its paper division to Jefferson Smurfit Corp. for \$150 million and to sell its microwave common-carrier division for \$175 million. Division's current management, in conjunction with Dillon Read & Co., New York-based investment banking firm, will buy it. Microwave division, previously included with cable division in Times-Mirror fiscal reports, was acquired in 1979. It leased time to telephone companies. Sale of microwave division, plus that of three television stations (BROADCASTING, Sept. 30) will add about \$105 million to earnings in first quarter of next year. Two weeks ago Times Mirror board approved plan to reincorporate company from California to Delaware. Change will require affirmative vote from shareholders at special meeting planned for February.

Vox populi. Cable television is not regarded by cable subscribers as good buy, according to survey released last week by Conference Board, New York-based organization representing major U.S. corporations. Cross-country survey of 6,000 families was conducted for Board by National Family Opinion, which asked question: "How do you rate value you get for your money when you purchase each of the following items?" in each of 38 goods or services. For cable television, 12% of respondents said they got good value, 46.9% said they got average value and 41.1% said they got poor value. Only eight other items received smaller percentage of respondents claiming good value, and only six items received greater percentage of respondents claiming poor value. Response to cable among those surveyed was similar to that to appliance repairs, used cars, health insurance, movies at theaters and dentist's fees. Getting best customer rating was poultry; worst was hospital fees. Breakdown of survey data shows rating of cable TV varying little across age groups, with those between 45 and 54 giving less favorable assessment and those 65 and over ascribing higher value. There was also little variation according to income groups, with those having annual income under \$10,000 giving more favorable response and those \$25,000 and over giving less favorable response. Biggest variation was among regions, with those in mountain states giving cable worst marks and those in southern Atlantic region giving it best marks.

Upping ante. Chyron said it had recently increased its equity position in CMX Corp. from 39.5% to 49%. Melville, N.Y.-based Chyron also said it would raise its holdings in CMX by 1.3 million shares, to 60%, subject to approval by CMX shareholders, and would purchase warrants to buy six million additional shares. CMX designs and manufactures computer-assisted videotape editing systems.

Notes on paper. United Cable Television said it completed public offering of \$100 million principal amount of 7½% convertible subordinated debentures due 2005, underwritten by Drexel Burnham Lambert Inc. Conversion price of debentures will be \$40. Rogers Cablesystems Inc. (RCI) announced it will shortly file preliminary prospectus for \$50 million (Canadian) of cumulative, redeemable, convertible preferred shares. Net proceeds will be used to retire debt.

Blair buy. John Blair & Co. announced it had letter of intent from Quad/Graphics to buy "certain assets" of John Blair Marketing and assume "some, but not all" of liabilities of division, which produces newspaper coupon inserts. Quad/Graphics is private, Pewaukee, Wis.-based magazine and catalogue printing company. Definite agreement is expected by today, Dec. 16. Sale is part of Blair's earlier announced divestiture plans to reduce corporate debt ("In Brief," Nov. 25).

MGE IPO not ASAP. Possibility of initial public stock offering (IPO) is being discussed by executives at Merv Griffin Enterprises. But any decision to go public would be "many, many, months down the road," according to company's New York-based business affairs officer, Royal Blakeman, who described discussions so far as "internal musings" and said that no investment banking firm has been approached about underwriting IPO. Hollywood-based production company owns substantial real estate and produces *Wheel of Fortune*, *Headline Chasers*, *Jeopardy* and *The Merv Griffin Show*, whose host "substantially" owns company, said Blakeman.

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Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Four Star	Year	\$8,755	22	\$710	—	(\$0.49)
Gulf + Western	First	\$809,300	19	\$70,700	24	\$1.01
Orion Pictures	Second	\$42,363	-18	(\$5,896)	NM	(\$0.45)

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

Results for Four Star International for previous year were for 53 weeks. # Gulf + Western had operating income of \$107.7 million, up 55%. Earnings from continuing operations jumped 68% to \$54 million. Company said operating income of Entertainment and Communications Group was about even with year-ago period, aided by absence of losses from now-discontinued video games operation. Results of Paramount Pictures Corp. were down, "as gains from the Motion Picture Group were more than offset by declines from television operations, which reflected increased start-up and production costs on several new series and the cancellation of Hometown." Company said Madison Square Garden Corp. reduced loss in quarter, and said that "Higher TV results reflected increased subscriber revenue, four additional events and lower total programing costs." # In previous second quarter Orion Pictures Corp. had net income of \$259,000.

downturn, he said, advertisers are shifting from franchise-building advertising designed to expand the consumer base, to price-related nonfranchise building such as couponing, cut-rate auto financing and airline fare wars. With the return of franchise building in the third and fourth quarters of 1986, as advertisers turn away from a short-term stance because of the economic downturn, television will rebound.

Poltrack said that the uncertain economic climate imposed by LBO's and hostile takeovers will end, and "before 1986 passes once again the pendulum will shift more to the marketing side. Marketing programs will, in turn, refocus on the critical consumer franchise-building elements," something "vital to the long-term viability of this nation's consumer companies."

Also speaking on the changing financial realities of media ownership, Gary Stevens, who is leaving the presidency of Doubleday Broadcasting (see page 112), spoke of a "highly leveraged industry," particularly vulnerable to business downturns. "Doubleday recently sold five of its eight radio stations. Stevens said that radio management in 1985 "continued in transition from being operational and strategic in direction to outright risk management," and he wondered whether radio managers currently were equal to the tasks posed by the new media environment. Stevens also said that "radio as a part of the mix of most media conglomerates took a back seat in 1985."

Concerning cable, the conference heard bullish predictions over basic service and bearish thoughts on pay services. But on the whole, the outlook was positive, with certain caveats. Julian A. Brodsky, senior vice president of Comcast, said system owners might overcome a problem he saw in selling "too much of an overpriced service [pay channels] and too little of an underpriced service [basic]" through selling all the channels together, with no choice for subscribers, for \$29.95 per month. Only then will systems achieve value in their offerings. Brodsky added, "We don't think much will come from pay per view." VCR's are the real threat to cable, he said. □

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FCC bureau says agreement contains "payoff" to NBMC

In proposed settlement of challenge to Philadelphia radio transfer, bureau objects to NBMC compensation for its dropping of opposition to sale

The FCC Mass Media Bureau has asked the commissioners to refuse to approve a settlement agreement that would result in the National Black Media Coalition receiving \$250,000 and in NBMC's counsel, David Honig, getting another \$125,000.

"Simply stated, similar to Honig, NBMC is using the commission's processes to obtain a lucrative payoff," the bureau alleged in a filing to the commissioners last week.

At issue is a proposed settlement that would result in an end to challenges to the renewals of Independence Broadcasting's WHAT(AM)-WVDB(FM) Philadelphia and transfer of those stations to firms controlled by minorities. The renewals for those stations were designated for hearing on allegations that the stations may have broadcast lottery information.

In its filing, the bureau made it clear that it didn't object to the parts of the proposed settlement that would result in the transfer of the stations to minority-controlled companies. But the bureau objected strenuously to the parts of the settlement under which NBMC would agree to drop its opposition to the renewals and sales of those stations for \$250,000 over five years for, among other things, "employee referral and consulting services," and Honig, and others working under his direction, would receive \$125,604 "in recognition of, among other things, the expenses they have incurred in connection with the filing with the commission of, among other documents and complaints, petitions to deny" ("Closed Circuit," Nov. 4). But because the agreement was presented as a package deal, the bureau opposed approval of the whole thing.

In its major aspects, the proposed deal provides for the sale of WHAT to Main Line Communications, which had been a competing applicant, for \$625,000, and the sale of WVDB to NEWSystems of Pennsylvania, which wasn't a party to the proceeding, for \$5,985,000. American Minority Communications Inc., which also was a competing applicant, would get \$200,000 from NEWSystems to withdraw its applications. NEWSystems also would agree to pay NBMC the \$250,000 for the employee referral and consulting services, and the \$125,604 to Honig.

Although NEWSystems would also pay the \$200,000 to American Minority, the bureau didn't oppose that provision. "In addition to having incurred legitimate expenses in the prosecution of its application, American Minority is relinquishing its right to compete for the facilities in a comparative hearing," the bureau said.

However, the bureau said that while Honig had provided information documenting his hours and the out-of-pocket expenses, he had failed to provide a public interest rationale for NEWSystems to furnish him compensation. "It appears that Honig and his associates are taking advantage of a potential settlement to use the commission's processes to acquire compensation for their advocacy efforts in this and other proceedings," the bureau said.

The bureau also said the timing of the proposed agreement between NBMC and NEWSystems was questionable. "It appears that NBMC recognizes that NEWSystems is anxious to consummate the proposed assignment, and that NBMC is using that fact to sell its services," the bureau said. "The bureau has no objection to NEWSystems purchasing any proper consulting service. However, we object to the settlement of this proceeding being held hostage to NEWSystems' purchase of the service. Similarly, we

object to any settlement agreement that causes the commission's processes to be used to compel the payment of funds or the purchase of services from particular entities."

Pluria Marshall, NBMC chairman, told BROADCASTING he thought the coalition would appeal if the commissioners went along with what he characterized as the bureau's "very racist" recommendation. "I think these people [the bureau] are just out to lunch," Marshall said. □

FCC, satellite operators hold jam session

Interested parties, including Hughes, EMI, RCA and Showtime, gather in Washington to discuss interference problems and possible solutions

Satellite operators and users concerned about the possibility of intentional interference to satellites attended an FCC-sponsored meeting in Washington Dec. 10. Although pleased that the commission had begun examining the potentially debilitating problem, many were disappointed that the FCC could not report any technologies it might use to trace illicit signals.

About two dozen persons attended the two-hour gathering, which was called following an interference complaint filed with the FCC last month by Eastern Microwave, Inc. EMI, which distributes superstation WOR-TV New York on the Galaxy I satellite to cable systems, had documented interference caused by an unmodulated signal illegally transmitting over its transponder for some 18 hours between Oct. 23 and Oct. 25, and said it believed it might have been deliberate ("Top of the Week," Dec. 2).

Commission representatives at the meeting, including W. Elliot Ours, chief of the Enforcement Division of the Field Operations Bureau, and John Hudak and Charles Magin, also of FOB, told attendees that there was little the FCC could now do after the fact to trace the signal that had interfered with EMI's transmission.

Although discussion of the EMI case revealed no concrete information about the nature of the interfering signal, some in the room guessed that its apparent power level and ability to switch instantaneously between the EMI transponder and another adjacent transponder would indicate a fairly sophisticated operation. A report at the meeting that for a short time the interfering signal carried some data may also mean that

Galloway decision upheld. The U.S. Court of Appeals in Washington has affirmed an FCC decision rejecting the complaint that a *60 Minutes* segment on an allegedly widespread fraudulent insurance scheme violated the commission's personal attack rule and its policy against deliberate news distortion. But the unanimous opinion by a three-judge panel reflected uneasiness with some of *60 Minutes*' production techniques.

The complaint had been filed by Dr. Carl Galloway after his name was mentioned in the "It's No Accident" piece that was part of a program broadcast on Dec. 9, 1979. CBS correspondent Dan Rather, in describing the fraudulent bill that an insurance investigator had received from the clinic that was suspected of participating in the fraudulent schemes, said, "It was signed by Carl A. Galloway, MD." But the panel held that Galloway had not demonstrated, as the personal attack rule requires, that the insurance fraud was a controversial issue of public importance.

The panel's apparent uneasiness with some of *60 Minutes*' production techniques was shown in its discussion of Galloway's charge of deliberate distortion. The panel noted that an interview with a woman who had admitted participating in the fraudulent scheme was staged and that in another interview, CBS had substituted an affirmative answer for a negative. But the panel concluded that, "whatever one may think" of such techniques, in those and other cases cited, they did not affect the "basic accuracy" of the events reported and thus did not "violate FCC rules as currently applied."



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the uplink operator was attempting to "hitch a ride" on the empty transponder adjacent to EMI's.

The carrier's data, which might have provided information as to its source, was not recorded by Hughes personnel responsible for operating the Galaxy satellite and its transponders.

Without identifying information on the illegal signal, FCC's Ours made it clear the commission could do little to locate the ground source, even if it were contacted in time to monitor the interference. Information present on the carrier could potentially be used to trace the signal source, FCC representatives said.

Several industry representatives said they were disappointed the commission could not point to any specific locating technologies that might be able to track down interfering carriers. One National Aeronautics and Space Administration official present indicated that if there were capabilities of that nature within the U.S. military establishment, they could probably not be used in the commercial 4/6 ghz bands in question.

Several at the meeting, which attracted representatives from EMI, Hughes, RCA and Showtime, also pointed out that even if interference could be traced, uplinks operating outside the continental U.S. may be immune from punitive action—a situation similar to that faced by international shortwave broadcasters who are frequently jammed.

Ron Lepkowski, chief of the FCC Common Carrier Bureau's Satellite Radio

Branch, urged those at the meeting to distinguish between the relatively few problems that may be caused by intentional interference and the far more caused simply by poor operating procedures at licensed uplink facilities.

"Is this [intentional interference] something we should worry about?" Lepkowski asked. "Is it enough of a problem that it worth setting something up to track down?"

RCA's Walter Brown pointed out that unintentional interference has been addressed by an FCC advisory committee on reduced orbital spacing, which submitted a report to the commission in October recommending procedures to limit interference.

Included among the advisory committee's suggestions was a recommendation video

eo uplinks use some kind of identification on the transmitted signal. The suggested use of ID's on feeds, never previously required of uplinks by the commission, is one the FCC supports, representatives said at the meeting. It has not changed the rules, however, because some segments of the industry were resisting the added costs, they explained.

Satellite interference, including the deliberate kind, was also discussed at an engineering committee meeting of the National Cable Television Association Dec. 11, where a representative of MTV was scheduled to give a presentation on a series of recent incidences of interference. Although NCTA engineering meetings are normally closed, this one at first was to be open but NCTA officials later decided to close it. □

Congressional committee sets public broadcasting funding levels

Conference on Hill votes down attempt to freeze appropriations

A Senate-House conference committee last week agreed to authorizing legislation for the FCC and the Corporation for Public Broadcasting despite opposition from some House Republicans to the CPB funding levels. The Republicans, led by Representative Michael Oxley (Ohio), offered an amendment to freeze the CPB funding levels, but it was defeated, 18-12.

Members of the House Energy and Commerce Committee and Budget Committee

met with Senate Commerce Committee Chairman John Danforth (R-Mo.) to discuss the CPB funding that is part of a budget reconciliation package. There were no differences over the FCC provisions in the bill. Before the legislation goes to the President it must be approved again by each chamber. In addition, the reconciliation package contains several controversial provisions, and there is a possibility of a presidential veto. Oxley said he will inform President Reagan of his concerns about the reconciliation bill that contains such "massive increases" for public broadcasting.

The House, led by Energy and Commerce

Washington Watch

Texas turndown. U.S. Court of Appeals has affirmed FCC decision dismissing application of North Texas Media Inc. to build FM station on channel 256 and serve Denton-North Dallas, Tex., market. Since site would have been in violation of minimum mileage separation rule, North Texas had sought waiver, which FCC denied. Three-judge panel, in affirming commission, held that its decision to deny waiver absent showing that no site exists that would meet separation requirement is consistent with commission precedent. It also said short-spacings proposed by North Texas "fall far beyond the purview of the *de minimis* exception" to spacing rule. □

From Hill to L.A. Congressional members slated to attend annual convention of Association of Independent Television Stations in Los Angeles, Jan. 5-9, are Senator Slade Gorton (R-Wash.) and Representatives John Bryant (D-Tex.), Don Ritter (R-Pa.), Patrick Swindall (R-Ga.) and Barney Frank (D-Mass.). □

Access argument. National Association of Broadcasters, Radio-Television News Directors Association, ABC, CBS, National Public Radio, Public Broadcasting Service and 20 other media interests have asked Supreme Court to reverse determination of California courts holding that trial judge had acted properly in conducting 41 days of preliminary hearings in multiple-murder prosecution behind closed doors. Brief argues for recognition of First Amendment right of access to pretrial criminal proceedings. It also asks court to hold that closing any judicial proceeding is constitutionally impermissible unless trial court finds that open proceedings would create "clear and present danger" to fairness of trial; no less restrictive alternatives to closing proceeding are available, and closing will "effectively protect" accused's right to fair trial. "If such a standard is properly applied, closure should rarely, if ever, become necessary, especially since pretrial publicity, even intense publicity, poses a realistic threat to a fair trial in only the most extraordinary circumstances," petitioners said in brief with court. Brief was filed in support of *Riverside* (Calif.) *Press-Enterprise*, which is appealing closure by Riverside county superior court.



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Committee Chairman John Dingell (D-Mich.) and House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), agreed to the Senate version of the bill which authorized funding levels for CPB for fiscal 1988 through 1989: 1987—\$200 million, 1988—\$214 million, 1989—\$238 million and 1990—\$254 million. (The House bill only included authorizing legislation for the FCC.)

It would also establish funds for the National Telecommunications and Information Administration's public telecommunications facilities program (PTFP): 1986—\$24 million, 1987—\$28 million and 1988—\$32 million.

The administration's requests for CPB were: 1987—\$172 million, 1988—\$214 million, 1989—\$246 million and 1990—\$283 million. For PTFP, the administration recommended, \$4 million for 1985, and no funding thereafter.

Oxley suggested freezing the authorization levels at \$200 million for 1987, and \$214 million each for 1988-90. And he recommended \$24 million for PTFP for each of the years 1986-88.

Oxley argued that the Senate figures should be rejected on the basis that the Congress is attempting to cut spending and that the purpose of a reconciliation bill is to reduce or freeze spending. Moreover, he felt that in light of congressional support for the Gramm-Rudman-Hollings bill that would require a balanced budget by fiscal 1991, future cuts in public broadcasting are inevitable.

"It's beyond belief that a special interest is asking for those kind of increases at the same time we're making cuts to programs that affect millions of Americans," Oxley said. Oxley also pointed out that in the last Congress, President Reagan vetoed two CPB authorization bills because of excessive funding. "How many vetoes does it take to get the message across?" he asked.

Nonetheless, the House Democrats had the votes to defeat Oxley's move for a freeze. Federal support for public broadcasting has dropped by 37% over the last six years, Wirth said. "Unfortunately we've only had one domestically produced public broadcasting program this year. That's a disgrace," Wirth added.

In the Senate, Democrats and Republicans are united in their support of the bill. Danforth explained during the conference that the CPB legislation is "one of the more popular programs... and enjoys the support of 75 co-sponsors."

Other provisions in the CPB bill would:

- Repeal the requirement that 75% of the PTFP funds be spent on new stations.
- Repeal the unrelated business income tax penalty under which stations must refund CPB an amount equal to the UBI tax they pay the federal government.
- Repeals some of the specified activities that CPB must undertake in allocating appropriated funds.

As for the FCC, the bill includes cost-of-regulation fees for FCC applicants and licensees (BROADCASTING, Nov. 18) and would reauthorize the FCC at \$98.1 million for fiscal 1986 and \$97.6 million for FY '87. □

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CBS will appeal Jacobson decision

It hopes to reverse \$5.05-million libel verdict in tobacco company suit against anchor at Chicago O&O

A spokesman for the CBS Television Stations Division said last week that CBS will appeal the libel verdict and \$5.05 million in damages awarded to the Brown & Williamson Tobacco Corp., manufacturer of Viceroy cigarettes, in its suit against CBS Inc. and Walter Jacobson, a news anchor and commentator at CBS-owned WBBM-TV Chicago ("In Brief," Dec. 2 and 9).

The suit was initially filed March 16, 1982, in a federal district court in Chicago, and was dismissed by the late Judge Joseph Sam Perry in July 1982 on the grounds that it would interfere with the rights of free speech of both Jacobson and CBS. It was then appealed by Brown & Williamson and in 1983 the verdict was reversed by the U.S. Court of Appeals for the Seventh Circuit.

Last Nov. 26, following nine days of trial proceedings and less than three hours of deliberation, an eight-member federal jury found that Jacobson had libeled Brown & Williamson in a "Perspective" aired Nov. 12, 1981. In the commentary, Jacobson described what he said was the "Viceroy strategy for attracting young people (starters they are called), to smoking." According to a confidential FTC report, he said, Brown & Williamson was attempting to induce children to buy Viceroy cigarettes by equating cigarette smoking with "wine, beer, shaving, or wearing a bra. A declaration of independence and striving for self-identity... a basic symbol of the growing-up maturity process." Brown & Williamson, claiming it had not used the campaign, had fired the agency that proposed it and had notified Jacobson's producer of that fact, sought \$7 million in actual damages and \$10.1 million in punitive damages. On Dec. 5, after less than two hours of deliberation, the jury assessed \$3 million in general damages against CBS and Jacobson, \$2 million in punitive damages against CBS and \$50,000 in punitive damages against Jacobson.

"The key portion of the jury's verdict," said Frank Sullivan of the Chicago media relations firm that has represented CBS, "was that CBS and Jacobson knew that the information was false and went ahead with it anyway, or proceeded with such a reckless disregard for truth that they didn't care whether it was true or false. We believe that there is insufficient evidence to show that actual malice." Sullivan said Jacobson's commentary was read and approved by four of his supervisors—the station's assignment editor, news director, general manager and special services manager.

In an interview with BROADCASTING, Jacobson said last week that his commentary



Jacobson

was based on a May 1981 Federal Trade Commission staff report that specifically referred to Viceroy's advertising strategy. The commentary was the third part of a three-part series that examined the clout of the tobacco industry in Congress, the manufacture of extinguishable cigarettes that were not being sold and the cigarette advertising business. The third part, for which he was sued, "contained about 15 paragraphs, only about five of which were about Viceroy," Jacobson said. "The rest of the commentary, most of the commentary, was about Lucky Strike and Marlboro and Benson & Hedges and Merit cigarettes, and in each case I showed on the air with pictures how these cigarettes were going after the youth market."

Jacobson said that "the demonstration of information was strongest, if not most, on Viceroy, because that was based on our acquisition of an FTC report that labeled the Viceroy strategy specifically and said... that Brown & Williamson implemented the Viceroy strategy for attracting young smokers—actually implemented it." According to Jacobson, WBBM-TV asked Brown &

Talking terrorism. "The press and its role in one of the most challenging and dangerous phenomena of our time: terrorism" was the subject of a speech delivered in London by Katharine Graham, chairman of the board of the Washington Post Co. Graham said she spoke with network news executives, a TV anchorman, the heads of the FBI and CIA, members of the State Department and a psychiatrist who participates in terrorist negotiations to prepare for her speech, which she delivered at the annual Churchill lecture, established in memory of former British prime minister Winston Churchill.

Because "the media and the terrorist are locked in a kind of mutual dance of death, I am anxious that our role in covering terrorism be subjected to rigorous scrutiny," Graham said. Terrorists depend upon media coverage to communicate their "ruthlessness" and achieve their goals, said Graham, because "to be effective, acts of terror require an audience."

Graham said that, although some observers sanction government censorship of the news media, she is in favor of "as full and complete coverage of terrorism by the media as is possible." Her reasons: Terrorist acts will be discovered anyway, and it's better not to let rumors spread; there is no evidence that terrorist attacks would cease if they were not covered, and in fact some specialists believe their "number, scope and intensity" would increase. Graham added that "citizens have a right to know what the government is doing to resolve crises and curb terrorist attacks."

The role of the media in terrorist attacks has grown as technology has become increasingly sophisticated, Graham said—satellite transmission has made a worldwide audience available instantly. By giving terrorists an identity through television exposure, she said, "we make them assume more responsibility for their captives." And often terrorists want to talk to reporters rather than government officials, Graham said. In fact, she said, a government official told her that "American news organizations have more resources to devote to these crises—in money, people and technology—than does the State Department."

But the press must "minimize its role as a participant in the crisis and maximize its role as a provider of information," according to Graham. The media are now willing to withhold information that may endanger a hostage or jeopardize national security, she said, and do in fact warn the authorities when they plan to report sensitive information, to allow the government to convince them that such information should not be aired.

Many terrorists manipulate the media, she said, by arranging for press pools, granting interviews to selected journalists, providing videotapes and scheduling events to coincide with television deadlines. Graham recounted one remark supposedly uttered by a terrorist to his compatriot: "Don't shoot now. We're not in prime time."

Graham cautioned that the media should be careful not to bring undue pressure on the government to solve terrorist crises. She said the media are sometimes guilty of blowing incidents out of proportion by focusing too much attention on them and of forcing a government's hand by creating sympathy for hostages by interviewing their families. In addition, she said, "the media cannot be diplomats, negotiators or agents for the government."

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Williamson for all its advertising for the period of the FTC report, and "said, among other things, 'Will you give us the ads that demonstrate that you are doing what the FTC said you are doing?'" Brown & Williamson denied the charge, said Jacobson, and sent no ads.

In trial, there was conflicting testimony about how the request for Viceroy ads had been made. "It was Brown & Williamson's position," said Richard O'Brien, an attorney with Sidley & Austin, the law firm representing CBS, that "the request was framed so that what was sought was Viceroy ads that reflected the sex, wine, pot and beer strategy," which it said it did not have, and therefore could not send. On the other hand, said O'Brien, Jacobson's researcher, Michael Radutzky, testified that WBBM-TV had asked specifically for "the advertisements that were discussed in the pages of the FTC report, those that represented the test market campaign."

During the trial, Jacobson testified he had ignored Radutzky's suggestion that he include a disclaimer from Brown & Williamson that it had not used the Viceroy campaign and had fired the agency that presented it. And jury foreman Lovell Campbell, quoted by the *Chicago Sun-Times* in a front-page article on Dec. 7, said: "Why did he omit [the tobacco company's rebuttal] in his 'Perspective'?" All he had to say was that it [a particular campaign] was not going on at the time ... [and] he would have been scot-free."

But Jacobson said that the ad agency, Ted Bates & Co., was not fired until a year and a

half later, and continued to work on campaigns for two other Brown & Williamson cigarettes, Kool and Fact.

In testimony, said Richard O'Brien, Brown & Williamson acknowledged it had kept the agency on its Kool account until mid-1981, but had fired it on the Viceroy account in early 1977. The proposal had been submitted in May 1975, O'Brien said.

"Viceroy's contention is that if it had the strategy, why wouldn't it have used it?" said Jacobson. "And my position is that it has a strategy, and the strategy was very dramatically directed toward children. They may not have implemented it step by step."

Jacobson said he was also accused in the libel suit of incorrectly summarizing the

FTC report, but that Judge William T. Hart would not allow the author of the report to testify during the trial, because of a "best evidence" rule, claiming that the report was there and so a witness was not needed to talk about it. "But the witness would have said: 'Here's how we did the report and here is why the commentary on the report was, in fact, an accurate summary,'" Jacobson said.

The bottom line, according to Jacobson, was that "libel says that I had some facts that were wrong, I knew they were wrong, and I put them on the air anyway. And that's just absurd. Why would I take something I know is wrong and put it on the air—for what?" he asked. "I never ever would have survived doing what I do if I did that sort of thing." □

Poll closing bill on hold until next year

The House last week delayed final action for the year on legislation that would establish a uniform poll closing time for presidential elections. The lawmakers agreed to wait until next year to vote on the bill after several congressmen threatened to offer more than 40 amendments. (They adopted an open rule, however, allowing for one hour of debate and amendments when the bill comes up next year.)

Sponsored by Representatives Al Swift (D-Wash.) and Bill Thomas (R-Calif.), the poll-closing bill applies only to general presidential elections and does not establish poll opening hours. Swift, an aide said, felt a

delay would give members time to iron out their differences. The measure (H.R. 3525) calls for all polls in the continental U.S. to close at 9 p.m. EST. To permit voting in the Pacific time zone after 6 p.m., local time, the legislation would extend daylight saving time there for two weeks longer than in the rest of the country, allowing polls to close at 7 p.m.

Among the amendments proposed:

- Changing the day of the 1992 presidential general election to Sunday. The Federal Election Commission would conduct a study on the effect of that change on voter turnout.

- Exempting a state from the uniform poll closing provision "if it could demonstrate that the additional expense for election day personnel would exceed current expenses by 25%, adjusted for inflation, or if election day employees would have to work more than a 12-hour-day as a result of this legislation."

- Requiring that the uniform poll closing legislation would not apply "unless, prior to Sept. 1 of the presidential year, all television networks state in writing that they will not project winners in a state, based on exit polls, until polls have closed in that state, and unless the major party presidential and vice-presidential candidates state in writing that they will not declare victory or concede defeat prior to all of the polls closing in the United States."

The debate over uniform poll closing hours arose after the 1980 and 1984 presidential elections, when the major television networks used exit polls to project or characterize the outcome before the polls closed on the West Coast. Congress reacted by passing a nonbinding resolution asking broadcasters and other news media to refrain voluntarily from characterizing or projecting the results of an election before all the polls close.

ABC, CBS and NBC resisted the resolution. CNN and Westinghouse did not. However, early this year CBS and NBC agreed not to use exit poll data to call state winners in presidential elections until polls close in that state (BROADCASTING, Jan. 21). (ABC announced similar restraints before last November's election.) Swift, chairman of the House Subcommittee on Elections, and Thomas, its ranking minority member, conducted extensive hearings on poll closing legislation and were aiming to get a bill out by the end of the year. □

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Stock Index

	C Closing		Closing		Net	Percent	P/E	Market
	Wed	Dec 11	Wed	Dec 4				
BROADCASTING								
N ABC	120	1/4	120	1/8	1/8	.10	18	3,445
N Capital Cities	213	3/4	213		3/4	.35	19	2,776
N CBS	112	7/8	113	1/2	- 5/8	- 0.55	19	2,641
O Clear Channel	17		17	1/2	- 1/2	- 2.85	25	49
O Gulf Broadcasting			13/16					36
O Jacor Commun.	4		4					22
O LIN	37		37	7/8	- 7/8	- 2.31	25	976
O Mairite	11	3/4	12		- 1/4	- 2.08	14	98
O Mairite 'A'	11		11				13	46
O Price Commun.	7	3/4	8	1/8	- 3/8	- 4.61		45
O Scripps Howard	45		45				27	464
N Storer	93	1/2	93	1/8	3/8	.40		1,772
O SunGroup Inc.	4	1/4	4	1/4				6
N Taft	81	1/4	80		1 1/4	1.56	16	733
O TVX Broadcast Group	11	5/8	11	3/4	- 1/8	- 1.06	48	68
O United Television	24	1/8	24	1/8			73	264

BROADCASTING WITH OTHER MAJOR INTERESTS								
N A.H. Belo	46	1/2	48	1/2	- 2	- 4.12	20	537
A Adams Russell	26	5/8	26	5/8			17	164
A Affiliated Pubs	56	3/8	54	1/2	1 7/8	3.44	23	690
N American Family	30	5/8	30		5/8	2.08	15	915
O Assoc. Commun.	32		31	5/8	3/8	1.18		152
N Chris-Craft	52	1/2	53	3/4	- 1 1/4	- 2.32	37	334
N Gannett Co.	58	3/4	57	5/8	1 1/8	1.95	18	4,713
N GenCorp	62	1/4	61	7/8	3/8	.60	35	1,362
O Gray Commun.	126		110		16	14.54	21	62
N Jefferson-Pilot	50		49		1	2.04	7	1,471
N John Blair	22	3/4	23	1/4	- 1/2	- 2.15		182
O Josephson Intl.	8	1/2	8	5/8	- 1/8	- 1.44		40
N Knight-Ridder	38	3/8	37	5/8	3/4	1.99	17	2,149
N Lee Enterprises	42	1/4	41	3/4	1/2	1.19	19	543
N Liberty	33	7/8	33		7/8	2.65	14	343
N McGraw-Hill	46	7/8	46	7/8			16	2,362
A Media General	84	3/8	85	1/8	- 3/4	- 0.88	17	593
N Meredith Corp.	72		65	3/4	6 1/4	9.50	14	681
O Multimedia	26	7/8	26	1/4	5/8	2.38		295
A New York Times	47	7/8	48	1/4	- 3/8	- 0.77	16	1,917
O Park Commun.	22	3/4	21	3/4	1	4.59	20	313
N Rollins Commun.	27	3/8	26	3/4	5/8	2.33	32	399
T Selkirk	23	1/4	23		1/4	1.08	50	188
O Stauffer Commun.	115		118		- 3	- 2.54	18	115
A Tech/Ops Inc.	69	1/2	72		- 2 1/2	- 3.47	9	54
N Times Mirror	54	3/4	50	1/8	4 5/8	9.22	14	3,535
N Tribune	54		53	1/4	3/4	1.40	18	2,188
A Turner Bcstg.	14	1/2	17	1/8	- 2 5/8	- 15.32	30	315
A Washington Post	123		114	1/2	8 1/2	7.42	14	1,576

PROGRAMMING								
O American Nat. Ent.	2	1/4	2	1/4			11	5
O Barris Indus.	18	7/8	18	7/8			49	164
N Coca-Cola	86	1/4	83	5/8	2 5/8	3.13	17	11,301
N Disney	107	3/8	101	1/2	5 7/8	5.78	59	3,514
N Dow Jones & Co.	46	1/2	44	1/4	2 1/4	5.08	22	2,997
O Financial News	8	1/16	7	5/8	7/16	5.73		85
O Four Star	6	1/4	5	1/4	1	19.04	6	5
A Fries Entertain.	10	1/2	10	1/4	1/4	2.43	18	35
N Gulf + Western	47	1/4	48		- 3/4	- 1.56	14	2,998
O King World	27	1/2	27	1/2			34	279
A Lorimar	44	3/4	42	1/4	2 1/2	5.91	11	343
N MCA	51	3/8	49	3/4	1 5/8	3.26	43	3,817
N MGM/UA	24	3/8	25		- 5/8	- 2.50		1,211
N Orion Pictures	9	7/8	10		- 1/8	- 1.25	29	93
N Playboy Ent.	8	7/8	9		- 1/8	- 1.38	19	83
O Reeves Commun.	11	1/4	11	3/8	- 1/8	- 1.09		139
O Republic Pictures 'A'	8	1/2	8	5/8	- 1/8	- 1.44	60	24
O Republic Pictures 'B'	8	1/4	8	1/4			58	6
O Robert Halmi	3		2	3/4	1/4	9.09	60	51
O Sat. Music Net.	22		23		- 1	- 4.34		149
O Telepictures	22	1/4	20	1/8	2 1/8	10.55	29	293
N Warner Communications	34	1/8	35	3/8	- 1 1/4	- 3.53		2,078
O Westwood One	43		42	1/2	1/2	1.17	40	142

	C Closing		Closing		Net	Percent	P/E	Market
	Wed	Dec 11	Wed	Dec 4				
SERVICE								
O BBDO Inc.	46	1/2	47	1/4	- 3/4	- 1.58	16	298
O Compact Video	7		7					30
N Comsat	33	3/4	32	5/8	1 1/8		3.44	10
O Doyle Dane B.	18	1/2	19	1/2	- 1	- 5.12	12	97
N Foote Cone & B.	48		48	1/2	- 1/2	- 1.03	10	181
O Grey Advertising	199		200		- 1	- 0.50	12	120
N Interpublic Group	41	1/2	40	1/2	1	2.46	13	451
N JWT Group	32	1/2	31	3/8	1 1/8	3.58	18	293
A MovieLab	7	1/2	7	3/4	- 1/4	- 3.22	2	12
O Ogilvy Group	41	1/2	41	3/4	- 1/4	- 0.59	14	377
O Sat. Syn. Syst.	6	1/4	6	1/4			13	35
O Telemation	5	1/2	5	3/4	- 1/4	- 4.34	5	6
O TPC Commun.	5/16		5/16					3
A Unitel Video	5	1/2	5	7/8	- 3/8	- 6.38	16	11
N Western Union	13		14	3/8	- 1 3/8	- 9.56		317

CABLE								
A Acton Corp.	1	3/8	1	3/4	- 3/8	- 21.42		8
O AM Cable TV	1	3/4	1	3/4				6
N American Express	52	1/2	50		2 1/2	5.00	16	11,637
N Anixter Brothers	19	1/4	20		- 3/4	- 3.75	20	350
O Burnup & Sims	7	1/8	7	5/8	- 1/2	- 6.55	4	63
O Cardiff Commun.	1	1/16	1	1/16			2	2
N Centel Corp.	45	1/4	45		1/4	.55	9	1,250
O Comcast	22	1/8	20	7/8	1 1/4	5.98	32	439
N Gen. Instrument	16	7/8	16	5/8	1/4	1.50		544
N Heritage Commun.	19	3/4	20	3/8	- 5/8	- 3.06	38	287
O Jones Intercable	6		6	1/4	- 1/4	- 4.00	25	62
T Maclean Hunter 'X'	15	1/8	15	5/8	- 1/2	- 3.20	21	557
A Pico Products	2	5/8	2	3/4	- 1/8	- 4.54		9
O Rogers Cable	10	7/8	10	1/8	3/4	7.40		247
O TCA Cable TV	25	3/4	25	1/2	1/4	.98	32	172
O Tele-Commun.	35	7/8	36	1/4	- 3/8	- 1.03	398	1,686
N Time Inc.	61	7/8	63		- 1 1/8	- 1.78	18	3,875
O United Artists Commun.	24	1/4	24		1/4	1.04	31	497
N United Cable TV	32	7/8	31	3/8	1 1/2	4.78	52	496
N Viacom	56	7/8	63	1/2	- 6 5/8	- 10.43	22	911

ELECTRONICS/MANUFACTURING								
N 3M	89	3/8	86		3 3/8	3.92	14	10,220
N Allied-Signal	46		46				9	7,362
N Arvin Industries	28	1/4	28	3/8	- 1/8	- 0.44	10	330
O C-Cor Electronics	6	3/4	5	1/2	1 1/4	22.72	20	20
O Cable TV Indus.	3	3/8	3	3/8			33	10
A Cetec	7	1/8	7	1/8			12	15
O Chyron	6	3/4	7	3/8	- 5/8	- 8.47	19	68
A CMX Corp.	7/8		1		- 1/8	- 12.50		3
A Cohu	9	7/8	9	1/2	3/8	3.94	9	17
N Conrac	14	1/2	14	5/8	- 1/8	- 0.85	17	87
N Eastman Kodak	52	1/8	49	1/2	2 5/8	5.30	15	11,772
N General Electric	67	7/8	65	7/8	2	3.03	13	30,924
O Geotel Inc.	1	1/8	1		1/8	12.50	18	3
N Harris Corp.	27		27				15	1,086
N M/A Com. Inc.	14		13	5/8	3/8	2.75	14	609
O Microdyne	6	1/8	6	1/4	- 1/8	- 2.00	76	27
N Motorola	39	1/8	37	1/2	1 5/8	4.33	39	4,656
N N.A. Philips	38	1/8	37	5/8	1/2	1.32	9	1,100
N Oak Industries	1	7/8	1	7/8				48
N RCA	63	1/2	47	3/4	15 3/4	32.98	16	5,695
N Rockwell Intl.	37	1/8	35		2 1/8	6.07	9	5,537
N Sci-Atlanta	11	1/2	11	7/8	- 3/8	- 3.15	16	267
N Sony Corp.	20	1/2	19	3/4	3/4	3.79	15	4,733
N Tektronix	55	1/2	52	1/4	3 1/4	6.22	14	1,134
A Texscan	1/4		3/4		- 1/2	- 66.66		1
N Varian Assoc.	28	3/4	28	3/8	3/8	1.32	24	617
N Westinghouse	45	1/4	43	5/8	1 5/8	3.72	13	7,903
N Zenith	19	3/8	18	1/2	7/8	4.72	968	447
Standard & Poor's	228.75		227.24		1.50	0.66		

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.

RIDING GAIN

O N R A D I O

Rep regrouping

John Blair & Co. plans to merge the operations of its newly acquired Selcom Radio rep firm with that of short-list Blair/RAR (BROADCASTING, Dec. 9), forming a new company entitled Selcom/RAR. (Blair/RAR was formerly Group W Radio Sales before John Blair & Co. purchased it early last year.) The new company will be headed by Frank J. Oxarart Jr., who was formerly vice president of sales for Group W Radio. Bill McHale, executive vice president of Selcom Radio, will continue in that capacity at Selcom/RAR while Tom Turner, senior vice president and general sales manager for Blair/RAR, becomes Eastern divisional manager for the new firm. "Merging the sales and support capabilities of Selcom and Blair/RAR is a logical, strategic move that greatly benefits the station clients of both organizations," said Jim Hilliard, chairman of Blair's radio representation division.

In another development, Blair said it will maintain Supernet—the nonwired network

composed of Selcom and Torbet Radio, both of which are now owned by Blair, and Eastman Radio and Masla Radio. According to Blair Radio President Charlie Colombo, Blair will operate its existing nonwired network and Supernet with two separate sales staffs.

Upbeat numbers

FM radio listening continues its upward momentum. According to Statistical Research Inc.'s just-released RADAR 32, vol. 1, report, FM's share of total radio listening among persons 12 and older (Monday-Sunday, 24 hours), now stands at 71.8%, up from 69.4% a year ago ("In Brief," Dec. 9).

In other findings, network-affiliated radio stations reach nearly 83% of all 12-plus adults in an average week. That translates into approximately 160 million people. Also, network affiliated stations now account for 65% of total radio listening in the average quarter hour.

Additionally, radio's weekly cumulative audience registers over 184 million people or 95.2% of the U.S. population. The new re-

port shows the average 12-plus person spends three hours, six minutes per day listening to the radio. (That figure is down slightly from the previous report.) Breaking it down further, the average person 12-plus spends two hours, 14 minutes listening to FM stations and 53 minutes listening to AM outlets. (Total of AM and FM listening exceeds total radio listening because respondents can report listening to AM and FM stations in the same quarter hour).

New address

Doubleday Broadcasting President Gary Stevens will soon join the Wall Street financial community.

Stevens, a 15-year veteran with Doubleday, will leave the company in early January to become first vice president in the corporate finance department of Wertheim & Co., Inc., a New York-based investment banking and brokerage firm. Stevens's focus will be on mergers and acquisitions in the communications field.

The move comes after Doubleday's decision to sell four of its radio properties to Robert F. X. Sillerman, a 37-year-old entrepreneur and investment banker, leaving Doubleday with only WHN(AM)-WAPP(FM) New York and WAVA(FM) Washington (BROADCASTING, Nov. 4). "With the sale of the stations and the reduction of commitment to broadcasting on the part of Doubleday, I didn't see much of a future there," said Stevens. "This [position with Wertheim] was a unique opportunity. The action in broadcasting is clearly where the capital is formed...and I think I can play a meaningful role." A successor for Stevens has not yet been named.

Stevens, 45, first joined Doubleday in 1970 as general manager of then company-owned KRIZ(AM) Phoenix. In 1974, he became vice president and general manager of KDWB-AM-FM Minneapolis-St. Paul and was named senior vice president for the group in 1976. He was appointed president of Doubleday's broadcasting division in December 1977 and has been active in radio industry affairs in recent years.

Also joining Wertheim & Co., in the capacity of senior adviser, is Herb Schlosser, former president and chief executive officer of NBC and, most recently, executive vice president of RCA Corp. (BROADCASTING, Nov. 18). Both Stevens and Schlosser are expected to be the nucleus for Wertheim's effort to be more of a financial force in the communications and entertainment arena.

King reign extended

Mutual's *Larry King Show*, whose starting time will be advanced by one hour to 11 p.m. NYT, beginning Feb. 3 ("Closed Circuit,"

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- ✓ ANNOUNCEMENT OF WBAP/KSCS DALLAS - FT. WORTH REPRESENTATION BY BLAIR RADIO.
- ✓ NEGOTIATE PURCHASE OF SELCOM & TORBET FROM SELKIRK.
- ✓ STRATEGY MEETING ON UNWIRED APPROACH FOR NEW RADIO DOLLARS.

DECEMBER -

- ✓ THANK RALPH FOR AD.
- ✓ CALL F. B. - WISH SUCCESS
- ✓ REVIEW 1986 STRATEGIC PLANS FROM REP PRESIDENTS:
 - COLOMBO - BLAIR
 - OXARART - SELCOM/RAR
 - FASOLINO - TORBET
- ✓ DISCUSS SUPPORT SYSTEMS TO EACH FIRM WITH BARBARA & JOHN.



King, Ron Nessen, Mutual vice president, news and special programing, and Norm Pattiz, chairman and CEO, Westwood One.

Dec. 2), will feature a slightly modified format and will be expanded from five to six hours.

The *King Show's* basic structure will remain the same except that the last two hours of the program will be a repeat of the first two hours, which feature King interviewing a guest and both fielding phone calls from listeners. Currently, the last hour of the show is a repeat of the first hour. And, according to a company spokesman, as part of this new format, some or all of the first hour of the *King Show* will be devoted to live

phone and studio interviews with newsmakers and Mutual correspondents "when major news developments warrant."

The changes for the *King Show* constitute the first major programing development for Mutual under its new owner, Westwood One ("Riding Gain," Dec. 9).

Second fly-in

The second annual National Radio Broadcasters Association "group head fly-in" a meeting of radio group directors, owners

and operators, will convene in Chicago, March 10-11, 1986. Fifty people are expected to attend. Last year's event was held in St. Louis and topics ranged from centralized budgeting and the use of single or dual reps to noncompete contracts and acquisition plans.

Earful

A demonstration of binaural sound—the audio technique designed to recreate the human listening experience—will occur this week over 110 noncommercial radio stations airing *Audiophile Audition*, a syndicated one-hour series devoted to high-quality audio topics. According to independent producer and program host, John Sunier, based in Kentfield, Calif., the binaural demonstration features programing recorded with a pair of microphones spaced the same distance apart as the human ears and kept completely separate through the recording, playback and broadcast processes. Proper listening is accomplished only through headphones, to maintain full channel separation. The Dec. 15-21 edition of *Audiophile Audition* will include an interview with binaural recording engineer, Bert Whyte, and binaurally-recorded music, opera, drama and sound effects.

Audiophile Audition is heard on 112 U.S. stations, plus 37 outlets in Australia.

Convention heads

Joseph Dorton, president of Gannett's Radio Division, will serve as co-chairmen of Radio '86 for the National Radio Broadcasters Association, the third annual radio convention jointly sponsored by the NRBA and the National Association of Broadcasters. Dorton, who was a committee member for Radio '85 and the 1984 Radio Convention and Programing Conference, has served as NRBA director-at-large since 1983. A spokesman said NAB has not chosen a co-chairman for the conference which will be held in New Orleans, Sept. 10-14, 1986.

Research tab

About \$80,000 will be spent by the Corporation for Public Broadcasting to study listenership of live 90-minute children's show, *Kids America*, produced by WNYC-FM New York. CPB has already given the station \$444,000 for production, broadcast and market testing "on a nationwide scale" (it's now carried on 13 noncommercial stations), for one year beginning last Oct. 1. Research will include a telephone survey of the 12-and-under listening audience in the metropolitan New York area conducted by either Arbitron or Birch, as well as study of "focus groups" in each market that airs the show.

News exchange

Fifty-six Virginia radio stations that make up the Virginia News Network will join the recently formed Virginia News Exchange. Originally composed of four television stations, wxex-TV Richmond/Petersburg, wvec-TV Norfolk, wsv-TV Harrisonburg and wset-TV Lynchburg/Roanoke, the Virginia News Exchange provides a structure for the exchange of breaking news stories across the state. The service, which was organized by wxex-TV, was launched on Oct. 28.



BROADCAP meeting. Members of the BROADCAP (Broadcast Capital Fund) board approved three new investments totaling \$1.4 million in minority ventures in broadcasting. At the annual meeting where the ventures were approved were (l-r): Charles J. Beard, Foley, Hoag & Eliot; Paul Van Hook, Heritage Capital Corp.; Nancy Marquez, Barnett Bank of Miami; Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand; John Pomeroy, Dow, Lohnes & Albertson; Chairman Donald Thurston, Berkshire Broadcasting Co.; John Oxendine, BROADCAP president and chief executive officer; Alvin Puryear, City University of New York; Hector Salvatierra, CPA, and Wesley Williams Jr., Covington & Burling. BROADCAP is a nonprofit venture capital company founded by NAB which aids minorities in the acquisition and ownership of broadcast properties. The investments went to Bay Broadcasting, a Hispanic group based in Miami, for a UHF television acquisition; and two black groups, West-Vic Broadcasting, Seattle, for an AM station there, and Cable Entertainment, Columbus, Ohio, for an FM station there.

National trivia

Wisconsin Public Radio's comedy quiz program, *Whad'Ya Know?*, now aired throughout the state, will be broadcast live over National Public Radio beginning Jan. 4. The show features call-in trivia quizzes, special guests and comedy by the host, Michael Feldman. Listeners call in their answers to qualifying questions, trying for a chance to pair up with studio contestants to answer quiz questions and win prizes.

Year-end action

Barnett-Robbins Enterprises, an Encino, Calif.-based radio program supplier, is gearing up for some year-end specials that include *Hot #1's of '85*, a three-hour New Year's Eve review of the top 30 rock hits of the year, and *Black Tie Only*, a three-hour, urban contemporary special edition of the company's regularly scheduled *Street Beat* series. Barnett-Robbins offers stations 10 holiday and special event programs throughout the year tailored for adult contemporary, contemporary hit and urban contemporary formats.

Puerto Rico calling

ABC's WLS(AM) Chicago originated broadcasts of its afternoon drive-time team of Steve Dahl and Gary Meier (2:30 p.m. to 7 p.m.) from the Royal Princess cruise liner last week during the ship's cruise from San Juan, P.R., to Acapulco.

According to IDB Communications President Jeff Sudikoff, whose Culver City, Calif.-

based company helped modify the ship's communications system for the event, WLS's signal was transmitted from the ship to Comsat's Atlantic Coast earth station in Southbury, Conn., via the Marisat satellite and, through an IDB portable uplink dish, retransmitted to Satcom I-R and down to WLS. IDB also provided return cues and a channel back to the ship for two-way transmission capability.

Sudikoff said there is a market for live ship remotes, noting that he has received more than a dozen such requests from stations.

"IDB has invested \$60,000 [in the project] to secure the hardware and run all the tests that were necessary for approval by Inmarsat [the International Maritime Satellite Organization] and Comsat," said IDB Senior Vice President Dennis Feely. Also assisting in the project were London-based STC International Marine, manufacturer of the ship's communications system, and Al Resnick, WLS's chief engineer.

The live remote caps a month-long "love boat" promotion by WLS, which awarded five winning couples a five-day cruise.



Programing salute. *The Eternal Light* celebrated its 40th anniversary on the air on the NBC Radio Network at a special luncheon in honor of Milton Krents (pictured at left with NBC Radio President Randy Bongarten), executive producer of the program. The program is a production of the Jewish Theological Seminary in New York and began when NBC's Red and Blue networks separated.

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Plan also to do a suitable work for the calendar year 1986 and enter before March, 1987.

Burnham Broadcasting Company, L.P.

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KHON-TV

from

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*The undersigned acted as financial advisor to
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Shearson Lehman Brothers Inc.

December 6, 1985

This announcement appears as a matter of record only.

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Burnham Broadcasting Company, L.P.

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The undersigned arranged the private placement of these Notes with institutional investors in connection with the acquisition of the assets of KHON-TV and the refinancing of existing debt of the company.

Shearson Lehman Brothers Inc.

December 6, 1985

Television targets illiteracy

ABC and PBS join together to develop campaign promoting reading—Project Literacy U.S.

The noncommercial and commercial sectors took a joint stand last week—not only against adult illiteracy, but in defense of television, which Secretary of Education William Bennett said keeps children from reading.

Bennett said that a new joint campaign against adult illiteracy sponsored by ABC and the Public Broadcasting Service was “a powerful force for reaching people everywhere—both those who can help and those who need help,” one that could “contribute to a desire to learn and to read.” But he said he would be “remiss” in his duty to parents if he didn’t say that “television can also be a diversion from reading.” More than 10-12 hours of television viewing per week can hurt students’ academic performance, he said, adding that “reading proficiency is strongly related to less than six hours of viewing per week.”

The secretary made his remarks at a press



Duffy, Christensen, WQED Pittsburgh's Lloyd Kaiser and Jenkins

conference at the Library of Congress in Washington, announcing Project Literacy U.S. (PLUS), a joint effort by ABC and PBS to fight illiteracy and establish community outreach programs.

In response to Bennett, ABC president of communications, James E. Duffy, said there was “no real evidence to show that television is part of the problem. . . I don’t take too much credence in that statement,” he said. PBS President Bruce Christensen said it “is

certainly important to note that it’s television that is recognizing that there is a problem. . . I don’t think that finger-pointing solves any problems.”

The librarian of Congress, Daniel J. Boorstin, said that about 23 million Americans are functionally illiterate, lacking reading, writing and comprehension skills. He said: “I think it’s a mistake to say that television is not part of the problem. . . Everything is part of the problem.” Boorstin asked that ABC and PBS conduct “a more focused study between television watching and illiteracy” as part of the illiteracy campaign. (Duffy said they would “take that into consideration.”)

As PLUS is currently conceived, outreach activities in local communities will be followed by programs produced by the two networks, the latter to be launched in September 1986. At that time, ABC television will present a news documentary on “the plight of illiterate Americans.” Immediately following that, PBS plans to air a documentary produced by noncommercial WQED(TV) Pittsburgh examining successful methods of dealing with the problem.

According to Duffy, ABC may introduce the campaign into the story-lines of some of its evening programming, daytime dramas and *Afterschool Specials*. Additionally, the network plans to cover the subject on *World News Tonight with Peter Jennings*, *ABC News Nightline*, *20/20* and *This Week with*

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12/16/85

Broadcast business resource. Jan. 6, 1986, is the projected opening of the Media Management and Economics Resource Center at the University of Minnesota. The computer-based center will enable media professionals, academics and students to obtain “information on the administrative and business workings of newspapers and broadcasting,” including database searches, course syllabuses, bibliographies, case studies, newsletters and workshops. Funding for the center was provided by the Gannett Foundation, which contributed \$45,600, and the university, which gave \$36,000.

David Brinkley. A made-for-TV movie about it may also be developed.

"This goes beyond just a PSA," Duffy said. "What we can do now in our dramatic programing, for instance, instead of having a cross-over in a particular scene where a father and his daughter are playing a game, the father can be reading to the daughter, or the daughter can be reading—where reading comes into the natural flow of our program. This is where our role . . . along with the outreach program, can make the difference. That's what I'm interested in," Duffy said.

On PBS, noncommercial KCET(TV) Los Angeles is working on a series called *The American Ticket*, and a new public television group called the Public Television Outreach Alliance will organize a network of national and regional directors to help PBS stations conduct community outreach.

Although he declined to give a figure for how much ABC was contributing to the campaign, Duffy said that it was "enormous," including "millions and millions" of dollars worth of programing time and public service announcements.

Christensen said that about \$1.5 million will be spent by public television for the outreach phase of the campaign, with some funds coming from the Corporation for Public Broadcasting and noncommercial television stations.

Duffy said there was a "high correlation" between illiteracy and such social problems as unemployment, poverty, substandard job performance, welfare and crime. It also "weakens the defense posture, the U.S.'s ability to compete in foreign trade, and is one explanation for poor voting turn-out. Estimates of the annual cost of illiteracy to society range from \$100 billion to \$220 billion, he said.

President Reagan also sent his support to the jointly sponsored campaign. In a letter read by Bennett, Reagan said in part: "We all have a role to play in this, from the President on down. But the farther down you go, the more direct and effective the action can be, right on down to school boards and teachers and parents, and to the students themselves." He added that he was happy "to see organizations like ABC and PBS rolling up their sleeves and getting to work on this dangerous and already tragic problem."

The Vice President's wife, Barbara Bush, also endorsed the campaign in a videotaped message that included brief interviews with formerly illiterate people.

Some 40 national organizations have pledged support for the project, including the American Association of Advertising Agencies, National Council on the Aging, National Urban League and the American Newspaper Publishers Association.

Joseph Jerkins of KVUE-TV Austin, Tex., chairman of the ABC Television Network Affiliates Association's board of governors, said: "We fully expect ABC stations to play an important role in this campaign at the local level, cooperating with their public counterparts and the community task forces that come into being." Said Lloyd Kaiser, CPB director and president of KQED, who explained the noncommercial network outreach program: "In the end, maybe only television can reach nonreaders." □

Changing Hands

PROPOSED

WNOL-TV New Orleans □ Sold by Channel 38 Associates to TVX Broadcast Corp. for \$13.7 million. **Seller** is principally owned by Harold Protter, member of boards of National Association of Broadcasters and Association of Independent Television Stations. **Buyer** is Virginia Beach, Va.-based station group of five TV's, principally owned by Tim MacDonald, Gene Loving and John Trinder. WNOL-TV is independent on channel 38 with 5,000 kw visual, 500 kw aural and antenna 1,049 feet above average terrain.

KHGI-TV Kearney, KWNB-TV Hayes Center, and KSNB-TV Superior, all Nebraska □ Sold by Amaturio Group Inc. to Gordon Broadcasting for \$10 million, comprising \$6.5 million cash and remainder note. **Seller** is Fort Lauderdale, Fla.-based station group of three FM's and four TV's, headed by Joseph C. Amaturio. **Buyer** is owned by Robert D. Gordon, one-time general manager of WCPO-TV Cincinnati, later president of Western Broadcasting, Missoula, Mont., and briefly general manager of WLWT(TV) Cincinnati in 1983. KHGI-TV is ABC affiliate on channel 13 with 316 kw visual, 31.6 kw aural and antenna 1,110 feet above average terrain. KWNB-TV is satellite of KHGI-TV on channel 6 with 100 kw visual, 11.2 kw aural and antenna 737 feet above average terrain. KSNB-TV is satellite of KHGI-TV on channel 4 with 100

kw visual, 12.6 kw aural and antenna 1,131 feet above average terrain. **Broker: Ted Hepburn Co.**

WFMA(FM) Rocky Mount, N.C. □ Sold by Eastern Carolina Electronics Inc. to Capitol Broadcasting Corp. for \$4 million cash. **Seller** is owned by Melvin J. Warner. It also owns co-located WCEC(AM). **Buyer** is Mobile, Ala.-based station group of three AM's and four FM's, principally owned by Kenneth S. Johnson. WFMA is on 100.7 mhz with 100 kw and antenna 440 feet above average terrain. **Broker: Blackburn & Co.**

WDUR(AM)-WFXC(FM) Durham, N.C. □ Sold by Airways Inc. to Great American Media Inc. for \$2.8 million, comprising \$1 million cash, \$200,000 noncompete agreement and remainder note at 10% over 15 years. **Seller** is owned by Richard F. Glover and his son, Richard G. Glover. Younger Glover's wife, Julia, owns WCCR(AM) Urbana, Ill. **Buyer** is owned by Donald W. Curtis (65%) and Thomas H. Campbell (35%). Campbell, with his father, A. Hartwell Campbell, owns WGAI(AM)-WWOK(FM) Elizabeth City, N.C. His brother, L. Vann Campbell, owns WGTM(AM) Wilson, N.C. Curtis's wife, Barbara, owns WTAB(AM)-WKSM(FM) Tabor City, N.C. WDUR is on 1490 khz with 1 kw day and 250 w night. WFXC is on 107.1 mhz with 3 kw and antenna 295 feet above aver-

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age terrain. *Broker: Blackburn & Co.*

WMER(AM) Westbrook and WJBQ(FM) Portland, both Maine □ Sold by Chandler Broadcasting Inc. to WJBA-AM Inc. for \$2,750,000, comprising \$1,750,000 cash and remainder consulting agreement of \$100,000 per year for 10 years. Seller is owned by John W. Bride and family, who also own WMBA(AM) Ambridge, Pa. Bride also has interest in WKSQ(FM) Ellsworth, Me. Buyer is principally owned by Ellen R. Malcom and Peter H. Smyth, who have no other broadcast interests. Malcom is Washington-based investor. Smyth is former sales manager of WOR(AM) New York. WMER is on 1440 khz full time with 5 kw. WJBQ is on 97.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Raymond O'Grady Co. and Kozacko-Horton Co.*

KYKZ(FM) Lake Charles, La. □ Sold by Radio 96 Inc. to Faver Broadcast Income Fund Ltd. for \$1.7 million. Seller is owned by J.D. Osburn and Kenneth R. Reynolds, who also own KYKS(FM) Lufkin, Tex., and WSLI(AM)-WYNN(FM) Jackson, Miss. Buyer is owned by Stanley O. Sackin, Ronald J. Verlander and William O. Woodall. It is subsidiary of Faver Broadcast Group, which owns six AM's and two FM's. KYKZ is on 96.1 mhz with 100 kw and antenna 427.5 feet above average terrain.

WBBE(AM)-WRMA(FM) Georgetown, Ky. □ Sold by Central Kentucky Broadcasters Corp. to Audubon Broadcasting Co. for

\$1.3 million. Seller is owned by Robert E. Johnson, who has no other broadcast interests. Buyer is principally owned by William McElveen. It owns WNOK-AM-FM Columbia, S.C. WBBE is daytimer on 1580 khz with 10 kw. WRMA is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

KECK(AM)-KHAT(FM) Lincoln, Neb. □ Sold by J.P. Enterprises to TM Communications Inc. for approximately \$1 million. Seller is owned by Jim Treat and estate of Port Early and family. It has no other broadcast interests. Buyer is publicly traded, Dallas-based program distributor headed by Patrick Shaughnessy, president. KECK is daytimer on 1530 khz with 5 kw. KHAT is on 106.3 mhz with 2.9 kw and antenna 145 feet above average terrain.

WKWF(AM)-WAIL(FM) Key West, Fla. □ Sold by Long Communications to Family Group Broadcasting for \$975,000, comprising \$235,000 cash and remainder assumption of note. Seller is owned by Russel H. Long, who has no other broadcast interests. Buyer is owned by Ian (Sandy) Wheeler. It owns WFTX(TV) Cape Coral, Fla., WGBA(TV) Green Bay, Wis., WLAX(TV) La Crosse, Wis., WLKT(TV)(CP) Lexington, Ky., and has interest in WQAC(TV) Fort Walton Beach, Fla. WKWF is daytimer on 1600 khz with 500 w. WAIL is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

WWON(AM)-WNEF(FM) Woonsocket, R.I. □ Sold by Panda Enterprises Inc. to Ocean State Broadcasting Ltd. Partnership for \$905,000, comprising \$600,000 cash and remainder in notes and assumptions. Seller is owned by Arthur Stambler, Washington communications lawyer, who also has interests in WZZO(FM) Bethlehem, Pa.; WVAI(AM)-WUSQ(FM) Winchester, Va., and cable system in Fremont, Calif. Buyer is owned by Bernard Barczak, William S. Cerny, George Chopivsky and George Y. Wheeler. It also owns WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Cerny and family also own WLBK(AM)-WDEK(FM) DeKalb, Ill. WWON is on 1240 khz with 1 kw day and 250 w night. WNEF is on 106.3 mhz with 3 kw and antenna 215 feet above average terrain. *Broker: The Holt Corp.*

WKYZ(FM) Salisbury, Md. □ Sold by Charles J. Truitt, receiver, to HVS Partners/Salisbury for \$400,000. Seller is receiver for Radio Salisbury Inc. and has no other broadcast interests. Buyer is owned by Gisela B. Huberman, Abe J. Voron and Thomas Schattenfield. It owns WMNX(FM) Tallahassee, Fla. Voron is senior VP of National Radio Broadcasters Association. Schattenfield is communications attorney with Washington firm of Arent, Fox, Kintner & Plotkin. WKYZ is on 105.5 mhz with 1.7 kw and antenna 390 feet above average terrain.

KNHH(TV)(CP) Houma, La. □ Sold by GACO Communications Corp. to MGM Inc. for \$300,000. Seller is owned by Communications Corp. of the South, which owns WWIW(AM) New Orleans, La., and James Gatewood, who owns WFCG(AM) Franklinton, La. Buyer is nonprofit corporation headed by Marvin E. Gorman, who also has interest in KJAN(AM) Crowley, La. KNHH is unbuilt independent on channel 11 with 316 kw visual, 31.6 kw aural and antenna 502 feet above average terrain.

WXTR(AM) La Plata, Md. □ Sold by The Dalton Group Inc. to Charles County Broadcasting Inc. for \$290,000, comprising \$50,000 cash and remainder note at 10% over five years. Seller is principally owned by William Dalton. It also owns co-located WXTR-FM. Buyer is owned by Michael T. Burns and his wife, Dorothy. Burns is general manager of WJWL(AM)-WSEA(FM) Georgetown, Del. WXTR is on 1560 khz with 1 kw day and 250 w night. *Broker: Blackburn & Co.*

WHOU-AM-FM Houlton, Me. □ Sold by Penobscot Broadcasting Corp. to Peak Communications Inc. for \$280,000, comprising \$190,000 cash and remainder note at 1% above prime for seven years. Seller is owned by James H. Goff, who also owns WPBC(FM) Bangor, Me. Buyer is owned by Dale Tudor, his mother, Celia, Mary MacLaughlin and 10 others. Tudor is president of A.J. Cole & Son Trucking Co., Bangor, Me. MacLaughlin is local housewife. WHOU is on 1340 khz with 1 kw day and 250 w night. WHOU-FM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: New England Media.*

WBHY(AM) Mobile, Ala. □ Sold by First South Broadcasting Corp. to Faulkner-Phillips Media Inc. for \$250,000 plus assumption of liabilities. Seller is owned by Michael T. Gould, who has no other broadcast interests.



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Buyer is equally owned by James H. Faulkner and William Phillips. It recently purchased WLPR(FM) Mobile, Ala. ("For the Record," Dec. 2). Faulkner was former owner

of Bay Minette, Ala.-based station group of three AM's and three FM's. Phillips was former owner of WJQY(AM) Chickasaw, Ala., and is applicant for new FM in Gulf Breeze,

Fla. WBHY is daytimer on 840 khz with 1 kw.

For other proposed and approved sales, see "For the Record," page 123.

NCTA willing to talk about must carry, within limits

Mooney says cable will study proposals from broadcasters, but only if they protect cable's First Amendment rights; he rules out any mandatory carriage of vertical blanking interval services

In a speech before the Washington Metropolitan Cable Club last Wednesday (Dec. 11), National Cable Television Association President Jim Mooney said the NCTA is willing to consider new must-carry rules proposed by broadcasters, but only if the rules meet certain "basic tests." Such rules would replace those outlawed last summer by the federal appeals court in Washington in the so-called *Quincy-Turner* case as a violation of the First Amendment rights of cable operators and programmers.

According to Mooney, for the NCTA to consider any proposal "a realistic possibility," the broadcasters must support it with a public-policy rationale—a discussion of how it is necessary to avoid harm to broadcasting and in the public interest—and a constitutional rationale showing that "it doesn't detract in a significant way from the cable operator's status as a First Amendment speaker."

The broadcasters must also concede that cable systems should not be forced to carry duplicative or little-watched network signals, Mooney said. "No legitimate must-carry rule can be founded on the notion that every broadcaster must have carriage on all cable systems that he desires to," he said.

And finally, Mooney said, broadcasters must abandon any "lurking desires" to win must-carry status for multichannel sound, teletext or any other service transmitted during a television signal's vertical blanking interval.

The preconditions to serious negotiations, spelled out at an NCTA board meeting a month ago, are apparently proving difficult for the broadcasters to meet. Broadcasters have known about them for at least three weeks through private discussions with Mooney and through the trade press (*BROADCASTING*, Nov. 25), but, according to Mooney, they have yet to come up with a proposal in light of them. On the other hand, he said, "Nobody's blinked and they haven't walked away, which leads me to think that there might be something there."

Even if the broadcasters meet the preconditions and hammer out new rules with Mooney, they have no guarantee the rules would pass muster with the NCTA board. Such NCTA must-carry hard-liners as Chairman Ed Allen have some personal criteria. At a Western Cable Show panel session, Allen said he'll insist upon a "quid pro quo," something from the broadcasters that benefits cable. "I don't think it is sufficient to say, 'We will get off your backs, we will pull the knife out... we will stop beating you over



Mooney

the head in Congress over the compulsory license." Allen suggested one thing the broadcasters could do: ally themselves with cable in cable's effort to revamp the copyright laws.

The importance of the First Amendment issue to cable operators has been emphasized before. At the Western Cable Show panel on must carry, Frank Lloyd, an attorney who helped argue the *Turner-Quincy* case on behalf of Turner Broadcasting System, said the decision could be used to eliminate a host of other cable regulations, everything from franchise fees and leased-access requirements to the FCC's remaining signal-carriage rules.

Prior to the NCTA board meeting, a consortium of broadcasting organizations led by the Television Operators Caucus, proposed new must-carry rules that would have re-

Intermedia

Media memorial. Walter H. and Phyllis J. Shorestein have given \$5-million endowment to Harvard University for establishment of new Joan Shorestein Barone Center on the Press, Politics and Public Policy, named after their daughter who died last March of cancer. Barone had worked for *Washington Post*, and as producer of CBS's *Face the Nation* and *The CBS Evening News with Dan Rather*. Mission of new center will be to "develop greater knowledge about the impact of the media on government and of public policies on a free press," said university spokeswoman Nada Samuels.

GAB moving day. Georgia Association of Broadcasters is moving this week to new offices in Atlanta area. New address for association as of Dec. 20 is 500 Sugar Mill Road, Suite 240A, Atlanta 30338 and phone number is (404) 993-2200.

England exit. Britain has 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.

November, 1985

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quired cable systems with 13 or more channels to set aside 40% of their channels for the carriage of all stations within a 50-mile radi-

us. However, under the proposal, systems would not have to carry any duplicative signals.

CATA's must-carry contract plan

The Community Antenna Television Association, convinced that broadcasters will be unable to come up with new must-carry rules that adequately address the First Amendment concerns of the courts and cable operators, has put its own proposal on the table, one that relies on the voluntary cooperation of cable operators.

The proposal: Cable operators should voluntarily sign long-term contracts (perhaps covering the life of their cable franchise) to carry every local broadcast signal they wish to carry, for a nominal amount, say \$1 per year.

According to a memo from CATA President Steve Effros, the association recognizes that cable systems would not give the contractual guarantees to all broadcasters, but believes systems would extend them to most broadcasters. Left out in the cold, the memo said, may be "duplicative and marginal stations."

All contracts, Effros also noted, "would, of course, be contingent on the continuation of the compulsory license."

"The benefits of such a plan should be obvious," the memo said. "The cable industry would be exercising its editorial discretion and not in any way sanctioning any proposal that would diminish that discretion. At the same time, we would be guaranteeing the broadcasters that we really mean what we have been saying all along about our intention to carry broadcast signals."

Effros urged members of the Television Operators Caucus that own both broadcast and cable properties to take the lead by becoming parties to local carriage contracts. "By 'stepping up to the line' early, they would signify to both their broadcast and cable colleagues that they really are interested in solving a problem, not just continuing a war," he said.

At the final session of the Western Cable Show, Robert Ross, general counsel, Turner Broadcasting System, the cable programmer whose suit helped lead the U.S. Appeal Court in Washington to eliminate the must-carry rules last summer, endorsed the CATA proposal. "You are probably going to carry them anyway," said Ross. "Go ahead and give them that contract. . . . There is no abandonment of your First Amendment principles. There is no rule. It's a market solution. I see no downsides and about 15 upsides to taking advantage of what CATA is talking about."

At the same session, Ed Allen, president of Western Communications and chairman of the National Cable Television Association, stopped just short of endorsing the plan. "It's a novel and interesting proposal," he said. But, he said, he didn't like the idea of long-term contracts. After signing a carriage contract with a cable system, he said, a broadcaster could change its programming format to something the cable subscribers "don't like" and the system would still be required to carry it.

John Sie, senior vice president, Tele-Communications Inc., the nation's largest MSO, said he had not seen the CATA proposal, but, after it was described to him, he gave it qualified support. "I see nothing intrinsically wrong with signing an agreement." Like Allen, however, Sie was concerned about locking TCI's systems into a long-term agreement that does not allow for changes such as new ownership of the station.

NCTA President Jim Mooney expressed skepticism about whether broadcasters would be willing to sign such a contract. But, he said, "if the broadcasters like it, it's fine by me."

The proposal, which was presented to Mooney two months ago (BROADCASTING, Oct. 28), failed to meet NCTA's threshold test and was rejected. It lacked public-policy and constitutional rationales as well as a viewing standard, requiring systems to carry stations regardless of their viewership.

The cable industry considers any form of must carry an onerous regulatory burden and an intrusion upon its First Amendment rights. That the NCTA is willing to talk at all about resurrecting the rules, Mooney said, is a simple recognition of the political implications of not talking. To win the support of Congress for some of NCTA's other legislative initiatives (in such areas as pole attachment, telephone competition, taxes and copyright), Mooney said, NCTA must show itself "to be sensitive to Congress's other political concerns." (One of those concerns, presumably, is placating broadcasters who have been demanding must-carry relief.)

Broadcasters have been trying to keep cable operators at the table by threatening the cable operators' compulsory copyright license, which facilitates the importation of distant broadcast signals, in Congress and at the FCC. Speaking at the Western Cable Show, Preston Padden, president of the Association of Independent Television Stations, said the elimination of the must-carry rules has thrown the relationship between broadcasters and cable operators out of kilter. Cable operators may now charge broadcasters to carry their signals, he said, but, because of the compulsory license, broadcasters cannot charge operators for signals that operators want.

In an effort to bring things back in balance, the INTV proposed new rules at the FCC that would condition cable systems' use of the compulsory license on the systems' carrying all local broadcast signals. The proposal, which is now the subject of a rulemaking, has been favorably reviewed by FCC Chairman Mark Fowler and FCC Commissioner Mimi Dawson.

In his speech last week, Mooney called the proposal a "lawyer's trick" that is "fatally transparent as a constitutional matter." Conditioning cable systems' continued use of the compulsory license on local carriage, he said, would be the same as conditioning newspapers' second-class mailing privileges on their accepting a "fairness requirement." "What do you think the court would have done with that?" Mooney asked. "Do you think the court would have said, 'Oh, well, that's all right. . . .' Will the First Amendment . . . roll over so easily? I don't think so."

At the Western Cable Show, Robert Ross, general counsel, Turner Broadcasting System, also said the INTV proposal was flawed. "You can't do indirectly what you can't do directly," he said. "It bypasses the administrative procedures act, which requires the FCC as a condition of establishing any rule to create a record of the need for the rule and the problem the rule addresses," he said, "and it bypasses the constitutional teaching of the *Quincy-Turner* case that where you are going to have an incidental effect on speech you better make sure that the rule is narrowly tailored and [that] you have proved the existence of legitimate and substantial government interest."

"What the INTV has done to get around

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the constitutional issue is to make it an economic issue," said Allen. "They've given us the choice of two impossibles." One is a reinstatement of the old must-carry rules, which the court said were unconstitutional; the other is the requirement that cable systems acquire carriage rights from local stations even though the stations only have the rights to the limited amount of local programming they produce.

In his speech, Mooney acknowledged that the cable industry, buoyed by the the *Turner-Quincy* decision, was taking a hard line with broadcasters. But there is nothing "mysterious" about what cable wants. "All the cards are on the table, face up, and all that remains is for everybody dispassionately to read the various hands." □

Jones acquires nine Tribune cable systems

Sale will help finance KTLA purchase and add substantially to subscriber count of buyer

Jones Intercable has struck a deal to acquire nine of Tribune Co.'s 15 cable systems for \$237.5 million. The nine systems serve some 170,000 homes.

The deal, which is expected to be consummated next March or April, would increase the number of homes on Jones's basic-subscriber rolls from 580,000 to 750,000, lifting it from the 16th-largest to the 12th-largest MSO on BROADCASTING's list of the top-50 MSO's.

Patrick Lombardi, a member of Jones's board of directors who was involved in negotiating the agreement, said Jones was pleased to acquire "this many good markets" at the price it did.

For Tribune, the Jones sale was one of two big deals it announced last week. The other was the sale of its *Los Angeles Daily News* to media and real-estate mogul Jack Kent Cooke for \$176 million.

According to Joseph Hays, a Tribune vice president, Tribune plans to use the proceeds from the two sales to reduce the debt Tribune will be taking on later this month when it closes on its purchase of KTLA(TV) Los Angeles for a record \$510 million.

Hays confirmed that Tribune is negotiating to sell four of its six remaining cable properties to Doug Dittrick, who operated Tribune's systems as president of Tribune Cable Communications. The four systems—Fredonia, Glens Falls and Oneida, all New York, and Jackson, Tenn.—are the same ones Tribune bought from Dittrick in 1981, Hays said.

Tribune is trying to sell its two remaining systems, serving Montgomery county and Gaithersburg, both Maryland, to other parties which Hays refused to identify. The Montgomery county system may be a tough sell. The county government has initiated proceeding to revoke Tribune's franchise, alleging default of the franchise agreement. The franchise comprises more than 220,000 homes, but, as of June 30, the Tribune sys-

tem passed only 45,700 and served only 11,500. Because of Tribune's troubles with the county, Tribune has unilaterally halted construction of the system.

Even though Jones is paying more than \$1,300 for each paying subscriber, high by today's standards, Lombardi feels the price is right. Most of the systems are capable of passing more than 40 channels and in no immediate need of rebuilding, he said. What's more, some of the systems, most notably the one serving Tampa, Fla., which is in the final stages of construction, have considerable growth potential. "We look at this as having a lot of oil in the ground," he said.

Another mitigating factor is that five of the nine systems are relatively close to exist-

ing Jones systems, allowing Jones to benefit from the management economies of "clustering."

Jones will probably go to closing next spring with money borrowed from commercial banks, Lombardi said. After the closing, he said, it will decide how it wants to finance the buy and has several options. Among them: limited partnerships, debt or debt-and-equity offerings and joint ventures.

In addition to the Tampa system, the Tribune systems acquired by Jones include those serving Lakewood and Palmdale-Lancaster, both California; Albuquerque, N.M.; Houghton, Mich.; Glencoe and Owatonna, both Minnesota; Milwaukie, Ore., and Alexandria, Va.

For the Record

As compiled by BROADCASTING, Dec. 4 through Dec. 11, and based on filings, authorizations and other FCC actions.

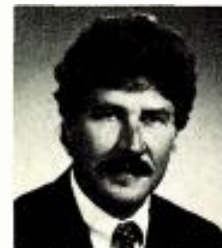
Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. 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

■ WBHY(AM) Mobile, Ala. [formerly WWAX(AM)] (840 khz; 1 kw-D)—Seeks assignment of license from First South Broadcasting Corp. to Faulkner-Phillips Media Inc. for \$250,000 plus assumption of liabilities. Seller is owned by Michael T. Gould, who has no other broadcast interests. Buyer is equally owned by James H. Faulkner and William Phillips. It recently purchased WLPR(FM) Mobile, Ala. Faulkner is former owner of Bay Minette, Ala.-based station



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group of three AM's and three FM's, which have been sold. One assignee, Faulkner University, is headed by Faulkner, chairman, and owns WBCA(AM)-WWSM(FM) Bay Minette, Ala., and WGAA(AM) Cedartown, Ga. Phillips is former owner of WJQY(AM) Chickasaw, Ala., and is app. for new FM in Gulf Breeze, Fla. Filed Nov. 27.

■ KOLD-TV Tucson, Ariz.; KTVY(TV) Oklahoma City, and WALA-TV Mobile, Ala. (KOLD: ch. 13; CBS; ERP vis. 107 kw; aur. 15.6 kw; HAAT: 3,610 ft.; ant. height above ground: 201.8 ft.; KTVY: ch. 9; CBS; ERP vis. 97.7 kw; aur. 19.5 kw; HAAT: 1,540 ft.; ant. height above ground: 1,602 ft.; WALA-TV: ch. 10; ERP vis. 316 kw; aur. 47 kw; HAAT: 1,246 ft. ant. height above ground: 1,200 ft.)—Seeks assignment of license from Universal Communications to Knight-Ridder Broadcasting Inc. for \$160 million cash. Seller is subsidiary of The Evening News Association, publicly traded Detroit-based publisher and station group of one AM, one FM and five TV's. Broadcast division is headed by Peter Kizer. Sales are spinoffs precipitated by sale of ENA assets to Gannet Co. Buyer is publicly held, Miami-based publisher and station group of five TV's headed by Alvah H. Chapman. Filed Dec. 3.

■ KLLB(AM)-KRQK(FM) Lompoc, Calif. (AM: 1410 kHz; 500 w-D; FM: 100.9 mhz; 510 w; HAAT: 800 ft.)—Seeks assignment of license from Sunshine Wireless Co. to Crystal Broadcasting Inc. for \$1,750,000, comprising \$583,275 cash and remainder note at 10% over seven years. Seller is principally owned by Andrew Reimer and Donald Berlanti. It also has interest in WQAM(AM) Miami and WKQS(FM) Boca Raton, both Florida. Buyer is principally owned by Harry J. Benton and family. It also owns KUIC(AM) Vacaville, Calif. Filed Nov. 29.

■ KCRN-FM Santa Rosa, Calif. (CP)—Seeks assignment of license from American Media Education Network to Family Stations Inc. for \$6,000. Seller is nonprofit corporation headed by W.L. (Bud) Pryor. It has no other broadcast interests. Buyer is Oakland, Calif.-based nonprofit station group headed by Harold Camping. Filed Nov. 26.

■ KKFMM(FM) Colorado Springs (96.5 mhz; 23 kw; HAAT: 2,300 ft.)—Seeks assignment of license from Ski-Hi Inc. to Citadell Associates Ltd. Partnership for \$2.5 million. Seller is principally owned by Leon Lowenthal. Buyer is equally owned by Lawrence W. Wilson and Fritz Beesemeyer. It owns KAIR(AM)-KJYK(FM) Tucson, Ariz. Filed Nov. 25.

■ KBFD(TV) [CP] Honolulu (ch. 32; ERP vis. 146 kw; aur. 14.6 kw; HAAT: 4 ft.; ant. height above ground: 500 ft.)—Seeks transfer of control of The Allen Broadcasting Group from Leroy Robert Allen to Kea Sung Chung and family for \$35,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 27.

■ KKUA(AM)-KQMQ-FM Honolulu (AM: 690 kHz; 10 kw-U; FM: 93.1 mhz; 54 kw; HAAT: 119 ft.)—Seeks assignment of license from Aloha Broadcasting Co. to North Park Media for \$1.9 million. Seller is principally owned by Barbara Dalders and Pat Cannan, who have no other broadcast interests. Buyer is principally owned by James Ellis and J. Marvin Walrad (professional name Jack Kelly). It also owns KNNMQ(FM) Santa Fe, N.M. Filed Dec. 3.

■ KNHH(TV) [CP] Houma, La. (ch. 11, ERP vis. 316 kw; aur. 31.6 kw; HAAT: 502 ft.; ant. height above ground: 500 ft.)—Seeks assignment of license from GACO Communications Corp. to MGM Inc. for \$300,000. Seller is owned by Communications Corp. of the South, which owns WWIW(AM) New Orleans and James Gatewood, who owns WFCG(AM) Franklinton, La. Buyer is nonprofit corporation headed by Marvin E. Gorman, who also has interest in

KJAN(AM) Crowley, La. Filed Nov. 27.

■ KYKZ(FM) Lake Charles, La. (96.1 mhz; 100 kw; HAAT: 427.5 ft.)—Seeks assignment of license from Radio 96 Inc. to Faver Broadcast Income Fund Ltd. 1 for \$1.7 million. Seller is owned by J.D. Osburn and Kenneth R. Reynolds, who also own KYKS(FM) Lufkin, Tex. and WSLI(AM)-WYNN(FM) Jackson, Miss. Buyer is owned by Stanley O. Sackin, Ronald J. Verlander and William O. Woodall. It is subsidiary of Faver Broadcast Group, which owns six AM's and two FM's. Filed Nov. 22.

■ WMER(AM) Westbrook and WJBQ(FM) Portland, both Maine (AM: 1440 kHz; 5 kw-U; FM: 97.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Chandler Broadcasting Inc. to WJBA-AM Inc. for \$2,750,000, comprising \$1,750,000 cash and remainder consulting agreement of \$100,000 per year for ten years. Seller is owned by John W. Bride, and family, who also own WMBA(AM) Ambridge, Pa. Bride also has interest in WKSQ(FM) Ellsworth, Me. Buyer is principally owned by Ellen R. Malcom and Peter H. Smyth, who have no other broadcast interests. Malcom is Washington, D.C.-based investor. Smyth is former sales manager of WOR(AM) New York. Filed Nov. 27.

■ WXTR(AM) La Plata, Md. (1560 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from The Dalton Group Inc. to Charles County Broadcasting Inc. for \$290,000, comprising \$50,000 cash, and remainder note at 10% over 5 years. Seller is principally owned by William Dalton. It also owns collocated WXTR-FM. Buyer is owned by Michael T. Burns and his wife, Dorothy. Burns is general manager of WJWL(AM)-WSEA(FM) Georgetown, Del. Filed Dec. 2.

■ WKYZ(FM) Salisbury, Md. (105.5 mhz; 1.7 kw; HAAT: 390 ft.)—Seeks assignment of license from Charles J. Truitt, receiver to HVS Partners/Salisbury for \$400,000. Seller is receiver for Radio Salisbury Inc. and has no other broadcast interests. Buyer is owned by Gisela B. Huberman, Abe J. Voron and Thomas Schattenfield. It owns WMNX(FM) Tallahassee, Fla. Voron is senior VP at National Radio Broadcasters Association. Schattenfield is communications attorney with Washington firm of Arent, Fox, Kintner & Plotkin. Filed Nov. 25.

■ KBXM(AM) Kennett, Mo. (1540 kHz; 1 kw-D)—Seeks transfer of control of KBXM Inc. from Chancie Larhew Pylant (49.9% before; none after) and Wanda Young Venters (10% before; none after) to Gary Wilcoxson (10% before; 24.9% after), R. Townsend Sparks (10% before; 24.9% after), Wilcoxson's brother, Glenn (none before; 24.9% after), Pylant's wife, Sara (.1% before; .4% after) and Keith Mitchell (none before; 24.9% after) for payment of \$25,267.12 to Pylant and \$7,508.22 to Venters. Neither seller nor buyer have other broadcast interests. Filed Dec. 3.

■ KHHC(FM) Seligman, Mo. (95.3 mhz)—Seeks assignment of CP from Hopkins, Hall and Associates Inc. to Elvis Lee Moody for \$5,000. Sellers have no other broadcast interests. Buyer owns KJEM(AM) Bentonville, Ark. Filed Nov. 25.

■ KHGI-TV Kearney, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska (KHGI-TV: ch. 13; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,110 ft.; ant. height above ground: 1,163 ft.; KWNB-TV: [satellite] ch. 6; ERP vis. 100 kw; aur. 11.2 kw; HAAT: 737 ft. ant. height above ground: 586 ft.; KSNB-TV: [satellite] ch. 4; ERP vis. 100 kw; aur. 12.6 kw; HAAT: 1,131 ft.; ant. height above ground: 1,086 ft.)—Seeks assignment of license from Amarturo Group Inc. to Gordon Broadcasting for \$10 million, comprising \$6.5 million cash and remainder note. Seller is Fort Lauderdale, Fla.-based station group of three FM's and four TV's, headed by Joseph C. Amarturo. Buyer is owned

by Robert D. Gordon, who has no other broadcast interests. Gordon is former general manager of WCPO-TV and WLWT(TV), both Cincinnati, and former president, Western Broadcasting, Missoula, Mont. Filed Nov. 27.

■ KOAW(AM) Ruidoso Downs, N.M. (1490 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Station KOAW to James Schilling for \$215,000, comprising \$85,000 cash and remainder note. Seller is owned by Dan A. Com, who has no other broadcast interests. Buyer owns KULM-FM Columbus, Tex. Filed Nov. 29.

■ WLFR-AM-FM Dundee, N.Y. (AM: 1570 kHz; 5 kw-D; FM: 95.9 mhz; 600 kw; HAAT: 600 ft.)—Seeks transfer of control of Finger Lakes Radio Inc. from John C. Clancey (49%) and Donald L. Stork (51%) to Brian Clark Printing Co. for \$391,300, comprising \$110,000 cash and remainder note at 10% over 15 years. Sellers own WSPQ(AM) [CP] Springville, WSCM(AM) and WITU(FM) [CP] Cobleskill, both N.Y. Buyer is owned by Brian J. Clark, who has no other broadcast interests. It owns group of shopper newspapers in New York. Filed Nov. 29.

■ W DUR(AM)-WFXC(FM) Durham, N.C. (AM: 1490 kHz; 1 kw-D; 250 w-N; FM: 107.1 mhz; 3 kw; HAAT: 295 ft.)—Seeks assignment of license from Airways Inc. to Great American Media Inc. for \$2.8 million, comprising \$1 million cash, \$200,000 noncompete agreement and remainder note at 10% over 15 years. Seller is owned by Richard F. Glover and his son, Richard G. Glover. Younger Glover's wife, Julia, owns WCCR(AM) Urbana, Ill. Buyer is owned by Donald W. Curtis (65%) and Thomas H. Campbell (35%). Campbell, with his father, A. Hartwell Campbell, owns WGAI(AM)-WWOK(FM) Elizabeth City, N.C. His brother, L. Vann Campbell, owns WGTM(AM) Wilson, N.C. Curtis's wife, Barbara, owns WTAB(AM)-WKSM(FM) Tabor City, N.C. Filed Nov. 27.

■ WBLA(AM) Elizabethtown, N.C. (1440 kHz; 5 kw-D)—Seeks assignment of license from Bladen Broadcasting Corp. to Rim Broadcasting Inc. for \$250,000, comprising \$70,000 cash and remainder assumption of note. Seller is principally owned by Lyn Shaw. It has no other broadcast interests. Buyer is owned by Johnnie W. Bateman, who has no other broadcast interests. Filed Nov. 27.

■ WFMA(FM) Rocky Mount, N.C. (100.7 mhz; 100 kw; HAAT: 440 ft.)—Seeks assignment of license from Eastern Carolina Electronics Inc. to Capitol Broadcasting Corp. for \$4 million cash. Seller is owned by Melvin J. Warner. It also owns collocated WCEC(AM). Buyer is Mobile, Ala.-based station group of three AMs and four FM's, principally owned by Kenneth S. Johnson. Filed Nov. 29.

■ New TV Wilson, N.C. (CP)—Seeks assignment of license from Wilson Telecasters Ltd. to Channel 30 Telecasters Ltd. Partnership for no more than \$100,000. Seller is owned by Benjamin T. Perry and Robinson O. Everett and his mother, Kathrine. Everetts own WGGT(TV) Greensboro, WJKA(TV) Wilmington and WFCT(TV) Fayetteville, all North Carolina. Perry is app. for two new TV's. Buyer is owned by Everett's (90%) and Wilson Telecasters (10%). Filed Dec. 2.

■ WLCH-TV [CP] Mansfield, Ohio (ch. 68; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,327 ft.; ant. height above ground: 1,200 ft.)—Seeks assignment of license from Eagle Broadcasting Inc. to Channel 68 Corp. for \$112,011.45. Seller is owned by Joseph Schultz, Richard Leidy and Bill Clinger. Buyer is owned by Elizabeth Matesic (25%) and Stephen L. Walker (75%). It has no other broadcast interests. Filed Dec. 2.

■ WHTM-TV Harrisburg, Pa.; WETM-TV Elmira and WSTM-TV Syracuse, both New York (WHTM: ch. 27; independent; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,120 ft.; ant. height above ground: 609 ft.; WETM: ch. 18; ERP vis. 113 kw; aur. 22.4 kw; HAAT: 1,220 ft.; ant. height above ground: WSTM: ch. 3; NBC; ERP vis. 100 kw; aur. 20 kw; HAAT: 1,000 ft. ant. height above ground: 594 ft.)—Seeks transfer of control of licensees from Times Mirror Co. to Smith Broadcasting Group for \$79 million. Seller is publicly traded, Greenwich, Conn.-based publisher, cable MSO, and station group of seven TV's. Buyer of WHTM is owned by Smith Broadcasting Group Inc. (47.2%), William S. Reyner (24.8%), George D. Lilly (8%) and station management (20%, to be announced). Reyner is communications attorney with Washington law firm of Hogan & Hartson. Lilly owns KTVQ(TV) Billings, KRTV(TV) Great Falls, KXLF(TV) Butte and KPAX(TV) Missoula, all Montana, and WKFT-TV Fayetteville, N.C. Buyer of WSTM is BK&K Inc., which is equally owned by Lilly, David Zamichow and Richard B. Armfield. Armfield has interest in WKFT-TV and is station's general sales manager. Zamichow is general manager of WMUR-TV Manchester, N.H. Buyer of WETM is owned by Smith Broadcasting Group (80%) and Reyner (20%). SBG is owned by Robert N. Smith, who has interest in WCTI-TV New Bern, N.C. and with Reyner, owns recent purchaser of WOPC(TV) Altoona, Pa. and WTHX(TV) [CP] Johnstown, Pa. Filed Nov. 27.

■ WJOZ(AM) Troy, Pa. (1310 kHz; 500 w-D)—Seeks as-

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signment of license from Joel Clawson to WJOZ Inc. for \$175,000. Seller is also app. for new AM in Trumansburg, N.Y. Buyer is owned by Leonard I. Ackerman (80%), Jarvis Collins (5%) and Lorraine Bates, and her husband, David (15%). They also own WECQ(FM) Geneva, N.Y. and WMLB(AM) West Hartford, Ct., and recently purchased WKAD(FM) Canton, Pa. and WLIS(AM) Old Saybrook, Ct. ("Changing Hands," Nov. 25). Filed Nov. 22.

■ WWON(AM)-WNEF(FM) Woonsocket, R.I. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 3 kw; HAAT: 215 ft.)—Seeks assignment of license from Panda Enterprises Inc. to Ocean State Broadcasting Ltd. Partnership for \$600,000. Seller is owned by Arthur Stambler, who also has interest in WWZO(FM) Bethlehem, Pa., and WVAI(AM)-WUSQ(FM) Winchester, Va., and cable system in Fremont, Calif. Buyer is owned by Bernard Barczak, William S. Cerny, George Chopivsky and George Y. Wheeler. It also owns WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Cerny and family also own WLBK(AM)-WDEK(FM) DeKalb, Ill. Filed Nov. 26.

■ WQXJ(AM) [formerly WGSW(AM)] Greenwood, S.C. (1350 khz; 1 kw-D)—Seeks assignment of license from Radio Greenwood Inc. to E.M. Associates Inc. for \$170,000 note over ten years with monthly payments of \$1,900. Seller is owned by Alan H. Woodall, who also owns WSLE(AM) Bremen, Ga. Buyer is principally owned by Gilbert D. Evans, with W. Robert Molden and Gary M. Minegar. It has no other broadcast interests. Evans is news director at WCRS(AM) Greenwood. Molden is Greenwood businessman. Minegar is pastor in church in Greenwood. Filed Dec. 3.

■ WBRY(AM) Woodbury, Tenn. (1540 khz; 500 w-D)—Seeks assignment of license from SunGroup Broadcasting of Knoxville Inc. to DaSan Communications Corp. for \$110,000 cash. Seller is subsidiary of SunGroup Inc., Nashville-based station group of two AM's and three FM's principally owned by Frank A. Woods, president and CEO and John W. Biddinger. Woods has interest in WTBP(AM) Parsons, Tenn. Biddinger has interest in KESY-AM-FM Omaha. Buyer is owned by David P. Bunge with his wife, Sandra Lee. It has no other broadcast interests. Filed Dec. 2.

■ KTON(AM)-KTQN(FM) Belton, Tex. (AM: 940 khz; 1 kw-D; 106.3 mhz; 3 kw; HAAT: 490 ft.)—Seeks assignment of license from Center City Communications Inc. to Heart of Texas Communications Ltd. for \$2,630,000 cash. Seller is owned by Ken C. Williams and Garlyn O. Shelton, who have no other broadcast interests. Buyer is owned by Joe Abernathy (10% gen. partner), Wayne Dayton (12%) and Gary Rogers (8%). It also owns KERV(AM)-KVRL-FM Kerrville, Tex. Filed Dec. 5.

■ KBUS(FM) Paris, Tex. (—Seeks transfer of control of Lamar County Broadcasting Inc. from Jacklyn Merchant (82%) to Marcia Eller and her husband, Ray, for approx. \$10,000. Seller has no other broadcast interests. Buyers originally owned 18% of station. Filed Dec. 3.

■ WKBH(AM) Holmen, Wis. (1570 khz; 1 kw-D)—Seeks assignment of license from Big River Broadcasting Co. to Riverview Communications Inc. for \$159,746, comprising \$38,982 cash and remainder note at 10% over 10 years, payments beginning one year after closing. Seller is owned by Verdel Lonquist, who has no other broadcast interests. Buyer is owned by Joseph P. Roskos (40%), Patrick Delaney (40%) and Michael W. Schmitz (20%). It owns WKDL(FM) Trempeleau, Wis. Delaney, with his wife, Joanne, owns WTIM(AM)-WTJY(FM) Taylorville, Ill. Schmitz has interest in WSBW(FM) Sturgeon Bay, Wis. Filed Dec. 3.

New Stations

Applications

AM's

■ Templeton, Calif.—William A. Zawila seeks 1060 khz; 1 kw-D. Address: 12550 Brookhurst St., Garden Grove, Calif. 92640. Principal owns KOL(AM) Coalinga, Calif., KWSA(AM) West Klamath, Ore., and is app. for new FM in San Joaquin, Calif. Filed Dec. 2.

■ Gladstone, Mo.—Michael Gliner seeks 890 khz; 1.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal has interest in WQCC(AM) Charlotte, N.C. and recently purchased WIDD(AM) Elizabethtown, N.C. Filed Dec. 2.

■ Smithville, Mo.—Spann Communications seeks 890 khz; 1 kw-D. Address: 5525 S. State St., Chicago 60621. Principal is owned by Pervis Spann, who also owns WVON(AM) Cicero, Ill., and WXSS(AM) Memphis and is app. for new AM in Sandy Springs, Ga. Filed Dec. 2.

■ Owego, N.Y.—Owego Broadcasters seeks 1040 khz; 10 kw-D; 250 w-N. Address: Box 2233, Citrus Heights, Calif. Principal is owned by Donald P. Harris, who is also app. for new AM in Rosamond, Calif. Filed Dec. 2.

■ Farragut, Tenn.—Faragut AM Ltd. seeks 670 khz; 500 w-D. Address: 3728 Creekland Ct., Nashville 37219. Principal is owned by Ronald House, (25% gen. partner), David Goff (50% lim. partner) and Harry C. Powell (25% lim. partner). Goff has interest in WPMJ(TV) Owensboro, Ky. Powell has interest in two LPTV's in Florida, and is app. for new TV's in Milwaukee and Urbana, Ill., and 16 LPTV's. Filed Dec. 2.

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.

FM

■ Mobile, Ala.—Life Church of Mobile Inc. seeks 88.5 mhz; 28 kw; HAAT: 250.9 ft. Address: 8701 Zeigler Blvd., 36608. Principal is equally owned by Dick Braswell, John S. Heritage and Violet S. Deas. It has no other broadcast interests. Filed Nov. 19.

Facilities Changes

Applications

AM's

Tendered

■ WINY (1350 khz) Putnam, Conn.—Seeks CP to change power to 5 kw. App. Dec. 9.

■ WONQ (1140 khz) Orlando, Fla.—Seeks mod. of CP to increase power to 5 kw. App. Dec. 9.

■ WBLC (1360 khz) Lenoir City, Tenn.—Seeks CP to change freq. to 670 khz. App. Dec. 9.

Accepted

■ KBLA (840 khz) Ball, La.—Seeks MP to change TL. App. Dec. 6.

■ WYST (1010 khz) Baltimore—Seeks CP to change TL. App. Dec. 6.

■ KMJJ (1140 khz) Las Vegas—Seeks mod. of lic. to move SL to 3510 West Hacienda St., Clark county, Nev. App. Dec.

November 26, 1985

Chase Broadcasting Company, Inc.
has acquired
WSTC(AM) & WYRS(FM)
Stamford, Connecticut
from
Radio Stamford, Inc.
for
\$4,000,000

The undersigned initiated this transaction,
assisted in the negotiations
and acted as advisor to Radio Stamford, Inc.

Richard A. Foreman Associates
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330 Emery Drive East
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6.

- WRGE (750 khz) Olyphant, Pa.—Seeks CP to change power to 0.4 kw. App. Dec. 6.
- WLVS (1430 khz) Germantown, Tenn.—Seeks mod. of lic. to operate by remote control from main SL. App. Dec. 6.
- KBUG (1320 khz) Salt Lake City—Seeks mod. of lic. to move SL to Bearcat Drive, South Salt Lake, Utah. App. Dec. 6.

FM's

Accepted

- *KPRN (89.5 mhz) Grand Junction, Colo.—Seeks mod. of CP to change TL. App. Dec. 9.
- KITR (101.7 mhz) Creston, Iowa—Seeks CP to change ERP to 1.9 kw; change HAAT to 393.93 ft., and change TL. App. Dec. 5.
- KLZS (97.9 mhz) Wichita, Kan.—Seeks CP to change TL and change HAAT to 1,036.48 ft. App. Dec. 9.
- KJJO (104.1 mhz) St. Louis Park, Minn.—Seeks CP to change HAAT to 1,188.02 ft. App. Dec. 5.

- KYYS (102.1 mhz) Kansas City, Mo.—Seeks CP to change ERP to 52 kw. App. Dec. 5.
- WSBH (95.3 mhz) Southampton, N.Y.—Seeks mod. of lic. to install new transmission sys. App. Dec. 3.
- WCCR (92.7 mhz) Clarion, Pa.—Seeks CP to change HAAT to 279 ft. App. Dec. 5.
- KDLZ (107.5 mhz) Fort Worth—Seeks CP to change TL; change ERP to 26.3 kw, change HAAT to 1,577.7 ft. App. Dec. 9.
- KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,635 ft. App. Dec. 9.
- KCPX-FM (98.7 mhz) Salt Lake City—Seeks mod. of lic. to move SL to 300 West Street, South Salt Lake, Utah. App. Dec. 9.

TV's

Accepted

- WNYB-TV (ch. 49) Buffalo, N.Y.—Seeks MP to change ERP to vis. 4,136 kw, aur. 414 kw; change HAAT to 1,235 ft.; replace ant., and change TL. App. Dec. 6.

- WGGF (ch. 55) Lebanon, Pa.—Seeks MP to change ERP to vis. 2,890 kw, aur. 289 kw; change HAAT to 1,502.24 ft., and change TL. App. Dec. 5.

Actions

AM's

- KXTC (790 khz) Clovis, Calif.—Granted app. to make changes in ant. sys. Action Dec. 2.
- KELM (1100 khz) Madison Lake, Minn.—Granted app. to change TL. Action Nov. 27.
- WINI (1420 khz) Murphysboro, Ill.—Granted app. to make changes in ant. sys. Action Dec. 2.
- KQSA (1260 khz) San Angelo, Tex.—Granted app. to make changes in ant. sys. Action Nov. 27.

FM's

- KKLK (104.1 mhz) Anchorage—Granted app. to change ERP to 55 kw. Action Nov. 26.
- KAWA (105.9 mhz) Kingman, Ariz.—Granted app. to change TL; change ERP to 12.6 kw, and change HAAT to 3,678 ft. Action Nov. 26.
- KUTE (101.9 mhz) Glendale, Calif.—Dismissed app. to move SL to 5858 Sunset Boulevard, Los Angeles. Action Dec. 3.
- WOVV (95.5 mhz) Fort Pierce, Fla.—Dismissed app. to change ERP to 100 kw; change HAAT to 982.69 ft., and change TL. Action Nov. 27.
- WCSJ-FM (104.7 mhz) Morris, Ill.—Granted app. to change ERP to 40 kw and change HAAT to 184.01 ft. Action Nov. 27.
- WBKR (92.5 mhz) Owensboro, Ky.—Dismissed app. to change TL; change ERP to 91.4 kw, and change HAAT to 1,049 ft. Action Nov. 27.
- *WCBN-FM (88.3 mhz) Ann Arbor, Mich.—Dismissed app. to change ERP to .2 kw; change HAAT to 176 ft., and replace ant., transmitter and transmission line. Action Nov. 27.
- WTGY (94.3 mhz) Charleston, Miss.—Dismissed app. to change TL and change HAAT to 328 ft. Action Nov. 27.
- KSD-FM (93.7 mhz) St. Louis—Granted app. to change HAAT to 984.98 ft. Action Nov. 26.
- KMJM (107.7 mhz) St. Louis—Dismissed app. to change TL and change HAAT to 1,008.6 ft. Action Nov. 27.
- KHFM (96.3 mhz) Albuquerque, N.M.—Granted app. to change ERP to 20.236 kw. Action Nov. 27.
- WPYX (106.5 mhz) Albany, N.Y.—Granted app. to change ERP to 15.3 kw. Action Nov. 27.
- WVIN-FM (98.3 mhz) Bath, N.Y.—Granted app. to change ERP to 2.75 kw; change HAAT to 342 ft., and make changes in ant. sys. Action Nov. 27.
- WSFL-FM (106.5 mhz) New Bern, N.C.—Granted app. to change TL and change HAAT to 915.12 ft. Action Nov. 26.

- WZYC-FM (103.3 mhz) Newport, N.C.—Dismissed app. to change TL and change HAAT to 953 ft. Action Nov. 27.
- WAZU (102.9 mhz) Springfield, Ohio—Granted app. to change HAAT to 492 ft. Action Nov. 27.
- KHUG-FM (105.1 mhz) Phoenix, Ore.—Returned app. to change TL; change ERP to 51.7 kw, and change HAAT to 544.48 ft. Action Nov. 27.
- WLKW-FM (101.5 mhz) Providence, R.I.—Granted app. to install aux. transmitter. Action Nov. 26.
- *KXCR (89.5 mhz) El Paso, Tex.—Granted app. to change ERP to .175 kw and change HAAT to 1,092.24 ft. Action Nov. 27.
- KNIF (95.3 mhz) Gilmer, Tex.—Dismissed app. to change ERP to 1 kw and change HAAT to 574 ft. Action Nov. 27.
- KGOL (107.5 mhz) Lake Jackson, Tex.—Granted app. to change TL and change HAAT to 1,964.72 ft. Action Dec. 2.
- KIXY-FM (94.7 mhz) San Angelo, Tex.—Granted app. to change HAAT to 357.29 ft. Action Nov. 27.

TV's

- KADL (94.9 mhz) Pine Bluff, Ark.—Granted app. to change TL and change ERP to 100 kw. Action Nov. 27.
- Kbfd (ch. 32) Honolulu—Granted app. to replace ant. Action Nov. 27.
- WLIO (ch. 35) Lima, Ohio—Granted app. to change ERP to vis. 661 kw, aur. 132 kw and replace ant. Action Nov. 26.

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In Contest

ALJ Byron E. Harrison made following decisions:

■ Watertown, N.Y. (790 Communications and Thomas Gramuglia) FM proceeding. Granted joint request for settlement agreements and dismissed app. of Gramuglia with prejudice; granted app. of 790 for new FM station at Watertown, and terminated proceeding. By order, Nov. 29.

■ Philadelphia (Digital Paging Systems Inc., et al) MDS proceeding. Granted joint petition for settlement agreement and dismissed as individual applicants, Digital Paging, Greater Media Inc., Private Networks Inc. and Multipoint Information Inc.; granted combined aforementioned apps. to form joint venture known as Philadelphia MDS Co. for new MDS station at Philadelphia, and terminated proceeding. By order, Nov. 22.

■ Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. By separate orders; granted motion for summary decision filed by Johnson Broadcasting Inc. and resolved air hazard issue in its favor; granted, in part, Johnson Broadcasting's motion to enlarge issue against Inter American Broadcasting Co. to determine whether participation of Dr. Bernardo C. Vallejo in applicant contravenes Section 310 of Communications Act, and, if so, effect on Inter American's qualifications to hold broadcast license. By MO&Os, Nov. 25 and 29 respectively.

ALJ Edward J. Kuhlmann made following decisions:

■ Jonesboro, Ark. (Broadcast Data Corp., et al) MDS proceeding. Granted motion and requests by Telecommunications Systems Inc. and Broadcast Data Corp. and dismissed their apps. with prejudice; granted app. of Kravetz Media Corp. for new MDS service at Jonesboro, and terminated proceeding. By order, Nov. 30.

■ San Antonio, Tex. (Velo Broadcasting, et al) TV proceeding. Granted request filed by Hispanic Broadcasters of San Antonio Inc. and dismissed its app. with prejudice. By MO&O, Nov. 27.

ALJ Edward Luton made following decisions:

■ Tolleson, Ariz. (Lifestyle Broadcasting Corp., et al) TV proceeding. Granted motion filed by T.V. Broadcasters Inc. to enlarge issues against Susan Cordova Kelly to determine whether Kelly has reasonable assurance of availability of her proposed transmitter site, and, if not, whether Kelly has misrepresented facts to commission, and, in light of these issues, whether she possesses qualifications to be commission licensee. By order, Nov. 22.

■ Lawton, Okla. (Roni Dean Gardner, et al) FM proceeding. By presiding officer, added issue against Gardner to determine whether she has violated commission rules by failing to notify commission of availability of her transmitter site, and, if so, effect on her basic and comparative qualifications. By MO&O, Nov. 22.

ALJ Walter C. Miller made following decisions:

■ Blanco, Tex. (Opal Chadwell, et al) TV proceeding. Granted motion for summary decision designated against Opal Chadwell and resolved environmental issue in her favor. By MO&O, Nov. 27.

■ Dallas and McKinney, Tex. (Agape Broadcasting Foundation Inc., et al) FM proceeding. Granted motion filed by Family Broadcasting Inc. and dismissed its app. with preju-

dice. By order, Dec. 3.

ALJ Joseph Stimer made following decision:

■ Memphis (Burwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted motion; for summary decision filed by Burwood Broadcasting and resolved air hazard issue in its favor. By MO&O, Nov. 25.

Call Letters

Applications

Call	Sought by
New TV's	
KRZQ	Charles R. Shinn, Pine Bluff, Ark.
KZOD	Alden Communications of Colorado Inc., Denver
*WPPB-TV	Palm Beach County Educators Broadcasting Inc., Boca Raton, Fla.
KIID-TV	John R. Powley, Altoona, Pa.
Existing FM's	
KYZN	KWEI-FM Love Radio Group Inc., Weiser, Idaho
WEQZ	WZXQ Exchequer Communications Inc., Gluckstad, Miss.
WDKS	WIDO Landsman-Webster Communications of North Carolina Inc., Dunn, N.C.
Existing TV	
WHST	WGCG-TV Harry J. Pappas, Greenwood, S.C.

Grants

Call	Assigned to
New AM's	
KJSM	Sequim Broadcasting Co., Hamilton, Mont.
KTCO	Central Texas Broadcasters, Manor, Tex.
KATJ	C & S Broadcasting Inc., St. George, Utah
New FM's	
KFNC	Chudy Broadcasting Corp., Stuttgart, Ark.
KCFM	Teresa R. and Michael E. Worall, Chester, Calif.
KTLM	Mann Broadcasting Co., Taft, Calif.
*KAJX	Roaring Fork Public Radio Translator Inc., Aspen, Colo.
WCXL	Florida Coastal Broadcasting, Vero Beach, Fla.
KDEC-FM	The Scenic Broadcasting Co., Decorah, Iowa

KZXL	Breadbasket Enterprises, Great Bend, Kan.
*KXMS	Board of Regents for Missouri Southern State College, Joplin, Mo.
KGRD	Good Life Radio Inc., Orchard, Neb.
*KVCE	Fallon Educational Broadcasting Foundation, Fallon, Nev.
WLMS	Dutchess Communications Corp., Poughkeepsie, N.Y.
*KOAB-FM	State of Oregon Acting By and Through Oregon Commission on Public Broadcasting, Bend, Ore.
WMCZ	Jennifer D. Robertson, Monterey, Tenn.
KTDR	Grande Broadcasting Inc., Del Rio, Tex.
*KADE-FM	Weatherford Educational Broadcasting Foundation, Weatherford, Tex.
*WTBC-FM	Trinity Baptist High School, Williston, Vt.
*WVST-FM	Virginia State University, Petersburg, Va.
WAZR	Rurach Associates, Woodstock, Va.
New TV	
KXLN-TV	Pueblo Broadcasting Corp., Rosenberg, Tex.
Existing AM's	
KKFO	KOLI Western Pacific Broadcasting Inc., Coalinga, Calif.
WRFA	WSST Largo Broadcasting Co., Largo, Fla.
KNRC	KSKI Sun Valley Radio Inc., Hailey, Idaho
WATD	WAMK Marshfield Broadcasting Co., Brockton, Mass.
WEEB	WCEL Younts Broadcasting Co., Southern Pines, N.C.
WBMJ	WXTO Christian Media of Puerto Rico Inc., San Juan, P.R.
KARP	KPTJ Lloyd C. Hannah, Sumner, Wash.
KCIF	KCIG Evergreen Broadcasting Inc., Tumwater, Wash.
WCIR	WJCK Southern Communications Corp., Beckley, W.Va.
Existing FM's	
WXVS	WXGA-FM Georgia Public Telecommunications Commission, Atlanta
KQFC	KBOI-FM Pacific Northwest Broadcasting Corp., Boise, Idaho
KFML	KBNY Sun Continental Group, Nampa, Idaho
WKQI	WCAK First Comm Inc., Cattertsburg, Ky.
WATD-FM	WATD Marshfield Broadcasting Co., Marshfield, Mass.
WHFM	WHYN-FM R & R Broadcasting of Massachusetts Inc., Springfield, Mass.
WFXR	WGOX Carnac Broadcasting Inc., Ravenel, S.C.
KSTE	KEXX-FM American Wireless Co., Corpus Christi, Tex.
WJMQ	WFCL-FM M & M Broadcasting Inc., Clintonville, Wis.
Existing TV's	
WTRT	WTUK Alabama Management Co., Florence, Ala.
WPXT	WHSI Portland Broadcasting Inc., Portland, Me.
WHLL	WSMW-TV SIBOS Inc., Worcester, Mass.
WWMT	WKZO-TV Granite City Press-Record Inc., Kalamazoo, Mich.
KMIZ	KCBJ-TV Stauffer Communications Inc., Columbia, Mo.

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RADIO

HELP WANTED MANAGEMENT

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.

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.

General manager-salesman needed for established Blue Ridge Mountain station. Someone with personality, ambition and ability to motivate employees. Experienced broadcasters only. Complete resume to Box X-63. EOE.

General sales manager. Strong AM/FM combo on California's Central Coast seeks experienced, "on-the-street" sales manager. Individual should be self-starter, leader, goal-oriented. Excellent salary and incentives; outstanding growth potential. Send resume and reference to John Bayliss, Jr., P.O. Box 1240, Santa Maria, CA 93456. EOE. M/F. 805-925-2582.

Local sales manager: Unlimited potential to grow with aggressive suburban DC AM station. New signal covers all Northern Virginia and Washington. Resume to: President, P.O. Box 1290, Leesburg, VA 22075.

Experienced sales manager for well established AM and 100kw FM in Minnesota. Applicants should have strong background in sales, training and promotion. Strong retail and lake vacation area. Box X-58. EOE.

HELP WANTED SALES

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.

Announcer sales manager. Proven producer, daytimer. Fifty miles, Birmingham. Tape, resume to Box E, Calera, AL 35040. No collect calls; 205-668-1370.

WBCS-AM/FM, Milwaukee, is looking for one experienced AE to be on growing, winning team. Great opportunity for top performer. Resume, cover letter to David Lebow, WBCS, 5407 W McKinley, Milwaukee, WI 53208.

You're good; you work hard, but you're not making what you'd like nor advancing as you should. What's worse, it's snowy and cold outside!! U.S. News and World Report just proclaimed Charleston, South Carolina the best city in the United States to do business. Furthermore, it hasn't snowed here in years. And the beaches are great. Our Charleston area 100kw CHR needs a killer salesperson. If you're good enough to sell for a great radio station in a great medium and growing market, send resume complete with job references and photo to Steve Judy, P.O. Box 10164, Charleston, SC 29411. EOE.

Immediate opening, station sales manager with Mississippi Delta's most powerful and listened-to country and contemporary AM/FM stations. No collect calls. Contact Joe Ray, WDMS, 601-334-4559, Greenville.

Urban contemporary-Knoxville. Radio street salesperson. Previous radio sales experience is a must. Tremendous growth potential. Contact Fred Jacob, 2900 Sutherland Ave., Knoxville, TN 37919. Phone 615-521-6220. EOE.

Young, aggressive salesperson needed by January. Fast growing space coast of Florida. Minimum two years experience. AM/FM. Resume to Pat, 2221 Front St., Melbourne, FL 32901. EOE.

Sales persons/announcers for North Carolina group. Small markets. Salary and commission. Detailed resume to Box X-65. EOE.

You don't have to spend the winter putting chains on your car. You don't have to spend a lifetime in markets going nowhere. You can come to the hottest station in one of the hottest and fastest-growing markets in the South and step instantly into a senior account executive position with the potential of making \$50,000. Minimum 3-5 years successful radio experience required. Send resume to sales manager, WROQ, 400 Radio Rd., Charlotte, NC 28216. EOE.

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM radio facility has a unique proposition for you. Street sales only. Minimum of 3 years sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

Calif. sales position. FM radio, 40% above \$5,000 - 20% to \$5,000. Contact Bill Reelfs, P.O. Box 74, Solvang, CA 93463. Minimum two years radio sales.

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.

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.

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.

Have two openings: middays, 10 am to 2 pm and overnights, midnight to 6 am. Top 40 rocker in small northeast market. Send tape, resume to: Chris Spruce, WZON Radio, P.O. Box 921, Bangor, ME 04401. EOE.

Announcer for medium market, very full service A/C. T&R: WHBC, Box 9917, Canton, OH 44711. EOE.

HELP WANTED TECHNICAL

Engineer for Blue Ridge Mountain station. Prefer someone who can handle board shift or other duties. Good equipment...fulltime. EOE. Resume to Box X-64.

Chief engineer needed to supervise move of directional AM and class A FM stations. Experience with transmitter moves, studio design and automation helpful. We need someone who takes pride in their station and wants to be the very best! Resume to Jeff Saigo, Director Operations, KEZY, 1190 E. Ball Rd., Anaheim, CA 92805. Equal opportunity 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.

HELP WANTED NEWS

News anchor/reporter. Minimum one year experience. Good writing and production skills. Join three person staff. T&R: Darrel Clark, GM, Box 1400, Lebanon, NH 03766.

News director for WBCS AM/FM, 5407 W. McKinley, Milwaukee, WI 53208. Send tape, resume, and salary requirements to Don Christ's attention. No calls. EOE.

News director from medium market news station, one hour from LA. Also monitor automation. Journalism background desired. Broadcast news writing skills, good typing, and dependable transportation essential. Salary. Health plan if qualified. Send resume and news audition tape to: KUTY Radio, 38201 6th St. East, Palm-dale, CA 93550.

Radio TV specialist-Morning Edition host. News, WFSU-FM, Tallahassee, FL hosts local Morning Edition. Develops, plans, prepares, and presents major news programs. Strong writing and on-air skills needed as well as good reporting skills. One year of experience in radio broadcasting; and completion of Mass Communications bachelors degree. Salary \$15,000. Application deadline January 9, 1986. Must contact FSU Personnel Relations for application instructions (904-644-6034), and send audition tape and resume to Rob McNeely, WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. 904-487-3086.

News director. Central California's leading full-service A/C needs experienced news director. Three hour morning news show. Send tape and resume to Jeff Harris, P.O. Box 1240, Santa Maria, CA 93456. EOE. M/F. 805-925-2582.

News/sports director. Small market news leader. Three person staff. Good organization and leadership skills a must. T&R: Darrel Clark, GM, Box 1400, Lebanon, NH 03766.

WTOP Newsradio 15, Washington seeks reporter to cover crime, grime and transportation. You'll drive the best equipped information-gathering device on four wheels and work an AM/PM drive split shift as half of our traffic team, the best in the market. Law enforcement background an advantage, absolute knowledge of area geography a must. Send resume, references and tape of spot news work to Holland Cooke, WTOP Radio, 4646 40th St., NW, Washington, DC 20016. EOE. No calls.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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.

Our PD moving up. Can you build on number one, plus handle a drive show? Winning pros only. Call or write Al Johnson, KBIU/KXZZ, P.O. Box 1725, Lake Charles, LA 70601.

SITUATIONS WANTED MANAGEMENT

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.

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 316-688-0940, leave message.

Ops. Mgr. and CE/problem solver seeks new challenge in rebuild. No rush jobs. Bill Barber 817-696-3217.

Eighteen year management pro: strong on administration, budgeting, programming and sales. Looking for stable operation. Currently employed. Write Box X-48.

Happy (profitable) New Years: with 24 year revenue raising GM. Get sales, results; not excuses. Box X-24.

Radio professional with 25 excellent years of major and upper level management experience, seeks new challenge as medium market group programmer or general managership in "deep south". 18 of my 25 years includes major markets. A perfect situation awaits! Perhaps you have it for me? Am gainfully employed at present. Look forward to responding to all who inquire. Just "testing the waters". Box X-59.

SITUATIONS WANTED SALES

Independent sales rep. Needs broadcast production, promotional, sales aids, services to sell in west. Samples, prices, proposals to: Piper, Box 2369, Alderwood Manor, WA 98036.

SITUATIONS WANTED ANNOUNCERS

25 year broadcast veteran will do commercial voice-overs for demo and rates. P.O. Box 726, Cullowhee, NC 28723.

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.

Country program director/air personality. 17 years experience. Knows and loves country music. Creative productions, promotions, events. Everything extremely well organized. Carl Drake; P.O. Box 1227, Anadarko, OK 73005. 405-247-9750.

AM-FM chief engineer. Experienced in all phases maintenance and construction. Seeks stable operation. Box X-60.

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.

24 carat lifestyle newswoman. Conversational delivery, exceptional feature/hard news/ short-form writing and production. Warm, sparkling, mature—dynamic network airstyle. Highly-regarded team player loves production, outrageous bits, bad puns, zoo atmosphere. Heavy experience, major references. Reply Box V-129.

They'll want to hear it! Experienced minority newscaster. Authoritative delivery. Seeks position with news oriented station. Call Scott 214-935-9378.

19 year veteran pro. Experienced operations manager, program e= director, on air personality, talk host, chief engineer. Prefer Florida, all considered. If you want to be the best, write box V-93.

Newsman with 7 years experience, the last 2 in newspapers, looking for good radio news spot. Call Greg 717-828-7187.

PD/MD: 6 years announcing. Want opportunity to move up. Highly motivated, A/C, light rock. MOR. Box V-74.

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.

19 year veteran pro. Experienced operations manager, program director, on air personality, talk host, chief engineer. Prefer Florida, all considered. If you want to be the best, write box V-93.

TELEVISION

HELP WANTED MANAGEMENT

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, KWTV, Channel 9, CBS, 7401 North Kelley, Oklahoma City, OK 73113. EOE, M/F.

Chief, media resources division. The United States Information Agency, Television and Film Service, seeks experienced manager to head 18-person division. Responsible for finding and negotiating new video/film programs for requisition and distribution to American embassies and posts abroad. Should have minimum six (6) years' experience. Salary \$52,262. Must have proven record of management. Must have thorough knowledge of syndicated TV and film distribution networks. Send application/SF-171 to USIA, Attn: M/PDP-PDP-86, Room 518, 301 4th St., SW, Washington, DC 20547. Moving expenses to Washington, DC must be provided by selected applicant. USIA is an equal opportunity employer.

Local sales manager. #1 independent. Top 50 market, N. Carolina. Motivated, charismatic, promotion oriented. Send resume and references to Box X-51. EOE.

Local sales manager. Strong Sunbelt Indy looking for aggressive, creative, innovative leader to develop, train, and direct sales team. Experience with TVB, INTV, and Co-op a must. Prefer at least one year management experience but will consider top notch AE ready to move up. Send resume and cover letter to Box X-69. EOE.

Christian broadcaster planning full power television station. Seeking take charge manager with "hands-on" studio/transmitter construction experience. Box X-67.

Local sales manager. One of the nation's leading independents is looking for an aggressive, experienced and well organized local sales manager. We are the 11th market in the country. If you are looking for a tremendous opportunity with a great company, send a resume today. Excellent compensation and benefits for the right person. Write to: Bill Scaffide, WUAB-TV, 8443 Day Dr., Cleveland, OH 44129. Equal opportunity employer.

Promotion director. Top four major market station seeking creative, hard-working and aggressive individual with minimum five years' experience at independent TV station. Individual must have experience in writing on-air and print materials, video production and editing plus experience in coordinating and supervising on-air promotion, print, media buying, advertising and publicity, with thorough knowledge of broadcast operations and budgeting. Qualified candidate should forward letter and resume, complete with salary history to: Box X-73. EOE, M/F.

HELP WANTED SALES

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.

Medium market Midwest VHF affiliate seeks TV account executive experienced in agency and direct business. REsume and letter with accomplishments to Box X-54.

A/E KWWL-TV needs an experienced, mature individual to handle our central Iowa territory. We are an NBC affiliate, with the top-rated newscasts in the market. We provide excellent promotional opportunities through our growing six-station broadcast group. Salary commensurate with experience. Send resume to Mike McCollum, Local Sales Manager, KWWL-TV, 500 East Fourth St., Waterloo, IA, 50703.

Junior account executive. Top CBS affiliate is offering excellent opportunity for motivated individual to come on board as junior account executive. Previous sales experience and college degree required. Send resume and employment history to WTVR-TV, Attn: Kevin Deckert, 3301 W. Broad St., Richmond, VA 23230. EOE.

HELP WANTED TECHNICAL

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.

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.

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, GVX 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 Gildow, CE, WTKR-TV, 720 Boush St., Norfolk, VA 23510, 804-446-1330. EOE.

Maintenance engineer. Maintenance engineer for VHF network affiliate in Virginia. Experience necessary in studio and ENG equipment, including Sony U-Matic and cameras, RCA Quads, TK-47, Ampex 1" C VTRs, Grass switcher. Transmitter experience helpful. FCC first or general or SBE certification required. Send resume to Ted Hand, Assistant Chief Engineer, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. No beginners and no phone calls. We are an affirmative action, equal opportunity employer, M/F.

CMX editor. South Florida public television station seeks CMX editor with two years' experience and one year minimum on CMX 340X editing system including 1" and 2" VTRs, 3/4" U-Matic, film chains, cameras, audio boards and assume quality control of video and audio signals when editing. Must work well with creative production staff. Competitive salary and excellent benefits package. Send resume to: Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

ENG engineer. Los Angeles independent requires senior maintenance technician with strong microwave and ENG background to operate new, state-of-the-art vehicle. Minimum five years' hands-on, component-level experience. First fone or general required. Contact Jim Smith, KCOP Television, 915 N. LaBrea Ave., Los Angeles, CA 90038.

Chief engineer KRRT-TV covering San Antonio market. 5 million watt Pye transmitter with CP. Supervise staff of 7. Call Rick Lowe, GM, 512-684-0035.

Studio maintenance engineer. Must be thoroughly experienced in maintenance and repair of Ampex Quad, Sony 1" C, 3/4" BVU and Beta, VGV switchers, DVE, and other terminal equipment. Strong knowledge of digital electronics a must. General class FCC or SBE certification preferred. Progressive CBS affiliate. EOE. Send resume with references, letter of application, and salary requirements to Alan P. Deme, Chief Engineer, KGGM-TV, P.O. Box 1294, Albuquerque, NM 87103.

Chief engineer to head technical operations and maintenance of campus studios and ITFS system. Requires: Equivalent to Bachelor's degree (additional experience may substitute for education), minimum of three years' engineering employment, and a first or general FCC license. Salary: \$34,920-\$42,144. Apply by January 3, 1986 to: Staff Personnel Office, California State University, Fresno, Fresno, CA 93740-0071. 209-294-2032. AA/EOE.

Commercial director. Producer/director for commercial production unit. Ability to work well with clients and creative services director from project inception to completion. Commercial directing/editing experience essential. Script writing experience preferred. Working knowledge of GVG 300 or similar switcher. DVE, Vidifont 5, Ampex VPR-3 experience desirable. EOE, M/F. Send resume/demo reel to: Personnel Manager, WTIC-TV/Channel 61, 1 Corporate Center, Hartford, CT 06103.

Videotape editor/engineer. Operates and adjusts 1" Sony VTR's, Sony BVE-5000 editor and stereo audio console. Responsible for post-production editing of in-house and contract work. Qualifications: AA degree and 2 years' broadcast technical experience in video and stereo audio editing with computer. First or general FCC license desirable. Salary range: \$19,624-\$21,586. Please send a letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721 by January 17, 1986. EOE/AA.

Chief engineer, Los Angeles UHF independent. Strong technical/supervisory skills required in transmitter, microwave and studio. Salary DOE, working conditions and benefits package excellent. Mail resume to Ideal TV, 17310 Sunset Blvd., Pacific Palisades, CA 90272.

Maintenance engineer for progressive UHF station in Chicago. Must be experienced with 1", 2", and 3/4" tape formats. Digital theory and experience a plus. Possibility of moving up to maintenance supervisor. A high tech environment and nice atmosphere. Send resume to Jeanne Engstrom, WCFC-TV, Christian Communications of Chicago/land, One N. Wacker, Chicago, IL 60606.

TV maintenance technician. Immediate opening for individual with exp. in repair of Sony 3/4" VCR's and editing equipment. Min. requirements: H.S. degree, formal training in maintenance of electronic equipment, gen. class FCC radio license, 2 years exp. in electronic maintenance. Send resume to: Eng. Mgr., WJWJ-TV, P.O. Box 1165, Beaufort, SC 29901, or call 803-524-0808 11 AM - 6 PM. Salary \$17,641. WJWJ-TV is part of SC ETN Network, EEO employer.

Maintenance engineer for KTVK-TV. Requires two years' maintenance experience on state-of-the-art production equipment. Send resume or call Bill Lawrence, Box 5068, Phoenix, AZ 85010, 602-263-3356.

Maintenance engineer. Immediate opening. Must know Ampex 1" VTR's, Sony BVU's, in addition to general equipment and system maintenance. Requires a minimum of three years' experience and a demonstrated ability to troubleshoot equipment to the component level. Will also consider part-time engineers if qualified. Send resume and salary requirements to Director of Engineering, KVEA, P.O. Box 5224, Glendale, CA 91201. EOE.

HELP WANTED NEWS

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.

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.

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, WFMY-TV, Box TV-2, Greensboro, NC 27420.

Meteorologist and/or strong forecaster needed for CBS affiliate in the beautiful Ozarks. Make yourself a home. Computer graphics knowledge necessary. Send tape to Bob Totten, News Director, KOLR-TV, P.O. Box 1716 SSS, Springfield, MO 65805. EOE.

Little Rock's top rated news station is creating a morning newscast. We need experienced persons to fill the following positions: anchor; weather person; producer; tape editor. We're number one at noon, 5, 6, and 10. Help make us number one in the mornings. We need skilled people. No beginners. No phone calls. Send tape and resume to Bob Steel, KARK-TV, P.O. Box 748, Little Rock, AK 72203.

Primo People is a news director's best friend. Don't agonize over filling important positions. It's easier to take the safe, proven way to find your new talent. Guaranteed results that save you real money, when you call Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870, 203-637-3653.

Anchor couple wanted: news, sports, weather. New Indy with commitment to local news seeks on-air, take-charge news director. News, sports or weather couple will establish a nightly weathercast to one of Florida's fastest growing coastal areas. The ideal candidates will have served some minimum internship in a professional setting. A chance to work together in a great place for intuitive self motivators. No phone calls, please. Profiles and tapes to WAYK-TV, 2260 South Front St., #105, Melbourne, FL 32901.

Reporter. Top-notch organization is looking for an enterprising, hard working individual. This position offers broad experience and a unique Alaskan lifestyle. Send resume tape to: David Patrick, KATN-TV, P.O. Box 74730, Fairbanks, AK 99707.

TV news anchor. Experienced, mature person to anchor 6 & 11 weekdays at CBS Sunbelt station. Resume-tape to WNCT-TV, Attention Roy Hardee, News Director, Box 898, Greenville, NC 27834. All applications confidential. EOE.

Personality oriented 11PM weeknight sports anchor. Must be willing to shoot, edit and report. Minimum 1 year TV experience. Immediate opening (EOE). Rush tape and resume to Bob Haywood, Sports Director, WKPT-TV, 222 Commerce St., Kingsport, TN 37660.

Weatherpeople: Agent has full and parttime positions for experienced and entry-level talent. Resume, tape, salary history to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

Bureau chief Saipan. Need experienced reporter ready to take over operation in developing island commonwealth. Responsible for producing/anchoring nightly newscast plus daily feed to main studio. John Morvant, News Director, Guam Cable TV, 671-477-9484.

Executive producer. Top 50 Northeast affiliate seeks experienced, creative news manager to supervise day-to-day activity of news department. The EP must be able to work effectively with producers on the pacing and "look" of newscasts, and with reporters on writing and packaging stories. Candidates should have at least 3 years' TV news experience, a thorough knowledge of state-of-the-art equipment, and the ability to apply it creatively to production of newscasts. Resume, references, salary history to Box X-66.

Assignment desk editor/producer. Our news department is looking for an experienced assignment desk editor who has production background. Must be able to deal with reporters and news crews in the field. Candidate must be able to generate and produce news story ideas. Send resume to: Betty Endicott, WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE, M/F.

Reporter needed for Spanish-language TV news magazine. Two years' experience in a major market required. Bi-lingual. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. 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/ADDAs/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.

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.

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.

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 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.

Traffic manager. Small market Southern network affiliate seeks traffic manager. Minimum two years' traffic experience and knowledge of Columbine required. Good opportunity for number two person to move up. Excellent pay and benefits. Send resume and salary history to Box X-50. EOE.

KOAM-TV, Pittsburg/Joplin, seeks self-motivated commercial producer. Candidates must demonstrate hands-on experience in all areas of production: field shooting, editing, and continuity. A minimum of four years' experience, degree, and/or related experience preferred. Send resume and tape to Chris Justus, KOAM-TV, P.O. Box 659, US 69 and Lawton Rd., Pittsburg, KS 66762. EOE.

Commercial producer/director wanted for small market station. Must be able to work effectively with clients and salespeople. Must also be able to write, edit and light. Willing to consider individuals with limited experience who are innovative and aggressive. Send resume to Box X-57.

Field producer/PM Magazine. One of America's top PM Magazine shows is looking for a first rate field producer. Must have 2-3 years' experience in TV production, preferably some magazine background. Responsible for feature production. Send resume & tape to: Fran Murphy, WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE, M/F.

Promotion producer/writer for major market ABC affiliate needed to create innovative on-air, print, and radio advertising for all facets of station promotion. Work with a multi-talented promotion team including director, videographer and art staff. Two years' television promotion or agency related experience preferred. Send tape and resume to Sherri Tolar Rollison, Promotion Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110.

Television producer/director I. KUAT-TV is looking for an individual to develop, produce, report, and edit segments for nightly news magazine and to co-anchor weekly bi-lingual public affairs program. BA degree plus 1 year experience minimum. Prefer at least two years' experience. Must be fluent in both English and Spanish. Salary range \$18,111-\$19,922. Please send resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721, by December 31, 1985. EOE/AA.

Top rated, non-union, group-owned station in Sunbelt is seeking experienced production manager to develop and challenge crack staff. Priorities are news and station operations. Must have directing background. Box X-55.

KRIV Metromedia, Houston, Texas is looking for an on-air producer for our promotion department. Responsibilities include writing, editing and producing on-air promos. Qualified applicants must have excellent writing and organizational skills and be detail oriented. Previous television production and 3/4" editing experience is required. Send resume and demo tape to KRIV, 3935 Westheimer, Houston, TX 77027. Attn: Mary Delaney VP/Promotion Manager. EOE.

Producer. One of the most successful PM Magazine shows is looking for an experienced producer. Must be able to research, write and produce features. Candidates should have 2-3 years' related experience. Send your reel and resume to Ron Obston, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Promotions: Seeking experienced AM radio promotions person for growing station in the Bloomington/Peoria Illinois market. Submit resume with salary requirements to Marketing Department, P.O. Box 1411, Bloomington, IL 61701. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Do you have a TV station that's not making enough money? I have turned around 3. 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.)

GM Indy turn around specialist, if your station can be fixed, I can do it, if not I'll tell you. Just completed very successful turn around, looking for new challenge. Not cheap, but very effective. Let's meet at INTV. Box X-68.

SITUATIONS WANTED TECHNICAL

Master control operator with First Phone, six years' broadcast experience including switching, some technical videotape editing. Contact: Rodger Hill, P.O. Box 2194, Missoula, MT 59806, 406-549-8466.

FCC first. A.S. electronics. Desire entry level operations/maintenance engineer position. Trained at KCSM-TV, San Mateo. Will relocate. Call: Al Chaney 916-922-3456. Write: 1415 Oak Nob Way, Sacramento, CA 95833.

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.

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.

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.

Investigative reporter/producer. Quality TV journalist, national awards. Have good job, want better one. Box X-42.

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.

Entry level position in television news department wanted by newswire journalist experienced in TV production. Call Jim at 914-472-2024.

Top network EJ & EFP crews available. BETA CAM, 1", & 3/4" equipment packages. Best equipment. Excellent rates. 312-442-5719.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Los Angeles University seeks Department Chair, Radio-TV-Film, Associate or Full Professor. \$30,432-46,392, nine months appointment starting August 1986. Teach one course in area of expertise. 650 majors, 16 full-time, 18 part-time faculty, offering BA and MA. Department operates NPR-affiliated KCSN, is involved with grant projects and interdisciplinary programs. Position requires earned doctorate in broadcasting, film, or related area, minimum five years university teaching, scholarly achievement, evidence of creative contributions/research, expertise in administration with leadership experience in planning, personnel administration, resource improvement and management. Experience in grants and contract development desirable. Tenure achieved as faculty member, not as Chair. Application, resume, at least three references by February 15, 1986 to Search and Screen Committee, RTVF, California State University, Northridge, CA 91330. Women and minorities specifically encouraged. Equal opportunity/affirmative action employer.

Telecommunications: Assistant Professor, full-time, tenure track position. Masters required. Ph.D preferred, 3 years college teaching required. Teach graduate and undergraduate courses in an established, production oriented program. Applicant should be able to teach TV production and any of the following: Introduction to Telecommunications, Writing for TV, Telecommunications Law, Telecommunications Management, and supervise internship. Competitive salary/benefits. Available September, 1986. Deadline for application is March 1, 1986. Send resume, transcripts and three letters of recommendation to: Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

Loyola Marymount University Communication Arts Department has three faculty openings. Undergraduate programs in film/television production, recording arts, screenwriting, and media studies/management. Graduate programs in production and screenwriting. Professional production facilities in television, film, and sound recording. **Position #1:** Assistant/Associate Professor to teach all levels of television productions and direction. Other areas could include remote production, videography, lighting, videotape editing. **Position #2:** Assistant/Associate Professor to teach intermediate/advanced 16mm film production including courses in cinematography, editing, directing. Video experience also desired. **Position #3:** Assistant Professor to teach film/television screenwriting. Ability to teach television history/criticism desired. A terminal degree and professional credits are required for all three positions. Send application letters with resumes and names/phone numbers of three references to Donald J. Zirpola, Chair, Communication Arts Department, Loyola Marymount University, Loyola Blvd., at West 80th St., Los Angeles, CA 90045. Deadline: December 16 or until position is filled.

The American University School of Communication in Washington, DC seeks graduate assistants with full-time journalistic experience to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This one-year, full-time program begins in September. Includes internship. For more information write to the Graduate Admissions Committee, School of Communication, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An equal opportunity and affirmative action employer.

PROGRAMING

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.

For sale—MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

MISCELLANEOUS

West Coast TV Newsletter, California, Washington, Oregon job listings, articles. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

Anchor, reporters, meteorologists. Send for directory of News Directors in every US market. Includes names, addresses, phone numbers. Indispensable for job hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

WANTED TO BUY EQUIPMENT

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

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 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.

Wanted RCA BTA50H or J complete, need not be in working condition. Call 312-977-1815, ask for John or Joe.

Wanted used later model 2.5 or 3.5kw FM transmitter and circular 4 bay antenna tuneable to 96.7. No junk. 614-286-3023.

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.

Videomedia 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 AMs, 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 AMs: 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 xmt, 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.

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—V-I-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.

For sale: Orban Optimod 8100, dual chassis, in mint condition. \$3000 cash, contact Jeff Cunningham, 512—696-4252.

1 year old 2GHz ENG microwave system complete with 2 audio channels. Comprises central receiver and 2 watt transmitter. Both 21 channels agile. Call Patrick Bradbury-203—866-4283.

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

Complete turnkey record library for new station or replacement of worn records. Hundreds of unused classical LP's of outstanding record reviews 1960's and 1970's purchased for proposed Institute of Recorded Music. Vault stored all out of print. Call Robert Barton 818—906-3368.

For sale: 3 Vital 114-4 switchers. JVC 3/4" editors, Hitachi HR-230 VTR, Sony BVU-800s, BVH-1100s, VPR-2s, TK-28B, TP-7s, TP-66, TP-55, TK-27, TEK 650 color monitors, 528 waveforms, 620 vectors, HL-79As, TK-76Cs, TK-76B, TR-600s. Four Hitachi FP-21 cameras. Call Media Concepts 919—977-3600.

RCA TCR-100, approximately \$5,000 in spare parts, 1,500 RCA 2" carts. Price \$20,000. FOB Lafayette, LA. Contact Thomas G. Pears or Dave Herbert, KLFY-TV, P.O. Box 90665, Lafayette, LA 70509. Telephone 318—981-4823.

Antenna, three bay ERI FM antenna cut for 95.1 \$1100. WRBS-FM, Baltimore 301—247-4100.

For sale: RCA TK27 telecine w/2 TP66 projectors and one TR7 slide carousel; RCA TR600; Grass Valley Group 1600 2B switcher and other miscellaneous equipment. Call Doug Lung at 818—502-1000.

Bosch FDL-60B2, CCD Film Scanner, Digital noise reducer, System 60 color corrector, Lispner Smith CF 100 film cleaner, related support equipment. Contact: Michelle at 313—971-3600.

Surplus broadcast equipment: Ikegami, Grass Valley, Lenco, Orban and much more. Call for list—DYMA 800-222-2962.

Blank tape, half price! Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301—845-8888, or toll free 800—238-4300.

CABLE

Ground floor opportunity selling ads on ESPN, USA, CNN, MTV locally. Great lists. Top commissions. Resume to Wade Axell, Ad Sales Manager, Storer Cable, 3041 E. Miraloma, Anaheim, CA 92806. EOE.

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.

Los Angeles General Sales Manager

Can you build a local/regional sales staff capable of winning in LA? Can you do it for a competitive AM/FM in LA? Are you ready to live and kill in LA? EEOC M/F. Send resume, salary history and references to: Box X-70.

Help Wanted Sales

Executive Sales Rep Available

No Draw Commission Only
Former Broadcast Owner. Will sell time, services, properties etc. Will travel-based in New Orleans.

P.O. Box 24651
New Orleans, LA 70184

Help Wanted Sales Continued

RESEARCH SALES EXECUTIVE

Inc. Magazine has ranked us 67 out of the 500 fastest growing companies in America. Because of our growth Birch Radio continues to expand. If you have experience in Broadcast Sales and/or Agency Media related activities, we would like to speak with you. Birch Radio has opportunities in our suburban NY and our Dallas offices. Our compensation plan is highly competitive. Please send resume or contact in confidence; Bill Livek, Sr. VP, Birch Radio, 120 Van Nostrand Ave., Englewood Cliffs, NJ 07632, 201—585-7667.

Birch Radio

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.

For fast
Action Use
BROADCASTING'S
Classified Advertising

Help Wanted Sales Continued

Sales

GENERAL SALES MANAGER RADIO

- Can you multiply sales through people development?
- Can you manage independent, ego-driven sales people in a positive style?
- Are you aware of the power in close relationships with your sales people?
- Does your personal style indicate an excellence in sales ability?

If so, your talent can help us grow! We are one of America's outstanding broadcast companies, seeking a high performer with an outstanding track record. If you are one of the best in the industry, call now to arrange a confidential interview!

WE OFFER:

- Excellent income potential
 - Salary plus incentive
 - Opportunity for growth
- A chance to join a company with a commitment to excellence

If you feel you have the talent—
ACT NOW!

CALL: Laura L. Burklund
Monday-Friday 8am-5pm CST
(leave message after 5 pm)
PHONE: 800-228-2271

TELEVISION

Help Wanted Sales

UPWARD AND MOBILE

If you're a hard-nosed street fighter only earning in the mid-five figure range, we have the career opportunity of a lifetime. We are a young, dynamic, exploding national telecommunications network looking for KEY people in selected markets. If you have tenacity, vision, are a true free spirit and want the opportunity to start earning a six figure income, (a small investment is required), I have an exclusive in the following cities: Chicago, St. Louis, Cincinnati, Indianapolis, Kansas City, Minneapolis-St. Paul, Dallas-Ft. Worth, Houston, San Antonio, Atlanta, Hartford, and more opening shortly.

**FOR MORE INFO, PLEASE
CONTACT MR. SIMON
1-800-341-1950 EXT. #53**

Help Wanted Sales Continued

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.



LOCAL SALES MANAGER TOP 20 INDEPENDENT

Creative hard driving individual with maximum 5 years continuous independent sales experience. Research orientation a must. We need a leader, not a trainer. Will consider experienced local Account Executive. Tremendous advancement potential if you deliver. EOE, M/F.

Reply in confidence to:
Box X-56.

Help Wanted Management

TV FLOOR MANAGER & MAINTENANCE ENGINEER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has openings in the Washington, DC area in support of their News expansion operation:

TV FLOOR MANAGER with 4 years studio television experience and 2 years TV news production experience.

MAINTENANCE ENGINEER with 3-5 years experience in Broadcast Electronics, 2 years technical training in electronics theory and FCC General Radio Telephone License. Qualified candidate will install, operate, test and maintain all types of teleproduction equipment.

If highly motivated and ready to interview, send resume and salary history, in confidence to:

The Christian Broadcasting Network, Inc.
Employment Department - Box SJ
CBN Center
Virginia Beach, VA 23463

Help Wanted News

INVESTIGATIVE REPORTER FOR MAJOR NEWS ORGANIZATION

One of America's top news organizations is looking for an experienced investigative reporter. The right person will have an aggressive attitude along with the on-air presence and production skills needed to produce first rate television investigative reports on a frequent basis. This job offers the opportunity of being located in a major market and to work with a team of top investigators and producers, plus an opportunity for national exposure. Send resume and video tape of your work. All tapes will be returned. Send to: Barbara Davis, CNN Special Assignments, 2133 Wisconsin Ave., NW, Washington DC 20007. EOE.

PROMOTION MANAGER

Bright, energetic person to head up winning promotion department. If you can develop effective print, radio and on-air materials, buy media, juggle many projects, motivate a hard-working staff, be a team player...if you have great gut instincts and want to work for Post Newsweek's #1 station in the 23rd market, send tape with print and on-air samples to: Lois Koteen, Vice President, Creative Services, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Help Wanted News
Continued**

NEWS DIRECTOR

Searching for a seasoned professional or a number two person in a large market to manage the number one, most aggressive and most honored news department in South Carolina. This 50 share plus CBS affiliate in the sunbelt and on the ocean has it all, including CONUS, ADO, ART-STAR and WEATHER RADAR. ALSO LOOKING FOR EXECUTIVE NEWS PRODUCER. Work with a winner...work with the future. Send resume to Executive Vice President and General Manager, Mark H. Pierce, P.O. Box 186, Charleston, SC 29402. EOE, M/F. (No telephone calls, please)



TELEVISION NEWS DIRECTOR

WKBW-TV in Buffalo is seeking an experienced television journalist for market's dominant Eye-witness 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.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Technical

**EJ MAINTENANCE
TECHNICIAN**

Network affiliate station in Washington, DC is seeking an individual to work in the News Department as an EJ Maintenance Technician.

The ideal candidate should have a general radio/telephone license a thorough knowledge of ENG Cameras and Recorders (specifically Sony and Ikegami Cameras and Sony VTRs), RF experience in Microwave Transmitters and Receivers, and 2-way Radio Repair.

Applicant must have a valid drivers license and the ability to drive a 24' long X 8' wide X 10' high Commercial Vehicle (Satellite Truck). Applicant must be able to work flexible hours and travel over night.

Must have a minimum of 4 years experience in Broadcasting or related field. Must be a self-starter and be able to work in a day to day news operation. Good communication skills are required.

Please send resumes to: Box X-72. EOE.

**Help Wanted Technical
Continued**

**CAREER OPPORTUNITIES
AT RKO**

WOR-TV, an RKO station presently located in New York City and soon to be relocating to Secaucus, New Jersey in early '86, seeks the following skilled individuals.

**MANAGER OF
TECHNICAL OPERATIONS**

Assisting in the management and administration of the Engineering Department, responsibilities will include assisting in the scheduling and directing of operations and maintenance staff; purchasing; maintaining technical standards in studio, remote and transmitter equipment consistent with sound engineering practices and FCC rules and regulations. Qualified applicants should have General Class License, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability and administrative skills. Knowledge of digital equipment is a must.

GRAPHIC ARTIST

Responsibilities include designing news graphics utilizing creative and technological expertise. Qualified applicants should have a minimum of 3 years experience as a News Graphic Artist at a major TV station. Must have experience working on a computer paint system, preferably Colorgraphics. Also, experience with the Harris Still Storage System required. Ability to produce creative news graphics under close deadlines essential. Must be able to work flexible schedule. A degree in Art Design desired, and working knowledge of animation a plus.

Salary commensurate with experience. Please send resume with salary history and requirements to: RKO General, Personnel Department-MP, 1440 Broadway, 14th floor, New York, NY 10018. An equal opportunity employer m/f/h/v.



**Help Wanted Programing,
Production, Others Continued**

GRAPHIC DIRECTOR

We are looking for a driven, talented individual to lead our graphic efforts for news, promotion and programming. Our plant will offer ADO, DVE, Chyron 4100EXB, Ampex ESS-3 and a separate composition room. Applicants will need to have experience with current on-air graphic technology and have an aggressive design sense. Send resume and reel to Robert Gordon, Operations Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. WTVF is an Equal Opportunity Employer.



CHYRON OPERATOR/DESIGNER

If you know how to make a Chyron 4100EX sing and dance, have excellent design skills, and would love to live and work in Nashville, please send your resume and reel to Robert Gordon, Operations Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. WTVF is an Equal Opportunity Employer.



**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.

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

**ALLIED FIELDS
Radio Programing**

**Lum and Abner
Are Back**

...piting up profits for sponsors and stations. 15-minute programs from the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

Help Wanted Sales

REGIONAL SALES MANAGER WESTERN U.S.

ADM Technology, Inc., a leading supplier of professional audio consoles to the television and radio industry, is looking for a Regional Sales Manager who is experienced in calling on television and radio facilities plus selected distributors. Over-all broadcast equipment knowledge is essential since we interface with video switchers, editors and other equipment. Considerable travel is required.

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Wanted to Buy Stations

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wants to acquire radio stations, mid-atlantic and Southeast \$2.5M or less. Top 200 markets. All replies confidential. Reply: Bob Manning, Guardian Communications, Box 7397, Rocky Mount, NC 27804-7397 (919) 443-4101.

Investors want

to purchase FMs or AM-FM combos in VA, NC, SC, or MD. Ready to purchase immediately. Medium to small markets preferred. Box X-53.

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CP in 84th ADI market. Strong growth area. Asking \$280,000. Phone 202-861-0960.

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- 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.

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**Bill Kitchen
(404)324-1271**



**Quality Media
Corporation**

For Sale Stations

Location	Size	Type	Price	Terms	Contact	Phone
NW	Maj	AM/FM	\$3350K	Cash	Greg Merrill	(801) 753-8090
KA	Met	FM	\$2500K	Cash	Bill Lochman	(816) 941-3733
UT	Met	FM	\$2500K	Cash	Elliot Evers	(415) 495-3516
TX	Met	AM/FM	\$1800K	\$100K	Bill Whitley	(214) 680-2807
CA	Sm	FM	\$775K	\$135K	Elliot Evers	(415) 495-3516
NB	Med	AM/FM	\$775K	\$150K	Bill Lytle	(816) 941-3733
NY	Sm	FM	\$750K	Terms	Ron Hickman	(401) 423-1271
KY	Sm	AM/FM	\$535K	\$165K	Ernie Pearce	(404) 458-9226
FL	Maj	AM	\$395K	Cash	Randy Jeffery	(305) 295-2572
NC	Sm	AM	\$300K	\$75K	Mitt Younts	(202) 822-8913

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.



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415 434-1750

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New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
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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.

For sale by owner

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FULLTIME
HIGH POWER AM,
FULLTIME
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Approximately 2X gross. Development potential. Principals only, terms available. Box X-47.

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Suburban class A serving a top 30 market in the Southeast. Currently is not profitable. Excellent basic equipment is in place. Price \$550,000 with \$75,000 down. Owner. Box X-46.

from Communications Press—

Your guide to the business of cable programming:

CREATING ORIGINAL PROGRAMMING FOR CABLE TV

Edited by Wm. Drew Shaffer and
Richard Wheelwright for the
National Federation of Local
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Creating Original Programming for Cable TV can help you take advantage of the exciting opportunities offered by this burgeoning field.

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(Payment must accompany order.)

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AM station located in Midwest College Community. \$650,000. Cash flow should cover debt service. Reply to Box X-71.

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**IN HAWAII
LPTV on Maui \$375,000/terms
805-481-4677**

FOR SALE

1000 watt daytimer in west Tenn. 125K with 15K down. Owner will finance at 10%. Ideal for couple. Call 901-668-1153.

**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.

MUST SELL

two south Texas radio stations due to illness. One is 1,000 watt AM fulltime under same owner 30 years. One is new FM-stereo 3,000 watts ERP, located in adjacent county. Only stations in counties. Contact Jesus at 512-334-3664.

**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.

CLASS A FM

Excellent small market station in southwest Missouri. Recently built, all new equipment. Great opportunity for owner/manager or group. Price \$595,000.00 with \$120,000.00 cash down and seller terms on the balance. Call Paul Bailion 612-222-5555 or Wendell Doss 602-748-1492.

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 other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (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.

Fates & Fortunes

Media

Appointments following Gillett Communications' purchase of KOLN-TV Lincoln, Neb.; KGIN-TV Grand Island, Neb.; KMEG(TV) Sioux City, Iowa, and WWMT(TV) (formerly WKZO-TV) Kalamazoo, Mich., from John Fetzer Stations: **A. James Ebel**, president and general manager of KOLN-TV and KGIN-TV and president of KMEG, to group corporate broadcast consultant and industry representative, Gillett; **Paul Jensen**, VP and manager of stations, succeeds Ebel as president and general manager of KOLN-TV and KGIN-TV; **F. Bruce Lewis**, general manager of KMEG, to president and general manager of station; **Larry Busse**, president of Gillett Communications, Nashville, assumes additional responsibilities as president of WWMT.



Lee

Carl Lee, president and general manager of Fetzer radio and television properties, Kalamazoo, Mich., named president and general manager of Fetzer Broadcasting Service Inc., comprising radio properties, in which he now has controlling interest, and Muzitronic Services,

sound contractor and Muzak franchise. Radio stations are WKJF-AM-FM Cadillac, WJFM(FM) Grand Rapids and WKZO(AM) Kalamazoo, all Michigan. Move follows sale of Fetzer television stations to Gillett Communications (see above).

James Cottingham, senior VP, American Television & Communications, and president of its Denver-based national division, assumes expanded responsibilities for operational management of 11 of its 23 divisions: Albany and Rochester, N.Y.; Appleton-Green Bay, Wis.; Charlotte, Greensboro, Fayetteville and Raleigh-Durham, all North Carolina; Jackson, Miss.; Portland, Me.; Shreveport, La., and San Diego.

Appointments, corporate division, Gannett Co., Washington: **Douglas McCorkindale**, VP, chief financial and legal officer, to vice chairman and chief financial and administrative officer; **William Keating**, senior VP and head of newspaper division, to executive VP and general counsel; **Maurice Hickey**, president, Gannett West newspapers, Reno, Nev., to general corporate executive, and **Charles Overby**, VP, communications, to VP, news and information.

David Soskin, president, J. Walter Thompson Direct Marketing Network, joins SFN Companies, Glenview, Ill., as senior VP and member of management committee. SFN owns two AM's, one FM and four TV's.

Joseph William Evans III, director, sales and marketing, WCBD-TV Charleston, S.C., named VP and general manager.

Richard Tomlinson, president, Tomlinson Communications, Charlotte, N.C., joins WEEK-TV Peoria, Ill., as VP and general manager.

Lewis Freifeld, president and general manager, WFTS(TV), Capital Cities station in Tampa-St. Petersburg, Fla., named general manager of WTNH-TV New Haven, Conn., effective upon completion of sale of station from Capcities to Cook Inlet Communications, expected in January 1986.

Frank Watson, VP and general manager, WINK-TV Fort Myers, Fla., resigns,

Dave Thomas, VP and general manager, WEZI(FM) Germantown, Tenn., joins WZEZ(FM) Nashville as general manager.

Dave Thomas, VP and general manager, WEZI(FM) Germantown, Tenn., joins WZEZ(FM) Nashville as general manager.

David Gotcher, general manager, KEAN-AM-FM Abilene, Tex., joins KYKX(FM) Longview, Tex., as general manager. **Louis Murray**, general manager, WHBQ(AM) Memphis, succeeds Gotcher.

Terry Metcalf, regional sales manager, Decision Data Computer Corp., Atlanta, joins WKIX(AM)-WYLT(FM) Raleigh, N.C., as general manager.

Allan Henderson, VP, marketing, KSL-TV Salt Lake City, named VP, assistant general manager.

David Boylan, sales director, WKYC-TV Cleveland, named station manager.

Teresita Pingree, director of business affairs for Ten Eighty Corp., Hartford, Conn., licensee of WTIC-AM-FM Hartford, named director, business affairs, radio, for Ten Eighty parent, Chase Broadcasting, which also owns WSTC(AM)-WYRS(FM) Stamford, Conn.

Ken McNamee, assistant controller, Scripps Howard Broadcasting's Sacramento, Calif., cable system, named corporate accounting manager, broadcasting, for Scripps Howard, based in Cincinnati.

Sandra Rattley, acting director, satellite program development fund, National Public Radio, Washington, named director.

Nancy Faloon, training analyst, Taurio Corp., engineering and training consulting firm in Alexandria, Va., joins PBS, Washington, as assistant director of personnel.

Marketing

Ivan Becker, VP, associate media director, and **Sheron Davis**, VP, associate director of research services, BBDO, New York, named senior VP. **Kenneth Angel**, director of advertising, Revlon, New York, joins BBDO there as senior VP, management supervisor.

Brian Goodall, management representative, Needham, Harper & Steers, Chicago, named

senior VP.

Ellen Shapley, assistant manager, information services, Tracy-Locke, Dallas, named VP, manager of information services. **Josie Worley**, media operations director, Tracy-Locke, named VP, media operations.



Duncan

Appointments, Foote, Cone & Belding, Los Angeles: **Hugh Duncan**, executive VP and general manager, FCB/Los Angeles, to president, FCB/Southern California; **Craig Campbell**, senior VP and director of client services, FCB/Los Angeles, to executive VP and general manager; **Welton Mansfield**, senior VP and group management director, to executive VP, general manager, FCB/Orange County.

Nina DiSesa, associate creative director, and **Ellen Massoth** and **Bonnie Bohne**, creative supervisors, Young & Rubicam, New York, named VP's. **Jon Millenson**, senior VP, Young & Rubicam USA, named director of marketing and research, Y&R National, group of U.S. affiliated agencies of Young &

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Broadcast Personnel, Inc.

200 West 57 Street
New York City 10019

212/977-3580

Rubicam. Account supervisors named VP's, Y&R, New York: **Sheldon Lipton, David Fin-del and Chris Ponzio.**

Joel Maliniak, creative group head, D'Arcy Masius Benton & Bowles, New York, named senior VP.

Earl Weingarden, from J. Walter Thompson, Chicago, joins W.B. Doner and Company, Baltimore, as VP, creative group supervisor.

Domenick Fioravanti, senior VP, MTV Networks, New York, joins Independent Media Services there as senior VP.

Laurence Levis, Midwest sales manager, Concert Music Broadcast Sales Inc., Chicago, named VP and national sales manager.

Denise Steiner, VP, creative services manager, Cargill, Wilson & Acree, Atlanta, named senior VP, creative services manager and member of executive committee.

Monte Lounsbury, Midwest regional sales manager, Blair Entertainment, Chicago, named VP, regional sales manager.

Niland Mortimer, VP, account supervisor, Needham Harper Worldwide, New York, named management representative. **David Snell**, senior VP, advertising and promotion, Montgomery Ward, Chicago, joins Needham Harper Worldwide there as group account director.

Appointments, advertising services division, Gillette Co., Boston: **Allen Gibbs**, director of media services, to director of media buying; **Thomas Lux**, director of buying, spot TV, print and new technologies, to director of media services, and **Howard Fisher**, director of network television buying, to director of media analysis and research.

David Worstine, account executive, CBN-owned WYAH(TV) Portsmouth, Va., named head of newly formed advertising sales division of CBN.

Fran Reiter, from MG/Perin, New York, joins Orbis Communications, New York syndication company, as account executive, station sales.

Kevin Lucido, assistant marketing communications manager, National Semiconductor Corp., Santa Clara, Calif., joins McCann-Erickson, San Francisco, as account executive.

Phil Perry, free-lance artist, joins Cargill, Wilson & Acree, Atlanta, as mechanical artist.

Richard McManus, account executive, WCIB(FM) Falmouth, Mass., named VP, sales.

Edmond May, manager, Midwest sales, Multimedia Entertainment, New York, joins WKRN-TV Nashville as general sales manager.

Lee Rudnick, national sales manager, KTTV(TV) Los Angeles, joins WTIC-TV Hartford, Conn., as VP, general sales manager.

Lee Dombrowski, general manager, KTKT(AM)-KLPX(FM) Tucson, Ariz., joins WTIX(AM) New Orleans as general sales manager.

Gary Lewis, general manager, KMJM(FM) St. Louis, joins WRTH(AM) Wood River, Ill.-KEZK(FM) St. Louis as general sales manager.

Shel Beugen, account executive, WBBM(AM) Chicago, joins WFMT(FM) there as general

sales manager.

Linda Forem, from KOSI-FM Denver, joins KBCO-AM-FM there as general sales manager.

Michael Wortsman, account executive, KTLA(TV) Los Angeles, joins KTXL(TV) Sacramento, Calif., as general sales manager.

F. Brady Louis, from WRIE(AM) Erie, Pa., joins WSEE-TV there as general sales manager.

Mari-Aala Massakas, research manager, KTTV(TV) Los Angeles, joins KVEA(TV) Corona, Calif., as director of research.

Jim Bell, sales manager, KKBK(AM) Aztec, N.M., joins KVFC(AM)-KISZ(FM) Cortez, Colo., as sales manager.

Marc Maehl, from KSTW-TV Seattle, joins Petry Television/Petry National Television there as sales manager.

Eleanor Devereux, account executive, Tele-Rep, joins KBHK-TV San Francisco as national sales manager.

Kathleen Wasson, from WQTV(TV) Boston, joins WJV-TV Marlborough, Mass., as national sales manager.

Larry Elam-Floyd, senior account executive and national sales coordinator, KCNC-TV Denver, joins KQAA-TV Colorado Springs as regional sales manager.

Don Caruso, account executive, ABC TV Spot Sales, New York, joins KGO-TV San Francisco as local sales manager.

Janet Flanagan, recent graduate, University of Michigan, joins WAAM(AM) Ann Arbor, Mich., as corporate sales representative.

Russell Del Core, from WPIX(FM) New York, joins WOR(AM) there as account executive.

Mark Stough, from WAIT-FM Chicago, and **Julie Kirby**, from WIND(AM) Chicago, join WLS-AM-FM as account executives.

Programing

Arthur E. Levine, executive vice president and chief financial officer of Westwood One Radio Networks, Culver City, Calif., named president and chief financial officer of Westwood One Inc. Levine will add financial supervision of Westwood's newly acquired Mutual Broadcasting System ("Riding Gain," Dec. 9) to his present duties and will report directly to Westwood One President Norm Pattiz. Levine joined Westwood One in June 1983 from the law firm of O'Melveny & Myers, Los Angeles.

Additionally, **Gary Landis**, formerly director of programing for the RKO Radio Networks, New York, was named to same post at Westwood One Radio Networks. He will report to Brian Heimerl, vice president/production for Westwood.

Ellen Levine, director, dramatic series development, Columbia Pictures Television, Burbank, Calif., named VP, dramatic series development.

Jim Trecek, VP, Star Ship Stereo promotion and marketing and affiliate sales and corporate communications, Satellite Syndicated Systems, Tulsa, Okla., named senior VP and head of new New York office. **James Karolik**, director of advertising sales and local origination programing, Northeast region, Group W

Cable, joins SSS as Western regional VP, heading new Los Angeles office.



Krisel

Gary Krisel, president, Walt Disney Music Co. and VP, character merchandise licensing, Walt Disney Pictures, named president, network television, responsible for all company's network television programing. **Gary Barton**, VP, motion picture production, Walt Disney Pictures, Burbank, Calif., named senior VP and head of Disney Sunday Movie, television division. **Richard North**, VP, national sales manager, superstation WTBS(TV) Atlanta, joins domestic television division, Walt Disney Pictures, as VP, advertiser sales, heading newly formed advertiser sales department.

Bruce Johansen, sales manager, West Coast division, and general manager, international syndication, Multimedia Entertainment, Los Angeles, named VP, international sales and West Coast programing.



Johansen



Levinsohn

Joe Levinsohn, director, television sales, ABC Pictures International, New York, named managing director, ABC Sports Worldwide Sales and Marketing there.

Sharon Rehme, manager, product acquisition-distribution, ABC Video Enterprises, New York, named director, sales administration and operations, ABC Video Enterprises.

Appointments, MTV Networks Inc., New York: **Sandra Toscano**, director, traffic, to VP, commercial operations; **Nancy Allen**, director, marketing, Nickelodeon, to VP, marketing, Nickelodeon and Nick at Night, and **Ned Greenberg**, director, advertising sales audience research, to VP, research and marketing, advertising sales.

Ray Boller, North central regional director, Chicago, Michigan and Northern Ohio, Showtime/The Movie Channel, named director of field operations, based in New York. **James Sullivan**, associate counsel, Warner Communications, New York, joins Showtime/TMC as counsel, business development.

Debbie Bernstein Golden, manager, ABC Information Network, New York, named director of network.

Prudence Eddy, production manager, Turner Program Services, Atlanta, named director of production.

Richard Goldfarb, director, advertiser sales, Viacom Enterprises, New York, joins Bocass Communications, newly formed TV syndication and programing company, New York, as senior VP, general manager.

Elizabeth Illium, from CBS, New York, joins National Captioning Institute there as marketing specialist.

Rip Lambert, video editor, ABC-TV, New York, joins Producers Video, Baltimore, as director-editor. **Elizabeth Levy**, from WJZ-TV Baltimore, joins Producers Video as marketing associate.

Roz Brown, program director, KRIV-TV Houston, named VP.

Bob Walker, from WQUE-AM-FM New Orleans, joins WTX(AM) there as program director.

Joe Quasarano, supervising producer-director, KTLA(TV) Los Angeles, named director of production and sports.

Jeff Beck, production director and air personality, WLIR(FM) Garden City, N.Y., joins WYNY(FM) New York as production administrator.

Jan Landis, producer, *AM San Francisco*, KGO-TV San Francisco, named senior producer.

Scott Borden, senior producer, noncommercial WKYU-FM Bowling Green, Ky., joins West Virginia Public Radio, Charleston, W. Va., as program director.

M.J. Ray, from KDON-FM Salinas, Calif., joins KYUU(FM) San Francisco as production director.

Johnny Edwards, producer-director, WSPA-TV Spartanburg, S.C., named production manager.

News and Public Affairs

John Kosinski, assistant news director, WFSB-TV Hartford, Conn., joins ESPN, Bristol, Conn., as news director, *Sportscenter*.

John Terenzio, national news manager, ABC News, joins WPLG(TV) Miami as director of news.



Montour

Kimerly Montour, managing editor, KPIX(TV) San Francisco, joins KRIV-TV Houston, as news director.

Sylvia Chase, investigative reporter, *20/20*, ABC News magazine series, joins KRON-TV San Francisco as anchor, succeeding **Roz Abrams**, who joins

ABC News, New York, as reporter.

Tom Hiscox, news director, KUHL(AM) Santa Maria, Calif., joins KDON-FM Salinas, Calif., as news director, succeeding **David Morgan**, who joins KGET(TV) Bakersfield, Calif., as assignment editor.

Steve Ruppe, news director, KVOA-TV Tucson, Ariz., joins KATC-TV Lafayette, La., in same capacity.

Appointments, KIRO-TV Seattle: **Phil Sturholm**, executive producer, KING-TV Seattle, to executive news editor; **Donna Harui**, news writer, to 11 p.m. news producer; **Jon Rauch**, ENG editor, to senior ENG editor.

Steve Ramsey, news director, KWCH-TV Wichita, Kan., joins WRAL-TV Raleigh, N.C.,

as news director.

Jane Gardner, co-anchor, WVEC-TV Hampton, Va., named manager, news special projects.

Andy Still, anchor and assistant news director, WSAV-TV Savannah, Ga., joins WYFF-TV Greenville, S.C., as 6 p.m. producer.

Matt Malyn, executive producer and 5:30 and 6 p.m. producer, WTVN-TV Columbus, Ohio, joins WKYC-TV Cleveland as 11 p.m. producer.

Gerry Wardwell, assignment editor, WMUR-TV Manchester, N.H., joins WJAR-TV Providence, R.I., as weekend producer.

Ann Kellan, reporter, WJZ-TV Boston, named noon co-anchor.

Randy Smith, interim sports director, WINK-TV Fort Myers, Fla., named sports director. **Joe McTague**, from WTVM-TV Columbus, Ga., joins WINK-TV as sports reporter-weekend anchor.

Tim Saunders, part-time sports reporter, WOOD-AM-FM Grand Rapids, Mich., named sports director, succeeding **Rick Berkey**, resigned.

Lynda Moore, freelance reporter, ABC Radio, New York, named correspondent, ABC Contemporary Radio Network.

Paul Courson, from WRC(AM) Washington, joins UPI Radio there as anchor, network news.

Beth Powers, from noncommercial WHYY-TV Wilmington, Del., joins WDAU-TV Scranton, Pa., as weekend news co-anchor.

Bob Mueller, acting anchor, WKRN-TV Nashville, named co-anchor, 5 and 10 p.m. newscasts.

Gary Mattingly, from WPVI-TV Philadelphia, joins WSPA-TV Spartanburg, S.C., as reporter.

Michael Briddell, from WCAU-TV Philadelphia, joins WLYH-TV Lancaster, Pa., as reporter.

Don Dunwell, from WLWT(TV) Cincinnati, and **Mark Alexander**, from WFRV-TV Green Bay, Wis., join WEWS(TV) Cleveland as reporters.

Mary Lyon, from WDHO-TV Toledo, Ohio, joins WZZM-TV Grand Rapids, Mich., as reporter.

Robert Bean, from WJR(AM) Detroit, joins WFDF(AM) Flint, Mich., as reporter.

Michael Lewis, from WCTV(TV) Tallahassee, Fla., joins WCPO-TV Cincinnati as news videographer.

Steve Newman, head of own weather consulting service, Earth Environment Services, San Francisco, joins KGO-TV San Francisco as weekend weather anchor.

Richard D'Amico, from WILX-TV Jackson, Mich., joins WLNS-TV Lansing, Mich., as weather anchor, succeeding **Dave Whitford**, who joins WZZM-TV Grand Rapids, Mich., as weekend weather anchor.

Technology

Jerrold Adams, director, small business sys-

F. DOUGLAS (REX) POMPADUR

1964-1985

Son of I. Martin and Joan Pompadur

The Rex Pompadur Foundation has been established and is devoted to charitable, educational, and scientific purposes. Gifts to the Foundation may be sent in care of Herbert Paul, P.C., 14th Floor, 805 Third Avenue, New York, NY 10022.

tems, AT&T, New York, joins Cellular Telephone Co. there as president and chief executive officer. CTC is joint venture of LIN Broadcasting and Metromedia.

R. Gene Shelley, senior VP and general manager of Wayland, Mass.-based equipment division of Raytheon Co., Lexington, Mass., will become president June 1, 1986, upon retirement of **D. Brainerd Holmes**, who will be 65. Holmes will remain on board of directors and will be consultant to company.

Enos Yoder, engineer, Crown International, Elkhart, Ind., broadcast equipment manufacturer, named engineering group manager.

Matty Powers, from Matrix Studios, New York, joins Unitel Video there as videotape editor.

David Cannata, account executive, Harris Semiconductor, Boston, joins Analogic Corp., Wakefield, Mass., as Northeast regional sales manager, data conversion products group.

Lawrence Titus, chief engineer, Ten Eighty Corp., licensee of WTIC-AM-FM Hartford, Conn., named director of engineering, radio, for parent Chase Broadcasting there.

Galen Hassinger, assistant chief engineer and transmitter supervisor, WCPX-TV Orlando, Fla., joins WCBF-TV Charleston, S.C., as chief engineer.

Dick Satterwaite, chief engineer, WWWE(AM)-WDOK(FM) Cleveland, joins WERE(AM)-WGCL(FM) there in same capacity.

Doug Irwin, from Harris Microwave, San Jose, Calif., joins KDON-FM Salinas, Calif., as chief engineer.

Promotion and PR

Appointments in reorganization of corporate affairs and media relations departments, Home Box Office, New York: **Susan Greene**, senior VP, corporate affairs, resigns; **David Pritchard**, director, human resources, succeeds Greene as VP, corporate affairs; **Quentin Schaffer**, director, consumer press information, to VP, consumer and affiliate press information.

Peri Nusbaum, from Viacom, New York, joins Bocass Communications, New York independent television syndication and program development company, as station relations supervisor.

Patricia Yoder, general manager, Hill & Knowlton, Pittsburgh, named senior VP.

Sal Sardo, director of creative services, Dodgervision, Metromedia's Los Angeles cable venture, joins Walt Disney Pictures, domestic television, as promotion manager.

Pam Tourangeau, director of publicity, Media Home Entertainment, Los Angeles, joins Embassy Home Entertainment there as manager, public relations-publicity.

Allied Fields

Paul Vishny, partner in Chicago law firm of D'Ancona & Pflaum, and general counsel of U.S. Telecommunications Suppliers Association, named U.S. representative to advisory



Tillstrom, Allison and friends Kukla (!) and Ollie

Burr Tillstrom, 68, television puppeteer who, with his snaggle-toothed dragon Ollie (Oliver J. Dragon), clown Kukla ("doll" in Russian), assorted other members of the Kuklapolitan puppet troupe and human hostess Fran Allison, pioneered children's television programming with the long-running, Emmy award-winning *Kukla, Fran and Ollie* series, died Dec. 6 at his home in Palm Springs, Calif. Tillstrom and his puppets were performing on WKBW-TV Chicago as early as 1941. In 1947, he was joined by Allison, and *Kukla, Fran and Ollie* began, with Tillstrom providing voices and movements to a host of characters that would include Fletcher Rabbit, Beulah Witch (named after the program's producer, Beulah Zachary) and Madame Ooglepuss, among others. In 1949, the series began airing nationwide over the NBC network, running there until 1955, when it switched to ABC and continued until 1957. Allison, Tillstrom and friends later appeared as hosts of the *CBS Children's Film Festival* in 1971-79, and on a PBS series in 1969-71. Tillstrom won two Peabody and three Emmy awards for his work, which also included numerous guest appearances on talk and variety shows. NBC Chairman and Chief Executive Officer Grant Tinker said of Tillstrom: "NBC is particularly indebted to [him]. When television was just beginning and there was a curiosity about how good it could be, we were fortunate to have his unique skills to establish a standard of excellence the medium has worked to equal ever since." Tillstrom is survived by a brother.

board of Centre for Telecommunications Development of International Telecommunications Union.

Spencer Moore, director of international relations, Canadian Broadcasting Corp., Ontario, Canada, and part-time secretary-general, North American National Broadcasters Association, named first full-time secretary-general of NANBA, which comprises ABC, CBS, NBC and CPB in the U.S.; CBC and CTV in Canada, and Televisa, Mexico.

Ray Gardella, vice president and general manager, WICC(AM) Bridgeport, Conn., was elected new chairman of Arbitron Radio Advisory Council, replacing **Larry Wexler**, vice president and general manager, WPEN(AM)-WMGK(FM) Philadelphia, who will remain on council for another year. New vice chairman is **Bill Sommers**, vice president and general manager, KLOS-FM Los Angeles. Also, **Alan Tobkes**, senior vice president/marketing services, Eastman Radio, was appointed to council as researcher, replacing **Ellen Hulleberg**, executive vice president/marketing communications, Interep. Council researchers serve three-year terms.

Elected to American Advertising Federation's Advertising Hall of Fame: late **Samuel W. Meek**, former vice chairman, J. Walter Thompson Co.; **Donald Macdonald**, vice chairman, Dow Jones & Co.; late Arthur Harrison (Red) Motley, former president, publisher and chairman, *Parade* magazine.

Elected officers, Wisconsin Broadcasters Association, Platteville, Wis.: **Lee Davis**, WCU-B(AM)-WKKB(FM) Manitowoc, president; **James Schuh**, WXYQ(AM)-WSPT(FM) Stevens Point, VP, radio, and **Wayne Godsey**, WISN-TV Milwaukee, VP, television.

Deaths

J.E. (Ed) Brown, 83, pioneer television and radio engineer, died Dec. 3 at his home in St. Francisville, La. Between 1924 and 1936, Brown was member of radio division of U.S. Department of Commerce, Federal Radio Commission and FCC. He joined Zenith in

1937, was named chief engineer in 1940, assistant vice president in 1943, vice president, engineering, in 1958, and senior VP in 1971. He retired in 1971. During his tenure with Zenith, Brown worked on development of cathode ray tube in 1930's, black and white TV and FM radio in 1940's, subscription television, stereo FM radio and color television in 1950's and 60's.

Margaret (Peggy) Goldwater, 76, wife of Senator Barry Goldwater (R-Ariz.), chairman of Communications Subcommittee, died Dec. 11 at Good Samaritan Medical Center, Phoenix, of complications from circulation problem that had forced amputation of her leg Dec. 1. In addition to her husband, survivors include sons Barry Jr. and Michael, and daughters Joanne and Peggy.

E. Carlton (Buddy) Myers, 57, VP and general manager, WDJY(FM) Washington, died of cancer Dec. 6 at Holy Cross hospital, Silver Spring, Md. He joined United Broadcasting in 1960, working originally for WOOK(AM) and then WOOK(FM), which became WDJY. He was also general manager of United's independent WFAN-TV Washington when it went off air in 1972. Myers was president of Washington Area Broadcasters Association. He is survived by son.

Walter Gibson, 88, pulp novelist who under pen name Maxwell Grant created character of The Shadow, died of stroke Dec. 6 at Benedictine hospital, Kingston, N.Y. *The Shadow* gained nationwide popularity as CBS radio series in 1930's and 1940's.

Dennis Steffeny, 35, senior account executive, KWWL(TV) Waterloo, Iowa, died of heart attack Dec. 3 at Covenant Medical Center there. He is survived by his wife, Sandy, son and daughter.

Howard Rodman, 65, television script writer, died Dec. 4 of complications following open heart surgery at UCLA Medical Center in Los Angeles. He came to prominence in early 1950's as writer for *Playhouse 90* series, later becoming story editor for *Naked City* series in 1958-63. Other writing credits included *Harvey O* and *The Six Million Dollar Man*. Survivors include his wife, three sons and one daughter.

A public interest

Listening to Peter Fannon is like taking a crash course on the history of the federal government as it relates to public broadcasting. As president of the National Association of Public Television Stations, he has spent 14 years in both fields and can readily recall dates and events that have affected the noncommercial medium—information he uses to build the case for broadcasting's poor relation.

Among recent dates of note was Dec. 11, when a public broadcasting funding package authorizing service through fiscal year 1990 was approved in a Senate-House conference. It is indicative of a more supportive mood on Capitol Hill, which Fannon sees as the government's willingness to help public broadcasting "gain back some of that momentum we lost in the early 1980's."

As head of public television's lobbying arm in Washington, Fannon helps "to insure that the programmers in the Public Broadcasting Service are not also the politicians." Separating programmers from politics was "the primary rationale" for forming NAPTS, he says. "It was our form of insulation within the public television system."

Sitting in his new office near Dupont Circle in Washington, the 37-year-old NAPTS executive appears reserved, carefully measuring each word, sometimes deflecting attention from himself to public broadcasting if the conversation gets personal. One colleague describes Fannon as having a "special, in-depth knowledge of Washington," someone who is both a "realist and an idealist—both qualities are needed to survive and thrive in that environment."

Born in Wilmington, Del., the second of five children, Fannon was raised in the Midwest and Bronxville, N.Y., spending his senior year in high school as an exchange student with the American Field Service in Sweden, an experience he recalls as "great—the best year of my life at that point." Aside from giving him a working knowledge of the Swedish language—"I can say it comes in handy sometimes," he says, "but usually only at the Bergman shows and with the occasional diplomat on the street"—it whetted his appetite for travel and international studies. He pursued the latter during a five-year master's program in international relations at Johns Hopkins University in Baltimore, including its School of Advanced International Studies in Washington and Bologna, Italy.

Fannon became interested in public broadcasting shortly after he joined the Office of Management and Budget in the fall of 1973. He was 25 years old at the time, it was a year after President Nixon had vetoed the first two-year funding bill for public broadcasting, the system was in crisis, and "the issue was whether or not federal support of public broadcasting would continue," Fannon recalls. "It was a fascinating period for



PETER MARCY FANNON—President, National Association of Public Television Stations, Washington; b. May 21, 1948, Wilmington, Del.; BA, MA, international relations, Johns Hopkins University, Baltimore, 1971; aide to administrator, General Services Administration, 1971-73; budget examiner, Office of Management and Budget, 1973-77; served on President Ford's Regulatory Reform Task Force, and as deputy staff director for President Ford's National Economic Summit Conference, 1974; director of planning and assistant to the vice chairman, Public Broadcasting Service, 1977-1979; general manager, vice president and acting president, NAPTS, 1980-1984; present position since December 1984; single.

me, both learning about the federal government from the inside and from a position of keen interest and authority at OMB." It was "a crucial time" for public broadcasting's future, he says.

As a young budget examiner, Fannon was assigned to watch a wide range of agencies. The "most interesting," he said, were those dealing with communications, including the FCC, the Corporation for Public Broadcasting and the Office of Telecommunications Policy (later "transmographed," as he puts it, into the National Telecommunications and Information Administration).

A side interest in community theater also influenced his decision to become involved in public broadcasting. "TV is a marvelous combination of education and entertainment and development and distribution of basic information," he says. "If you're not literally part of the performance, then it's a great opportunity to contribute to those who are, and to make sure that others have access to public television's greatest attribute."

The interest led to a position as director of planning and assistant to the vice chairman at PBS in 1977. There he focused on the development of new public television services and the organization of the PBS network and its relationship with its member stations. In 1979 he worked on establishing NAPTS and served as its first general manager, its vice president and then its acting

president for seven months before a divided search committee reached consensus and the board asked him to take on the job.

Of the delay in his appointment, Fannon is characteristically diplomatic: "Sometimes it takes a while for decisions to be made—about anything. It was a tough time for us—for me—especially because it was at a key and crucial period, where I was concerned that public television be able to speak strongly and quickly when needed." Leading NAPTS was a tough task, given President Reagan's two vetoes of public broadcasting reauthorization legislation in the previous Congress and the administration's efforts to reduce the federal budget.

With a year now behind him, Fannon is philosophical about the job. "This industry," he says, "is certainly a feel-good industry...you know you're contributing to something everyone can and does use and appreciate." Constantly asking for money can be "daunting sometimes," Fannon says. With current "merger mania in commercial television and radio in both broadcast and cable, one has to ask whether there will be the same kind of public service goal or direction that some of the greats of the past—the William Paleys and the George Storers and the David Sarnoffs—imbued their services with. I think there is a greater importance for public broadcasting now than perhaps any time in its short-lived life to date.

"There's a whole new spirit in public broadcasting—it's a can-do spirit that recognizes support from all quarters. Never again, I hope, will we see a year of no major, domestically produced series on PBS as was the case this fall. Now we've got the real chance to launch new things which will start showing up on the screen in the years ahead."

With his 10-12-hour work days at NAPTS, Fannon finds little time to follow his interest in performing in community theater (although he recently reprised a role he played in "1776" about 10 years ago, that of Richard Henry Lee, a signer of the Declaration of Independence from Virginia, for a local theater in Alexandria, Va.). His other interests in travel, art, antiques and history he tries "to wedge in between business hours," he says.

At NAPTS Fannon is "keenly interested in making more of research and planning," as well as helping the stations "organize and address" some of their problems. Of the noncommercial system in general he says: "I can't think of anything else right now that has a more appealing aspect to it than public broadcasting. Because we're at the threshold of new possibilities, with increased private and public support, with improved spirit in the system and with an expanded responsibility, given what seems to be happening in the commercial broadcast and cable worlds, I can't think of a better time to be part of public service television." ■

NBC will debut new series, **Blacke's Magic**, mystery adventure starring Hal Linden and Harry Morgan as two-hour *Sunday Night Movie* on Jan. 5. Scheduling of series has not yet been announced. **ABC** announced debut dates for two new shows and changes on five nights of programming: **He's The Mayor**, 9:30-10 p.m. on Friday, Jan. 10, will replace **Benson**; and **The Redd Foxx Show**, 8-8:30 p.m. on Saturday, Jan. 11, with *Benson* following it at 8:30-9 p.m., will replace **Hollywood Beat**, which will remain in production and may return later in season (BROADCASTING, Nov. 25). Following *He's The Mayor*, at 10-11 p.m., ABC will replace **Our Family Honor** with **Fall Guy**, beginning Jan. 10. On Wednesday Jan. 15 at 8-9 p.m., **The Insiders** will have its last telecast; **MacGyver**, currently airing on Saturdays at 8-9 p.m., will replace it on Jan. 22. On Thursday, Jan. 16, at 8-9 p.m., **Shadow Chasers** (the lowest ranked program in season-to-date ratings with 6.2/9), will air for final time before going on hiatus. It will be replaced by **Ripley's Believe It or Not**, currently 7-8 p.m. Sunday, on Jan. 30. From 7 p.m. to 9 p.m. on Sundays, ABC will run **The Disney Sunday Movie**.

Consortium of cable operators including **American Television & Communications, Tele-Communications Inc. and Comcast** is preferred bidder for **Group W Cable** and its 2.1 million subscribers, according to industry sources. Representatives of bidding MSO's were negotiating with Group W last week—process one of MSO executives likened to "playing chicken." Consortium hopes to conclude deal before holidays; closing would occur several months later. Consortium does not plan to operate Group W systems jointly. In fact, said one source, consortium members have already divvied up properties.

A.C. Nielsen Co. said last week that **cable penetration** had reached, as of November, 39,872,520 U.S. television households, or **46.2% of all U.S. TV homes**. Company said that number of cable homes grew by 5.7% over past year, increase of 2,581,650 homes. Since November of 1980, it said, cable penetration has more than doubled. At that time cable homes totalled 17,671,490, or 22.6% penetration.

MCA-TV will introduce at **INTV and NATPE** first-run, half-hour strip titled **WinAmerica Sweepstakes**. New game show will entitle both **television viewers and studio audience to instantly win cash prizes**—up to \$500,000 cash prize will be awarded during ratings sweeps. MCA-TV will begin shipping 20 million sweepstake cards on July 1, 1986, and distribute them via mail, national publications, retail and fast food outlets. Viewers need not play any game, MCA-TV said; simply producing sweepstake card when winning number flashes on television screen will qualify them to win \$10,000 on daily basis—if daily winner does not claim prize, pot will build at increments of \$10,000 each day until winner is found. *WinAmerica* will be centered around studio game show with two on-camera contestants vieing for bonus round. MCA-TV said both studio audience and viewers will each be budgeted \$6 million in prizes. *Win America* will be hosted by radio personality M.G. Kelly.

ScanAmerica people meter testing service (BROADCASTING, Nov. 21) reports **"very positive" preliminary results** thus far in December pilot

Intelsat puts transponders up for sale or lease

Despite the objections of the U.S., the Intelsat board of governors, meeting in Washington last week, gave final approval to a new service offering that will allow countries to buy or lease (on a nonpreemptible basis) excess transponders on the Intelsat system for domestic communications.

Intelsat Director General Richard Colino, at a press briefing following the board meeting, said the new "planned domestic service" should benefit Intelsat as well as countries that take advantage of it. For Intelsat, the service is a way of using excess transponders, of which there are now 190, and generating additional revenues. For countries, it's a way of establishing a non-preemptible domestic satellite communications system without going to the considerable expense of building and launching their own satellite.

The service was approved unanimously with only the U.S. and France abstaining. According to Allen Overmyer, of the State Department's bureau of international communications and information policy, the U.S. abstained because of its concern that the prices set for the sales and leases did not reflect "true costs." "If the prices are too low, the concern is that they would drive other competitors out of the market," he said.

It is unclear, given the U.S. concerns, whether the new service will be available to satellite users within the U.S. According to a spokeswoman for Comsat, the U.S. representative to Intelsat and the purveyor of Intelsat services in the U.S., Comsat is willing to make the service available "if there is sufficient interest." But, before Comsat could move forward, she added, the FCC would have to give its approval. And, according to industry observers, domestic satellite carriers, arguing that the Intelsat prices are anti-competitive, would probably attempt to block that approval.

According to Colino, 27 countries have been leasing Intelsat capacity on a preemptible basis for domestic use. With the introduction of the new services, he said, those countries and others interested in Intelsat transponders for domestic purposes can now buy transponders or lease them for their entire lives without worrying about preemption of their signals by Intelsat.

The service, which was tentatively approved by the Intelsat board last September, has already attracted some customers. At

the same time the board gave final approval to the service, it OK'd the sale of nine transponders to three countries (three each) for a total of nearly \$25 million. Colino identified one of the buyers as the Federal Republic of Germany, which purchased three Ku-band transponders for \$15.9 million.

All in all, Colino said, 21 countries have expressed interest in the service. Some of them have existing preemptible leases and are interested in converting to the new service, he said, but a majority would represent "new business."

Interest in the new Intelsat offering, he said, may have been stimulated by the troubles of the European Eutelsat satellite system—one satellite has suffered from signal degradation, another was lost during launch last September.

For the new service, Intelsat is making available C-band and Ku-band transponders with varying bandwidths (18 mhz, 36 mhz and 72 mhz) and beams on its Intelsat V satellites. Sales prices will range from \$3.45 million for a 36 mhz zone-beam or global-beam transponder to \$5.3 million for a Ku-band spot-beam transponder. Annual lease rates will range from \$414,000 for a non-cancelable 18 mhz C-band hemi-beam to \$2,382,000 for a cancelable 72 mhz/241 mhz Ku-band spot beam. "We feel very comfortable that... [the prices] reflect a full recovery of the kinds of costs that should be recovered," Colino said.

The least expensive way to secure a transponder under the new offering is by buying one. But, Colino said, ownership entails certain risks. If a country buys a transponder with an expected life of seven years and it lasts only five, the buyer "is out of luck." If, on the other hand, the transponder lasts 10 years, it's "done very well."

Noncancelable leases require all lease payments upfront. They're more expensive than outright purchase, but they are absent the risks. Cancelable leases are still more expensive, but they allow the user to stretch out payments over the life of the transponders and, of course, "to cancel" the lease.

Colino believes the new service is going to be a big winner for Intelsat. Judging from the initial response to the offering, he said, revenues should easily surpass all forecasts. He declined to make a prediction, but said the nine sales already approved are just a beginning. "I think it is fair to say, 'You ain't seen nothing yet.'" □



Fowler honored. As reported, the winner of the Broadcast Pioneers Library's first Clarence Darrow award was FCC Chairman Mark Fowler ("Closed Circuit," Oct. 28). The Pioneers made the presentation at a black-tie benefit dinner in Washington last week. In taped remarks at the dinner, President Reagan said Fowler "has made history at the FCC in deregulating broadcasting and telecommunications during an era of dramatic change in those industries. He has allowed marketplace forces to work so that, as he is fond of saying, the public's interest can determine the public interest. I couldn't agree more. Beyond that, Mark has been a defender of the First Amendment rights of radio and television broadcasters. It's really uncommon for a regulator to be leading the charge for less government control over the press. But Mark Fowler is that breed of uncommon individual, one who would gladly hand in the robes of the censor for even a stitch more protection for members of the press."

study of 200 households in Denver. At December meeting of Advertising Research Foundation, Robert McCann, vice president, said major hurdles of consumer cooperation and active participation had been overcome. In trial run of single-source, media- and marketing-research service, total response among household is averaging 90%; amount of television viewing in only slightly above national average, and 98.5% of households are using hand-held portable scanners which record product purchases of household. Scanners, size of felt-tip marker, are waved over bar codes on products. ScanAmerica plans to expand to 600 households by January 1987.

Tribune Entertainment and London Weekend Television have ordered 10 additional episodes of **Dempsey and Makepeace**. Show now consists of 20 hours and one two-hour movie. Sales of show are on a cash basis.

National Association of Broadcasters, in letter last week to members of Senate and House Commerce and Judiciary Committees and congressional leadership, stated its opposition to attempts by home satellite industry to restrict **scrambling of broadcast signals**. Issue of scrambling broadcast programming has attracted attention of Congress. Representative Ron Wyden (D-Ore.) wrote to three television networks last month urging them not to scramble their news programming (BROADCASTING, Nov. 25).

Principal **United Press International owners**, Douglas Ruhe and William Geissler, **filed papers in federal bankruptcy court** in Washington last Friday (Dec. 13), **seeking to overturn proposed \$41-million bid** by Mexican publisher Mario Vazquez Rana and real estate developer Joe E. Russo to buy wire service. They have joined forces with **group led by Financial News Network**, which has also made offer for UPI. At hearing late Friday before bankruptcy court, UPI creditors were expected to ask judge to reopen bidding until Dec. 27. Also last Friday, U.S. District Judge Louis Oberdorfer rejected request from FNN group for emergency stay freezing sale process until court rules on "fairness" of selection process.

FCC, without rulemaking, has **extended by six months construction periods for broadcast permittees**. Construction period for TV's was extended to 24 months; construction period for radio, other broadcast, auxiliary and instructional-television fixed service stations is

now 18 months. FCC also, however, adopted stricter guidelines for granting construction extensions.

Federal **court of appeals** in Washington last week **upheld FCC's use of "complete and sufficient" standard in processing LPTV applications**. "We hold that the FCC is entitled to impose rigid and stringent acceptability criteria upon LPTV applications," court said. "The more exacting the standard, however, the greater the commission's obligation to be explicit about any prerequisites for consideration." Decision stemmed from two appeals of FCC's dismissal of applications for failure to meet standard. In one, court affirmed FCC's dismissal of application for station in Cape May, N.J., but in other, involving 44 applications for station in Honolulu, it remanded applications to FCC for processing, saying applicants were "not provided with notice sufficient to satisfy the requirements of the Administrative Procedures Act. The FCC's dismissal of their applications was therefore arbitrary and capricious."

President Reagan signed two appropriations bills last week: fiscal **1986 appropriation** includes \$214 million to **Corporation for Public Broadcasting** for FY 1986; other bill includes funds for **FCC, Federal Trade Commission, USIA, Board for International Broadcasting and National Telecommunications and Information Administration** for FY 1986 ("In Brief," Dec. 9). Last includes \$24 million for public telecommunications facilities program.

Stephen A. Weisswasser, partner in Washington law firm of Wilmer, Cutler & Pickering, Washington, specializing in communications law, **will join Capital Cities Communications**, New York, Feb. 1, 1986, as senior VP and general counsel, newly created position. Post is tied in with new Capcities/ABC, which is expected to be approved by that date. ABC's executive VP and general counsel, Everett Erlick, has announced his departure from company, after almost 25 years (BROADCASTING, Dec. 2).

Hendrix F.C. Niemann, executive director of **New Jersey Public Broadcasting Authority**, announced **resignation** last week (effective Jan. 17, 1986), amid allegations that New Jersey's governor's office was unhappy with objectivity of NJN's news coverage and had applied pressure to have Niemann removed.

Syndication award. *Stephen J. Cannell Productions* has awarded domestic syndication rights for Riptide and Hardcastle & McCormick to *Columbia Pictures Television Domestic Distribution* and *Colex Enterprises*, respectively. *Colex* is a joint venture between *Columbia* and *LBS Communications*. *Cannell* asked several major distributors, including *MCA-TV*, *20th Century-Fox*, *Teletextures* and *Paramount*, to make presentations for the award of domestic syndication rights. *Columbia* reportedly paid \$100 million to *Cannell* for the domestic rights. *Paramount*, which holds international distribution rights and had option of first refusal on domestic rights, passed up the opportunity for domestic syndication, according to sources, because it did not want to ante up a large guarantee to *Cannell* when there is a surplus of hour-long shows in the marketplace. *Mort Marcus*, *Colex* president, said *Hardcastle & McCormick* will be available for Sept. 1986 on the assumption that it will be cancelled by *ABC* at the end of this season. Stations will get 65 episodes for stripping as 13-week schedule refresher, or for use as a weekly, he said. The show will be sold on a barter basis for the first two-and-a-half years, and cash for the following four years. Deals will be made upfront for the full six-and-a-half-year license period. If *ABC* renews the show for next season, the syndicated run will not begin until 1987. Meanwhile, *Columbia* is preparing marketing plans on *Riptide*, which will have 50-60 episodes by the end of this season, on *NBC*. According to the standard five-year wait between the beginning of the show's network run and its offering in syndication, *Riptide* should be available beginning in 1988.

Editorials

The old order passeth

Mixed emotions attend the news that RCA, the oldest of the largest broadcasting companies, has been sold to General Electric. As this week's lead story attests, the announcement was less than earth-shattering to a broadcasting industry recently accustomed to both the unthinkable and the unexpected.

The least that should be drawn from this most recent takeover is that there's been a quantum leap in the stakes, as well as in the hazards, of doing business in broadcasting. RCA-NBC represents the third major takeover bid among the big three, with ABC in a friendly deal with Capcities and CBS still reeling after a bout with Ted Turner. RCA officials are doubtless breathing more easily this week on having reached safe harbor with a merger partner of sound reputation and, presumably, beneficent intent.

That said, it should be noted that such deals appeal more to boards of directors than to the broadcasters at large, among whom this latest (and largest) auction of a communications cornerstone occasions both sadness and a growing conviction that the best and the brightest in broadcasting are being pledged to the bottom line.

The critical issue, as expressed previously by this page, is whether broadcasting companies are to be directed by broadcasters or whether they answer to corporate titans whose first allegiance is to the world of business. When the roll of this year's biggest deals is called, with this leveraged buyout followed by that junk bond issue, the impression grows that a commodities market has been created in broadcasting licenses and/or entities. Regardless of who occupies the top spot in these new communications companies, the bottom-line concern of this page continues to be that the traditions and principles that have animated broadcasting—and have made it such a sought-after business in the first place—still hold.

GE-RCA completes the cycle of upset among the major companies upon which the industry has depended for leadership. All hands involved will want to insure that they make room for the broadcasters when they cast off for the future.

Legacy

Among believers that the First Amendment applies to the Fifth Estate, the memory of Potter Stewart, who died of a stroke Dec. 7 at the age of 70, will be preserved. Stewart was among the seven Supreme Court justices who voted for the regrettable *Red Lion* decision of 1969, affirming the constitutionality of the fairness doctrine. Four years later, concurring in another case, Stewart had second thoughts.

He said he had voted with the others in *Red Lion* "with considerable doubt" but that the doubt had been resolved. "The First Amendment prohibits the government from imposing controls upon the press," wrote Stewart upon reconsideration. "Private broadcasters are surely part of the press."

That opinion was written in concurrence with a majority that had denied a right of access claimed by the Democratic National Committee and by Business Executives Move for Peace in Vietnam which had wanted to buy time for editorial messages on, respectively, national television and WTOP(AM) Washington. In the same cases, the late Justice William O. Douglas, who had abstained in *Red Lion* because he missed oral arguments, repaired his oversight. "The fairness doctrine," Douglas now said, "has no place in our First Amendment regime." Indeed, wrote Justice Douglas, the fear of governmental intrusion that inspired the First Amendment "is perhaps even more relevant to TV and radio than it is to newspapers..."

Justice Stewart carried out his thoughts a year after the Democratic National Committee decision when he made a major speech at the Yale Law School Sesquicentennial Convocation.

The press, said Stewart at Yale, has "performed precisely the function it was intended to perform by those who wrote the First Amendment of our Constitution." It has acted, he said, as a fourth force, outside government, to provide an added check upon the three governmental branches that were themselves designed to be internally competitive. And he made it clear that the electronic media were included in his version of the press.

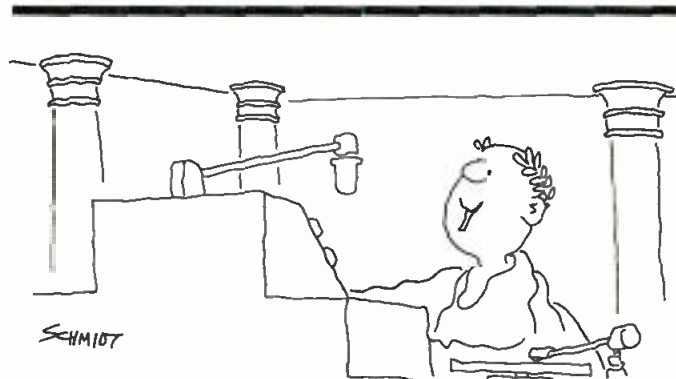
Stewart retired from the court in 1981 and will not be here to note whatever the present Supreme Court may do in fairness cases that may be en route to it. Surely, however, legal notice may be taken of his second thoughts about *Red Lion* and his conclusion, with Justice Douglas, that the press comprises both the Fourth and Fifth Estates, which are equally protected by the institutional freedoms embedded in the First Amendment.

Open question

The FCC finally did right by Simon Geller last week. Whether it also did right by the principles it professes to uphold cannot be determined until the formal order describing its action of last week becomes available. The brief press release that is the only document so far at hand suggests that the commission did not entirely extricate itself from its flirtation with program surveillance when it did wrong by Geller three years ago.

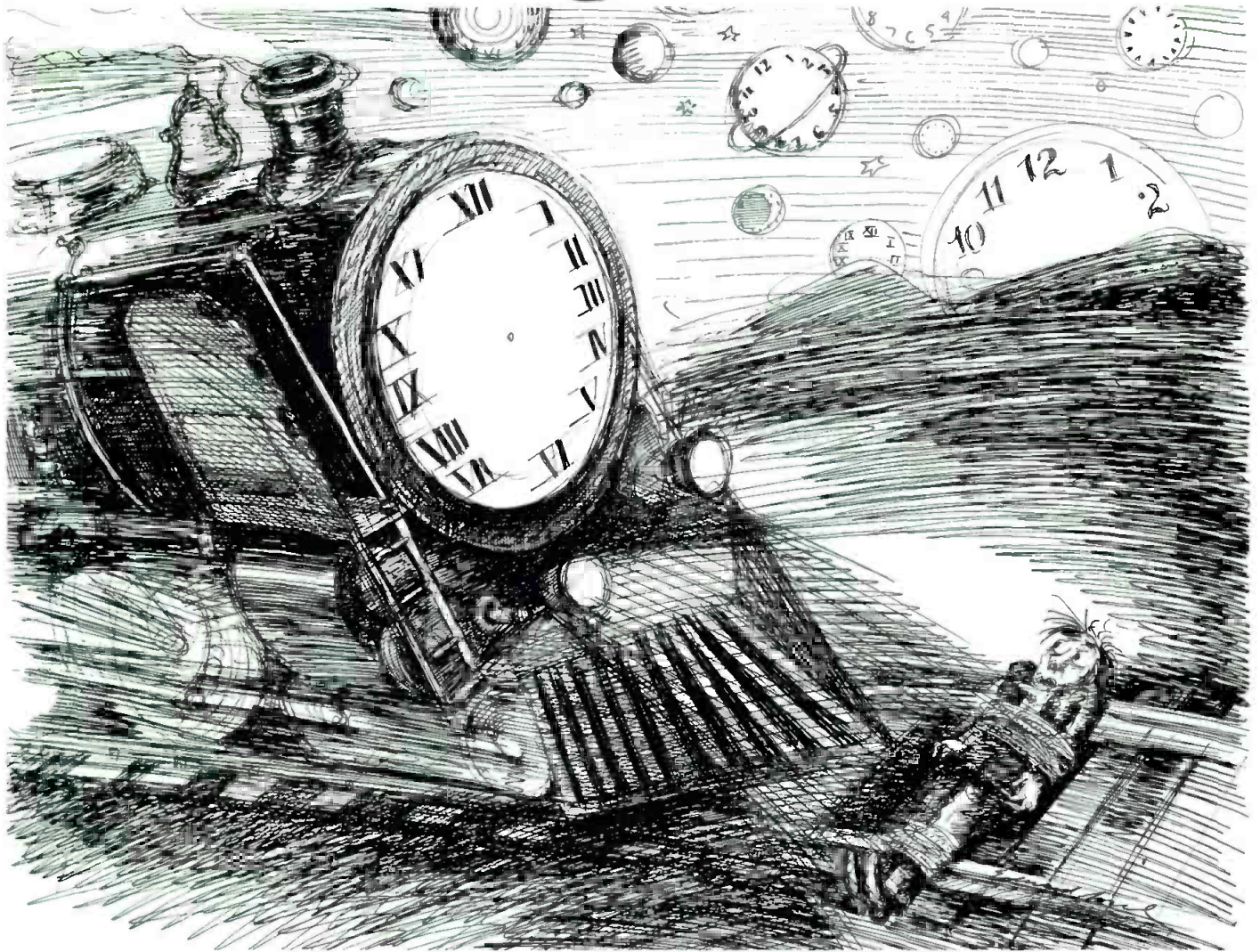
Acting on a remand by the Court of Appeals, the FCC reversed its decision of 1982 awarding Geller's FM channel in Gloucester, Mass., to a competing applicant on the latter's promise to air more news and nonentertainment programming than had been offered by Geller, who programs classical music and little else. This time the commission still expressed a preference for the challenger on the same programming grounds but decided that Geller's advantages in integration of ownership and management and his lack of other media ownerships were conclusive. Hard to fault that reasoning. Geller is proprietor and entire staff of the one-man WVCA-FM and owns practically nothing. His dedication to his kind of broadcasting is complete.

Perhaps the final order will do more than the press release to erase the finding of three years ago. If not, does the 16.9% news and 11.8% other nonentertainment programming that Geller's rival promised become the new standard for renewal expectancy? And other factors being equal, would that win a channel from an occupant who had broadcast less?



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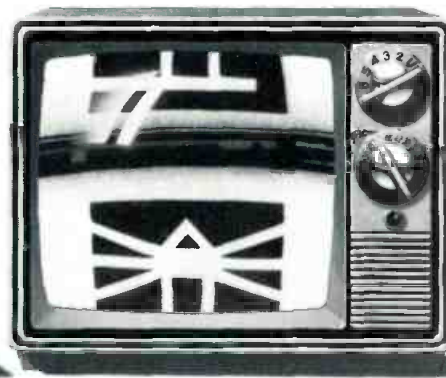
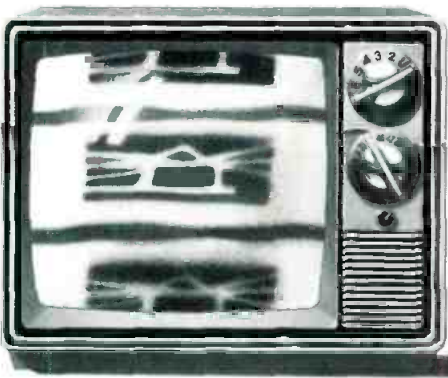
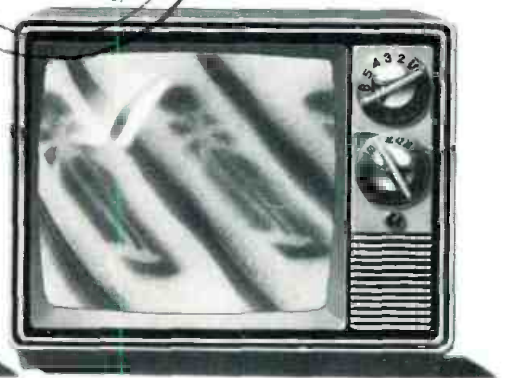
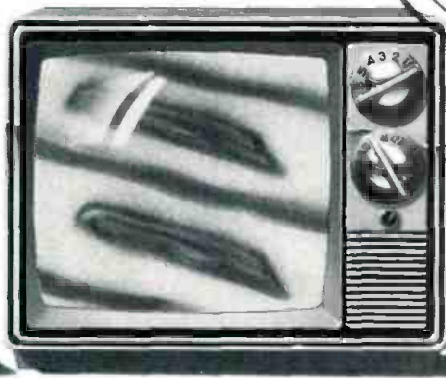
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